



CHARLESTON BEADED™ > VINYL SIDING



Mastic® products are part of the **Cornerstone Building Brands** family of products, America's leader in creating beautiful residential and commercial exteriors.

Our Mastic siding products carry a superior warranty, providing comfort as you create the exact home you want for decades to come. And thanks to the industry's most advanced engineering processes, Mastic products deliver darker colors and better performance than were possible just a few years ago.

Dream big on your new home or remodeling project—with Mastic.

beauty



COVER IMAGE:
Charleston Beaded in
Scottish Thistle



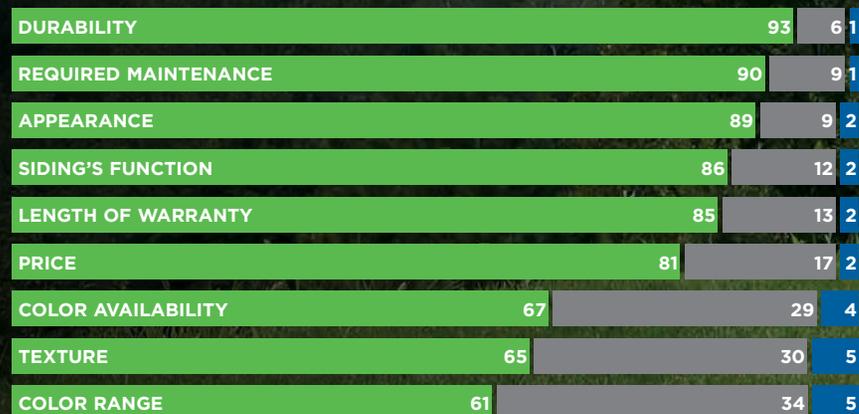
Charleston Beaded in Wicker

No paint. No stain. No hassles. That's the true beauty of Charleston Beaded™. Advanced locking system and nail hem simplifies installation, strengthens fit and adds stability. Our Charleston Beaded brings an architectural classic to life.

Vinyl siding gives homeowners what they want.

■ IMPORTANT ■ NEUTRAL ■ NOT IMPORTANT (%)

(Independent study conducted by Vernon Research Group, 2005)



Is it any wonder that vinyl siding is chosen more than any other exterior cladding in the U.S. and Canada?¹

¹vinylsiding.org

December 14, 2009

Charleston Beaded™ Delivers.

DURABILITY. If you're looking for siding that is durable and low maintenance, and looks beautiful, Charleston Beaded siding is the ideal choice. Charleston Beaded will enhance your home's appearance today — and for years to come.

NO PAINT, NO STAIN, NO HASSLES. Charleston Beaded, a premium panel, never needs paint or stain. Unlike real wood siding, it won't crack, peel, flake or rot. Revolutionary technology like Ply Gem's exclusive Hang-Tough™ Technology maximizes the panel's weatherability and delivers additional protection — and peace of mind — for your investment.

COLOR AND TEXTURE. Featuring a sculpted, beaded ridge that provides crisp, clear shadow lines — Charleston Beaded is available in 15 base colors.

PEACE OF MIND THAT LASTS A LIFETIME. Charleston Beaded is backed by the Ply Gem V.I.P. Limited Lifetime Warranty — a real warranty backed by a solid company. Ply Gem has been a trusted industry leader for more than 75 years. Please see our warranty for complete details.

