



CARVEDWOOD•44® > VINYL SIDING



Mastic products are backed by Ply Gem — a 75-year leader in pioneering performance home exteriors, with a superior warranty for exactly the home you want for decades to come. Homeowners can feel confident knowing Ply Gem always goes the extra mile. From innovative engineering to trend setting design and industry leading warranties, we're a company you can trust with products you'll love.



true to life

THIS PAGE: Carvedwood•44
Double 4" in Wicker
COVER IMAGE: Carvedwood•44
Double 4" and Cedar Discovery
Perfection Shingle Double 7" in
Misty Shadow



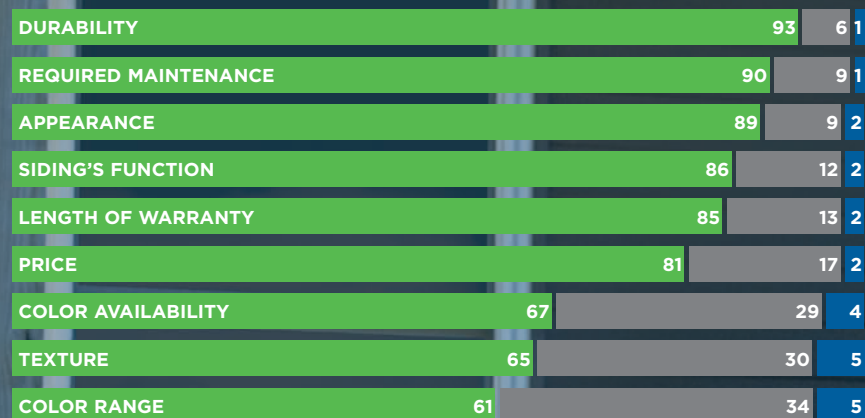
Carvedwood•44 Double 4" and Cedar Discovery Double 7" in Scottish Thistle

No paint. No stain. No hassles. Carvedwood•44 delivers strength, durability, the beauty of real wood — and endless design options. With 36 colors, five distinct profiles and two attractive finishes — smooth and woodgrain — Carvedwood•44 is the ideal choice in a virtually maintenance-free home exterior.

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

Carvedwood•44 Delivers.

DURABILITY. If you're looking for siding that is durable and low maintenance, and looks beautiful, Carvedwood•44 siding is the ideal choice. Carvedwood•44 will enhance your home's appearance today — and for years to come.

NO PAINT, NO STAIN, NO HASSLES. Carvedwood•44, a premium panel, never needs paint or stain. Unlike real wood siding, it won't crack, peel, flake or rot. Revolutionary technologies like Ply Gem's exclusive Hang-Tough™ Technology and Duranyl 5000® Protection System maximize the panel's weatherability and deliver additional protection — and peace of mind — for your investment.

COLOR AND TEXTURE. Featuring two finishes — woodgrain and smooth — Carvedwood•44 is available in a virtually endless palette of colors — 36 colors from rich, deep hues to light neutrals.

PEACE OF MIND THAT LASTS A LIFETIME. Carvedwood•44 is backed by the V.I.P. Limited Lifetime Warranty. Please see our warranty for complete details.

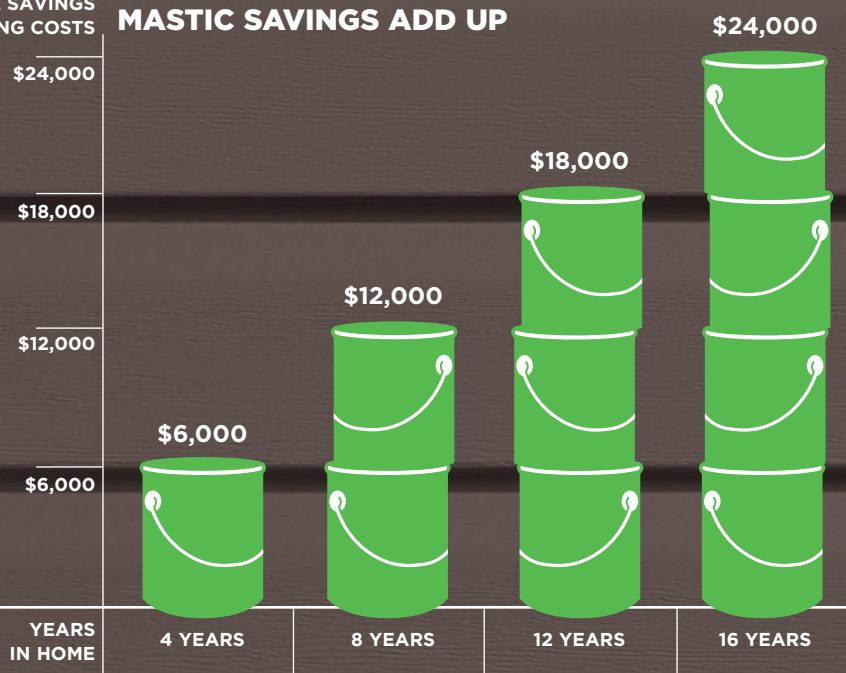
Beauty that lasts. Based on an average-size home, repainting or staining can cost up to \$6,000 every four years. Carvedwood•44 never needs painting, caulking or patching because, unlike wood, it won't crack, peel, rot or split.



