



PLY GEM[®] IN THE NEWS

The following announcement highlights recent media coverage featuring Mastic Home Exteriors by Ply Gem.

Media Outlet: *Springfield, IL State Journal-Register*

<http://www.sj-r.com/neighborhood/x1137362748/Advances-in-siding-mean-more-colors>

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Featured: Mastic Home Exteriors by Ply Gem

Article Synopsis:

The article focuses on the color trend in vinyl siding and Mastic Home Exteriors by Ply Gem's wide selection.

Media Outlet Information:

The State Journal-Register provides news and information for Springfield and its surrounding communities. Tracing its roots back to the Sangamon Journal founded in 1831, the Journal-Register claims to be, "the oldest newspaper in Illinois."



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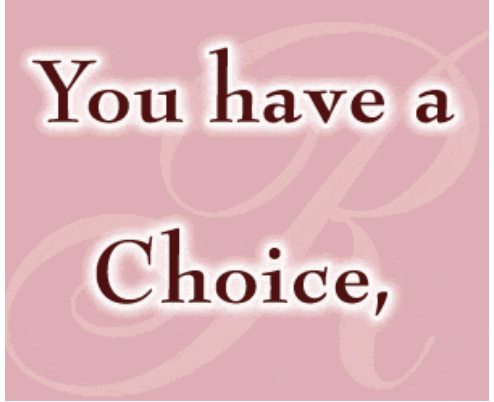
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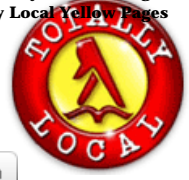
Advances in siding mean more colors

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By Darrin Burnett
Correspondent

Posted Jul 30, 2010 @ 12:01 AM

Off-white and beige used to be the daring colors in the world of house siding.

Now, thanks to better materials and improved insulation techniques, color choices like the one Dennis Griffiths recently found are possible.

"I just sold a job to people that live in California," said Griffiths, a certified home designer for Griffiths Siding and Windows of Springfield.

"(The homeowners chose) coastal sage, a really soft green, with two feet of bright yellow at the bottom."

Jobs with brighter colors, darker colors and two-tone houses — really two-tone, not just slightly different shades of beige — are still rare enough to stand out for professionals like Griffiths. But homeowners now have many more opportunities to be different.

"Most sidings have, on average, 18 to 25 colors," said Aaron Alred of Pitcher Perfect Siding and Windows of Springfield.

He said greens and earth tones are fast-risers in the business. Mostly, it's the lighter greens, but customers so inclined can find hunter green or evergreen as well.

The main reason darker colors and earth tones are taking off is because they aren't fading. Acrylic coating on vinyl holds the color longer, Alred said. Now, products are coming out with fade warranties, he added.

"It's like when ladies go and get their nails done," he said.

"Acrylic coating, it doesn't fade. It was a big issue in the late 1980s and early 1990s. Siding kind of faded with the sun. People had a bad taste in their mouth about vinyl siding."

Color is actually able to be added during the extrusion process, which is where the raw materials are shaped into siding, according to Jerry Blais, vice-president for marketing for Ply-Gem, a building products company based in North Carolina.

That makes the colors resistant to chipping or flaking.

Prairie Wholesale Supply Company, of Springfield, distributes Ply-Gem products, specifically Mastic Home Exteriors. Steve Scherff, the company's general manager, said the three most popular Mastic colors are dark grey Deep Granite, brown Rugged Canyon and green Quiet Willow. Even red has shown a slight uptick in sales, Scherff said.

The other traditional worry with darker siding colors has been that they are basically solar panels, heating the house to unbearable levels in the dog days of summer. No longer a worry, Griffiths said. "With today's insulation specs, that is not a concern," he said. "With good insulated siding, the color is not as important."

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With all of the choices, and the knowledge that the materials won't fade or turn your house into a sauna, the remaining barrier appears to be inhibition. For some people, it's hard to beat good old white or off-white.

Standing out in the neighborhood is still a tough prospect for some homeowners, but those in the business of selling siding do their best to encourage the free spirits.

"A lot of people don't want to be like the rest of the neighbors," said Griffiths.

"We kind of push that too. They can get noticed and have great curb appeal."

Vinyl is still the most popular type of material, but Alred said more colors are available in other materials, such as steel siding, or styles, such as vertical siding. The colors can be found in the wider panels, which appeal to some because there are fewer seams.

More choices by distributors equal more choices for the customer, which means happier siding salespeople.

"If you don't have something somebody wants, you won't sell it to them," Alred said.

"If you tell someone they only have the choice of three colors or six colors, they will find someone who has more choices. By having options available to people, you keep yourself in business."

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