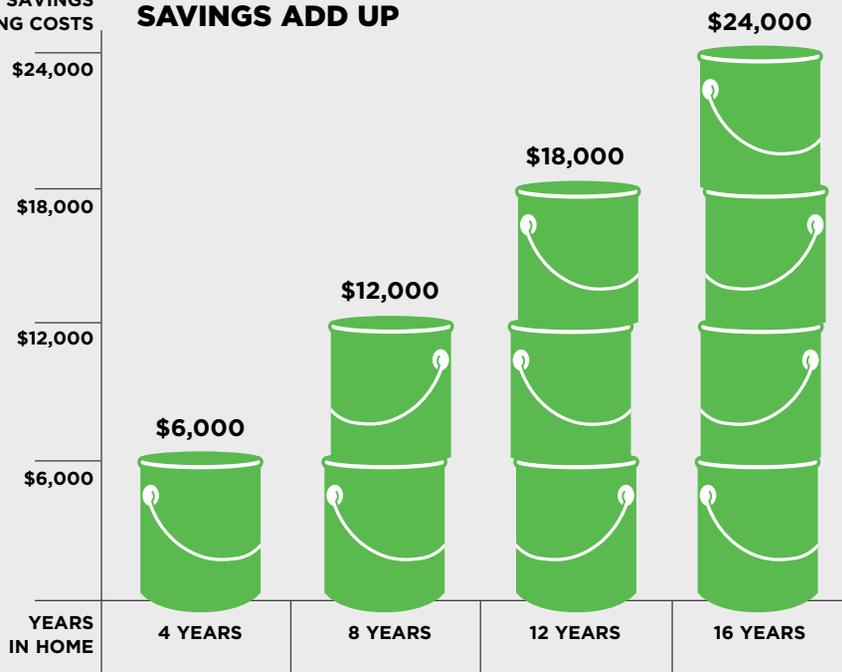
Beauty that lasts. Based on an average-size home, repainting or staining can cost up to \$6,000 every four years. Charleston Beaded™ never needs painting, caulking or patching because, unlike wood, it won't crack, peel, rot or split.



NO PAINT. NO STAIN. NO HASSLES.

TYPICAL SAVINGS
IN PAINTING COSTS

SAVINGS ADD UP



HANG-TOUGH™ TECHNOLOGY

Exclusive formulation and process boosts durability so panels are more resistant to cracking, impact and thermal distortion. As an added benefit, rich color resides throughout the panel — virtually eliminating the appearance of nicks and minor surface scratches.



BREATHE EASY

Unlike some fiber cement products, vinyl siding does not produce harmful silica dust — silica dust can cause lung disease.

V.I.P. LIMITED LIFETIME WARRANTY

Premium guarantee of lasting quality and peace of mind — backed by Ply Gem, a trusted industry leader for 75+ years.

See warranty for complete details.



Test our vinyl. We do. Rigorously. Relentlessly.



OIL CAN TEST Siding panels are placed under heat strips and saturated to 120° – 140°F to make sure the siding doesn't warp or buckle.



WEATHERING Color retention (resistance to fading) is tested by subjecting Mastic products to real-time weather conditions and accelerated UV testing. This ensures that Mastic products will hold up in the most extreme environmental conditions.



RIGIDITY Panels are designed and engineered to be more rigid so the siding remains straight on the wall.



COLOR READ TEST Using a spherical spectrophotometer, a 10,000 watt xenon flash tube bounces light off a siding panel. This information is then analyzed to determine if the color falls within accepted ranges for color consistency and match.



VERTICAL HEIGHT IMPACT TEST Measures the product's durability and ability to resist impact forces — the result of proper thickness, formulation and impact modifiers.



GLOSS TEST A digital readout microgloss meter is used to scan siding to determine if its gloss falls within a target range. Gloss is important to the aesthetic appeal of the siding.

Time-tested. Certified. And more.

The Vinyl Siding Institute sponsors a certification program that assures the quality of vinyl siding by offering manufacturers the means to independently verify the quality of our products through third-party testing and inspection.

Through this program Mastic vinyl siding products are certified to meet or exceed the industry-accepted performance standard set forth by ASTM D3679 and the color retention requirements of ASTM D6864 or D7251, so you can have confidence our products will perform well, season after season.