NO PAINT. NO STAIN. NO HASSLES.

TYPICAL SAVINGS
IN PAINTING COSTS

MASTIC 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.



DURANYL 5000® PROTECTION SYSTEM

Proprietary technology adds extra UV protection to our deepest, most vivid colors — protects color against harsh elements and maximizes long-term weatherability.



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.











Carvedwood® 44 Triple 3" in Wicker, Cedar Discovery Half-Round in Wicker, Cedar Discovery Perfection Shingle Triple 5" in Wicker, and soffit in Musket Brown

Time-tested. Certified. And more.



The Vinyl Siding Institute (VSI) 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 it was certified that Mastic vinyl siding products meet or exceed the performance standards set forth by ASTM D3679 and the color retention requirements of ASTM D6864/D7251, so you can have confidence our products will perform well, season after season.

ASTM STANDARDS		MASTIC PERFORMANCE	
	WITHSTAND THE IMPACT OF RECOMMENDED INSTALLATION PROCEDURES.		Mastic siding is designed and engineered to withstand impact beyond that required by ASTM D3679.
	STAY ON THE HOUSE IN HEAVY WINDS OF AT LEAST 110 MPH.		Carvedwood•44 is rated at up to 200 mph.
	LAY STRAIGHT ON A FLAT WALL AND NOT BUCKLE UNDER NORMAL CONDITIONS.		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.
	WITHSTAND THE EFFECTS OF NORMAL SEASONAL TEMPERATURE FLUCTUATIONS.		With our exclusive Duranyl 5000 [®] Protection System and Hang-Tough™ Technology, Mastic products are engineered to persevere in the most extreme conditions.
	MEET MANUFACTURERS' ADVERTISED SPECIFICATIONS FOR LENGTH, WIDTH, GLOSS AND THICKNESS — AND HAVE A MINIMUM THICKNESS OF .035.		Carvedwood•44 features a premium nominal thickness of .044 — 26% thicker than the minimum requirement.

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

COLOR



CARVEDWOOD® 44' PROFILE AND COLOR KEY

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



SOLARDEFENSE TECHNOLOGY



SINGLE 8" SMOOTH



DOUBLE 4" WOODGRAIN



DOUBLE 4" SMOOTH



DOUBLE 4-1/2" DL WOODGRAIN



DOUBLE 5" WOODGRAIN

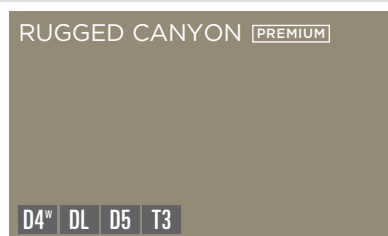
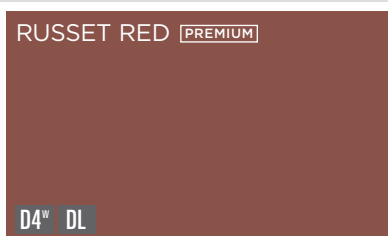
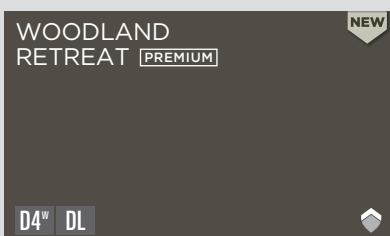
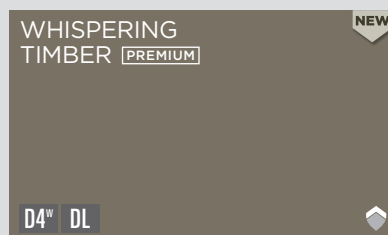
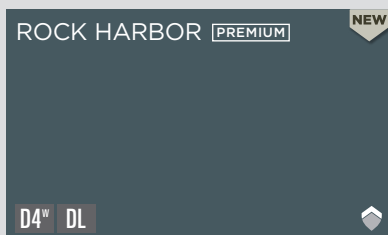
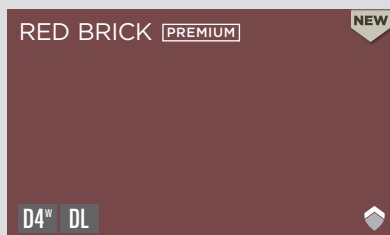
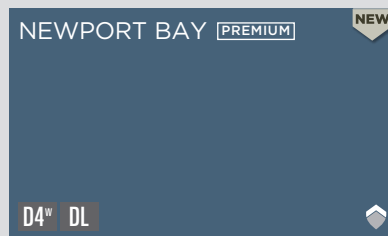
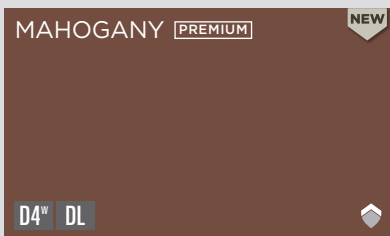
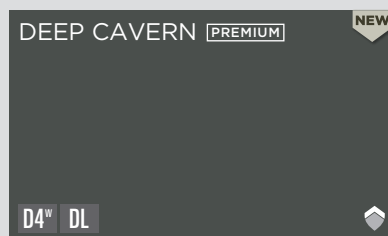
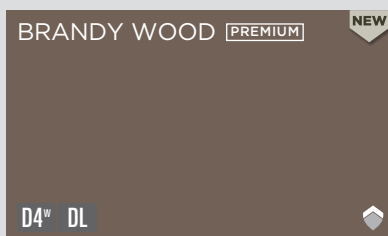