ASTM STANDARDS	MASTIC PERFORMANCE
 <p>WITHSTAND THE IMPACT OF RECOMMENDED INSTALLATION PROCEDURES.</p>	 <p>Mastic siding is designed and engineered to withstand impact beyond that required by ASTM D3679.</p>
 <p>STAY ON THE HOUSE IN HEAVY WINDS OF AT LEAST 110 MPH.</p>	 <p>Charleston Beaded is rated at up to 180 mph wind velocity</p>
 <p>LAY STRAIGHT ON A FLAT WALL AND NOT BUCKLE UNDER NORMAL CONDITIONS.</p>	 <p>Our product development team subjects Mastic products to a battery of rigorous tests to ensure superior quality and performance and, in addition to lay-flat design features, some Mastic products are even designed to hide existing imperfections in construction.</p>
 <p>WITHSTAND THE EFFECTS OF NORMAL SEASONAL TEMPERATURE FLUCTUATIONS.</p>	 <p>With our exclusive Duranyl 5000 Protection System and Hang-Tough™ Technology, Mastic products are engineered to persevere in the most extreme conditions.</p>
 <p>MEET MANUFACTURERS' ADVERTISED SPECIFICATIONS FOR LENGTH, WIDTH, GLOSS AND THICKNESS – AND HAVE A MINIMUM THICKNESS OF .035.</p>	 <p>Charleston Beaded features a premium thickness of .044" – more than 21% thicker than the minimum requirement.</p>

*Consult the VSI website at vinylsiding.org for a current list of certified products and colors.

COLORS



CHARLESTON BEADED™ COLOR KEY

Due to printing limitations, colors may not be exactly as shown. Refer to actual sample and color chips for best match.

CLASSIC COLORS >

EVEREST PREMIUM



SCOTTISH THISTLE PREMIUM



PEBBLESTONE CLAY PREMIUM



LIGHT COLORS >

VICTORIAN GREY



WICKER



SANDTONE



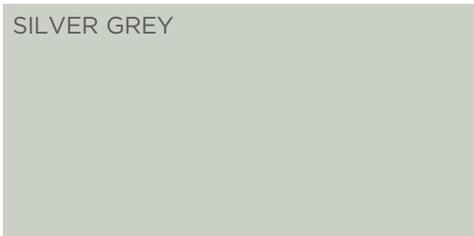
SAGE



DESERT SAND



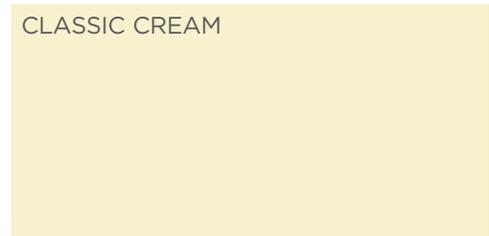
SILVER GREY



ALMOND



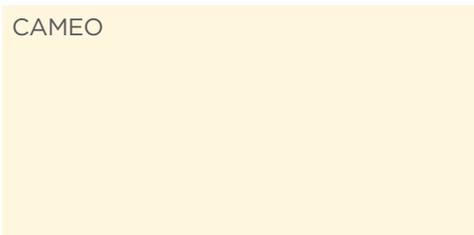
CLASSIC CREAM



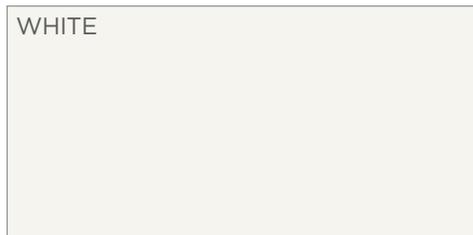
LINEN



CAMEO



WHITE





SINGLE 6-1/2"
CONTEMPORARY
BEADED SMOOTH

CONTEMPORARY BEAD

Sculpted, beaded ridge provides crisp, clear shadow lines.

Home design made easy.
With our new Ply Gem® Home Design Visualizer tool, it's easy to begin designing your dream home. Bring your vision to life at mastic.com/visualizer.



ADVANCED LOCKING SYSTEM AND NAIL HEM

Precise, secure fastening, easier installation and tighter fit combine to deliver added strength and stability — even in high winds.



**180
MPH**

**WIND VELOCITY —
RATED UP TO 180 MPH**

**.044
THICKNESS**

PREMIUM .044 THICKNESS

Superior thickness and impact resistance.



HANG-TOUGH™ TECHNOLOGY

Exclusive formulation and process boosts durability so panels are more resistant to cracking, impact and thermal distortion. As an added benefit, rich color resides throughout the panel — virtually eliminating the appearance of nicks and minor surface scratches.



V.I.P. LIMITED LIFETIME WARRANTY

Premium guarantee of lasting quality and peace of mind — backed by Ply Gem, a trusted industry leader for 75+ years. See warranty for complete details.



**SUSTAINABLE FORMULA FOR
VINYL SIDING**

Crafted of readily available natural materials — Mastic vinyl siding is safe, sustainable and recyclable.



NO PAINT, NO HASSLES

Since vinyl doesn't require paint or stain, harmful VOCs aren't released into the atmosphere.



A HEALTHY RESPECT FOR THE PLANET — AND OUR CUSTOMERS.

Our products offer features that positively contribute to sustainable practices, improved energy efficiency or lifecycle benefits of homes. All are foundational elements of sustainable building reflected in our Enviro initiative.



SUSTAINABLE RESOURCES:

- Mastic® vinyl siding is manufactured from two abundant natural resources: salt (57 percent) and natural gas (43 percent).¹
- During the manufacturing process of our vinyl siding, all unused material is reclaimed and reused, creating one of the most efficiently-produced exterior claddings available today.
- When installed and used properly, Mastic® products never require paint or stain, which reduces VOCs released into the atmosphere.
- Our facilities reuse and recycle pallets and packaging material, reducing raw material needs and landfill use.



ENERGY EFFICIENCY:

- Vinyl siding requires less energy to manufacture per square foot than brick and mortar.²
- Mastic® vinyl siding is lighter weight per square than other cladding options, so it requires less fuel to transport. Less fuel used means less pollution.
- When correctly installed, the Structure Home Insulation System™ can reduce thermal bridging and help meet the requirements of an ENERGY STAR® Qualified new home. The Structure Home Insulation System™ in a Double 6" profile has an R-value³ of R-3.0 using the testing method ASTM C1363, as specified by the Federal Trade Commission.
- Mastic Performance Metals® V-Groove soffit and roof and eave vents support proper attic ventilation efforts, which moderates attic temperatures and improves a home's energy efficiency. Mastic® V-Groove metal soffit provides the most net free ventilation per linear foot of any aluminum soffit system.



LIFECYCLE BENEFITS OF HOMES:

- Mastic® vinyl siding is durable and requires no site finish. Our Performance Metals® stand up to weather with virtually no maintenance. Our Designer Accents™ use thicker construction and a baked lacquer finish to ensure that they hold up season after season.
- When installed properly and under normal use, our products should never require painting or staining. They won't crack, peel, blister or rot.
- All of our Performance Metals® aluminum accessories are easily recyclable. In fact, at the end of its lifecycle in building applications, 100 percent of the aluminum can be recycled.



VINYL SIDING ENVIRO SNAP SHOT:

LEED For Homes — Possible Points



LEED New Construction — Possible Points



NAHB Standards — Possible Points



1 - "A Dozen Things You Might Not Know That Make Vinyl Siding Green," page 9, Tad Radzinski, P.E., LEED AP, and VSI. October 10, 2009. www.vinylsiding.org/greenpaper

2 - Ibid, page 10

3 - R means resistance to heat flow. The higher the r-value, the greater the insulating power.



Member



Mastic supports green building and it shows. We are active members of both the USGBC and NAHB — two key organizations that are working to define sustainable building practices.



GIVE YOUR HOME THE PERFECT FINISH

The big things like siding and windows make the house, but it's the finishing touches that make it home. So start with the rich texture of shakes or the crisp shadow lines of lap siding, but finish with charming shutters, expertly crafted trim or rustic stone. Creating your dream home exterior can start and finish with Ply Gem.

Every product we make is designed to perform and look beautiful together. Because a house is a home when it's **perfectly finished**.



Home Design Made Easy.

It's simple to begin designing your dream home with the new Ply Gem® Home Design Visualizer.