TRIPLE 3" SMOOTH



ALL PROFILES AND LENGTHS

DEEP COLORS

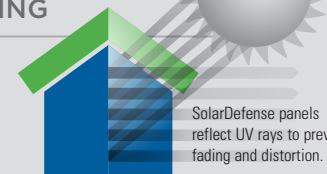


SolarDefense
REFLECTIVE TECHNOLOGY™

THE EVOLUTION OF SIDING

INNOVATION CONTINUES

Our new SolarDefense Reflective Technology™ panels provide next-generation protection from the sun for the most durability and long-lasting beauty. Our latest innovation expands our SolarDefense patent-pending technology with a new, breakthrough color formula, advanced light reflecting properties, and an even stronger, heat-resistant base layer.



THE BEST PROTECTION FOR BOLD COLORS

Engineered to absorb less of the sun's heat, our newest, darkest colors are designed to resist fading and heat distortion better than ever. Our tough UV-stable polymer stands up to damaging rays. New cooling compounds scatter more light to reflect more heat away from the siding, and keep panels cooler even on the hottest days.

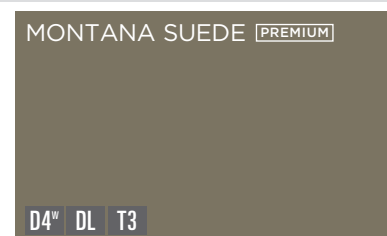
SolarDefense Reflective Technology is so effective we back these new dark colors against the elements with an unmatched No Fade, No Distortion Promise.*

**BEST
IN
CLASS**

**V.I.P. LIMITED
LIFETIME
WARRANTY**

**NO FADE
NO DISTORTION
PROMISE**

*See warranty for details.



DEEP COLORS (CONTINUED)

ENGLISH WEDGEWOOD PREMIUM

D4^w DL D5 T3

QUIET WILLOW PREMIUM

D4^w DL D5 T3

MISTY SHADOW PREMIUM

D4^w DL

AUTUMN HARVEST PREMIUM

D4^w DL T3

CLASSIC COLORS

HARBOR GREY

D4^w D4^s DL D5 T3

EVEREST

D4^w D4^s DL D5 T3

SCOTTISH THISTLE

D4^w D4^s DL D5 T3

PEBBLESTONE CLAY

D4^w D4^s DL D5 T3

CORN SILK

D4^w DL D5 T3

LIGHT COLORS

VICTORIAN GREY

D4^w D4^s DL D5 T3

TUSCAN OLIVE

D4^w D4^s DL D5 T3

WICKER

D4^w D4^s DL D5 T3

SANDTONE

D4^w D4^s DL D5 T3

SAGE

D4^w D4^s DL D5 T3

DESERT SAND

D4^w D4^s DL D5 T3

SILVER GREY

D4^w D4^s DL D5 T3

ALMOND

D4^w D4^s DL D5 T3

CLASSIC CREAM

D4^w D4^s DL D5 T3

LINEN

D4^w D4^s DL D5 T3

CAMEO

D4^w D4^s DL D5 T3

COLONIAL YELLOW

D4^w D4^s DL D5 T3

WHITE

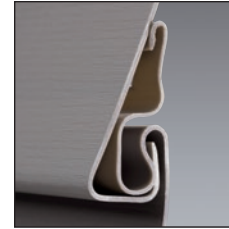
ALL

Explore the possibilities.
With our interactive design tool, you can apply different combinations of colors and products to see how they look. Bring your vision to life at mastic.com/getstarted.