Visit mastic.com/visualizer



GET STARTED

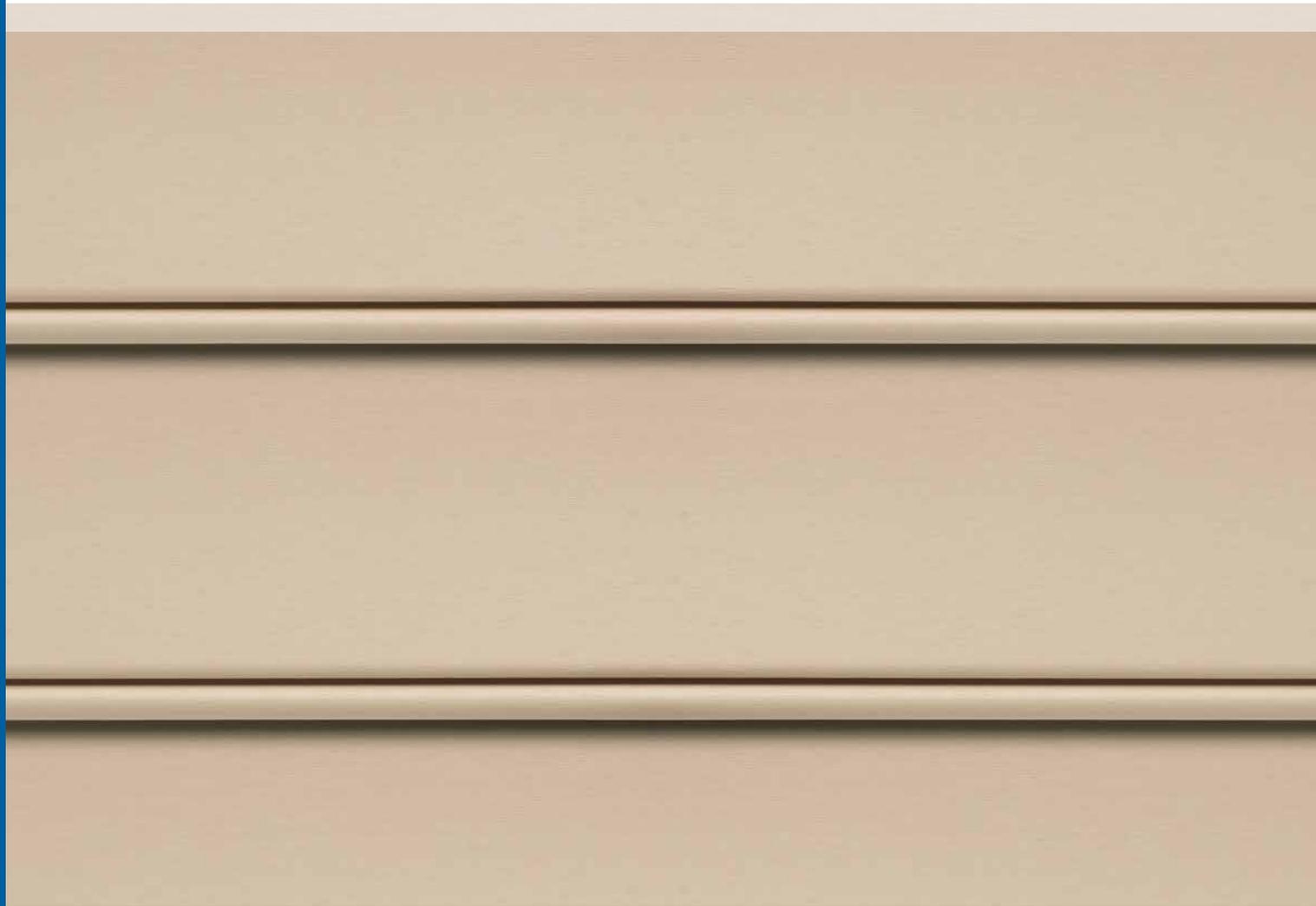
CHOOSE A HOUSE OR UPLOAD YOUR OWN

It's that easy, just select from a variety of home styles or upload a picture of your own home to see the transformation.

ADD COLOR + VISUALIZE

THE INTERACTIVE DESIGN TOOL

Try the new Ply Gem® Home Design Visualizer, a quick and easy way to see what different products, colors and palettes look like on your home.



mastic.com
800 962 6973

CORNERSTONE BUILDING BRANDS
5020 WESTON PARKWAY
CARY, NC 27513

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SIDING + ACCESSORIES | WINDOWS + DOORS | STONE VENEER | TRIM + MOULDINGS | FENCE + RAILING