effortless beauty





T-2 LOK[®]

Locking system delivers a positive locking action with a wider locking mechanism for more contact area.*



ROLLOVER, REINFORCED NAIL HEM

Easier installation — more precise and secure fastening.*



PREMIUM .044 NOMINAL THICKNESS

Superior thickness and impact resistance.



WIND SPEED — RATED UP TO 200 MPH

Mastic's proprietary design and engineering delivers a panel that achieves superior wind resistance.

5/8" PANEL PROJECTION

Enhanced shadow lines replicate the appearance of real wood siding.



DURANYL 5000[®] PROTECTION SYSTEM

Proprietary technology adds extra UV protection to our deepest, most vivid colors — protects color against harsh elements and maximizes long-term weatherability.



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.



CLASS 1(A) FIRE RATING



METRO-DADE COUNTY APPROVED



V.I.P. LIMITED LIFETIME WARRANTY

Premium guarantee of lasting quality and peace of mind — backed by Mastic, a trusted industry leader for 50+ years (see warranty for complete details).



Home Innovation
NGBS GREEN CERTIFIED[™]

RESOURCE EFFICIENCY

THIS PRODUCT HAS BEEN CERTIFIED BY HOME INNOVATION RESEARCH LABS.

This means you can be assured that this product complies with specific green practice criteria in the National Green Building Standard (NGBS). Visit www.HomeInnovation.com/GreenProducts for more details.

*Single 8" panel features a unique, advanced locking system and nail hem.

A HEALTHY RESPECT FOR THE PLANET — AND OUR CUSTOMERS.



Ply Gem can help you meet your sustainable building goals and earn points in leading green building certification programs. 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 Ply Gem's Enviro initiative.



For more information on how Mastic products can help you meet your sustainable building goals, refer to our *Building to Make a Difference* white paper available at mastic.com.



SUSTAINABLE RESOURCES:

- Mastic vinyl siding is manufactured from two abundant natural resources: salt (57%) and natural gas (43%).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.
- The Structure Home Insulation System™ has been third-party verified and Green Circle certified to contribute towards achieving LEED and NAHB credits, utilizing post-consumer and post-industrial recycled material.
- When installed and used properly, Mastic products never require paint or stain, which reduces VOCs released into the atmosphere.
- Mastic Performance Metals® have been third-party verified and Green Circle certified to contain a minimum of 67% recycled content.
- Ply Gem 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.

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. <<http://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.



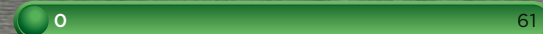
LIFECYCLE BENEFITS OF HOMES:

- 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% of the aluminum can be recycled.

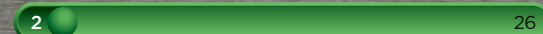


VINYL SIDING ENVIRO SNAP SHOT:

LEED For Homes — Possible Points



LEED New Construction — Possible Points



NAHB Standards — Possible Points



Looking for Mastic products with features that can contribute to overall energy savings, lower maintenance and reduced environmental impact? These logos identify products recognized by third parties as supporting green building practices.



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.**



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



+ RAILING | ROOFING



Get Started

To get started on your dream home exterior visit mastic.com/getstarted.

1 DREAM

DESIGN FIELD GUIDE

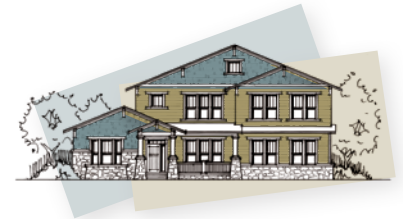
A series of amazing exterior transformations that will inspire ideas for your own home.



2 ADD COLOR + VISUALIZE

THE INTERACTIVE DESIGN TOOL

Mix and match colors and styles to see how they look together.



3 PREVIEW

DREAMHOME PROFESSIONAL

Use a photo of your home to see a realistic image of a designed exterior on your house. *Ask your builder or remodeler.*





THE PLY GEM PROMISE

Mastic products are backed by Ply Gem — a 75-year leader in pioneering performance home exteriors, with a superior warranty for exactly the home you want for decades to come.



mastic.com
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SIDING + ACCESSORIES | WINDOWS + DOORS | STONE VENEER | TRIM + MOULDINGS | FENCE + RAILING | ROOFING