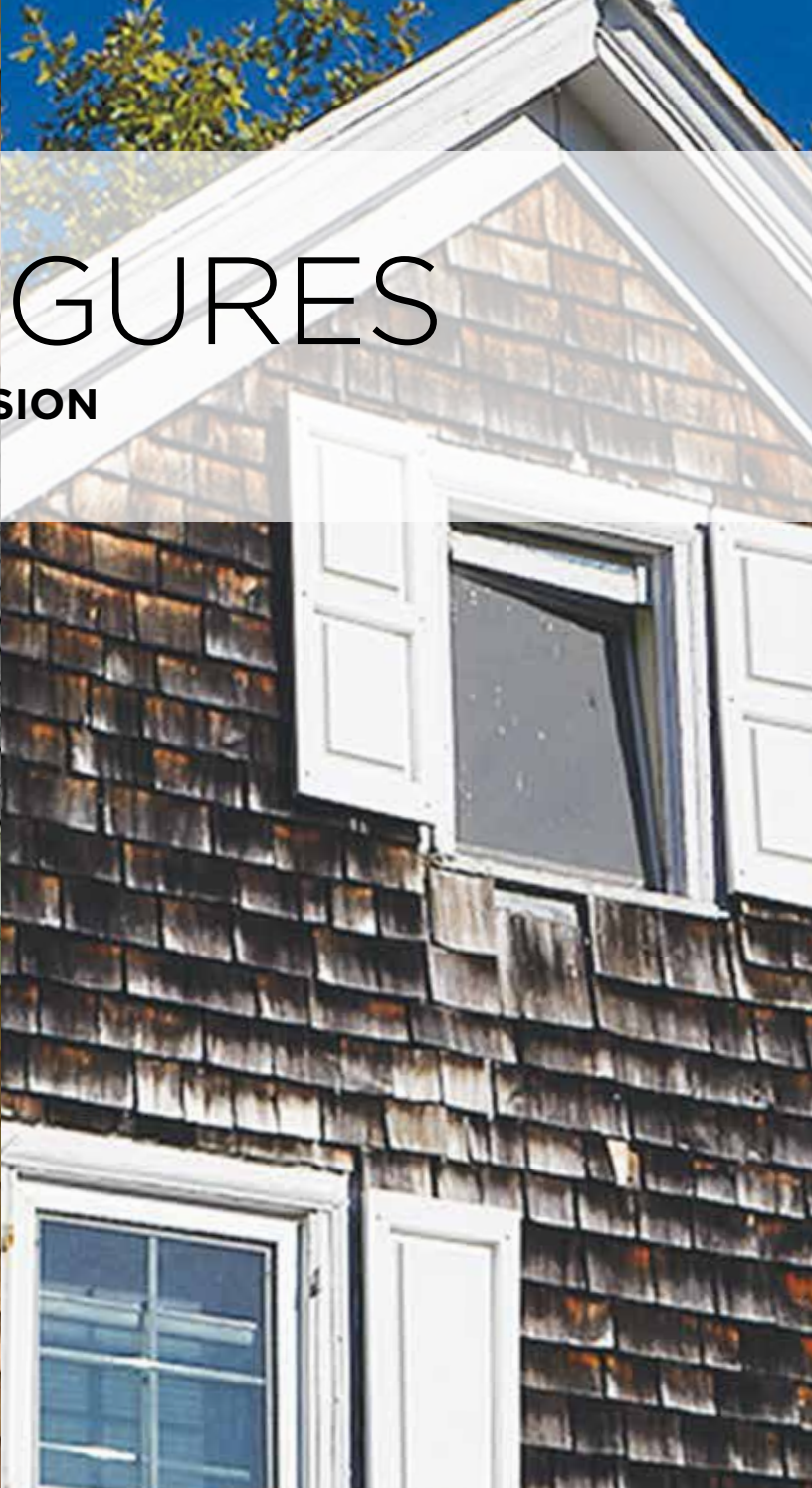


FACTS & FIGURES

TO MAKE AN INFORMED DECISION



CertainTeed
CEDAR IMPRESSIONS®
INDIVIDUAL 5" SAWMILL SHINGLES

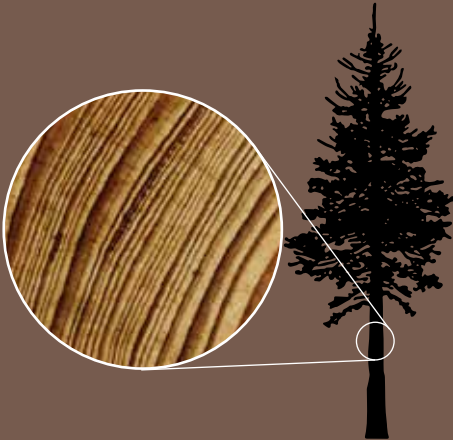
vs

Competitor
WOOD SIDING

CertainTeed
SAINT-GOBAIN

Know the Facts. Make an Informed Choice.

Cedar wood siding isn't what it used to be, even from as recent as 25 years ago. A home sided with natural cedar shingles may look beautiful, but today's wood siding is new growth and is much less durable than previous years.

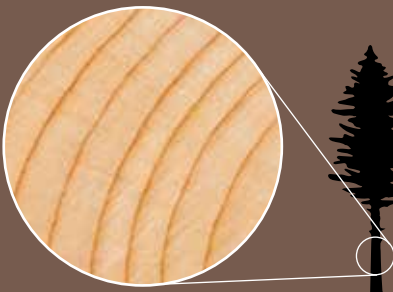


Old growth

Tighter rings and mature heartwood

- More rot-resistant
- More stable
- Stronger
- More termite resistant

Wood siding from the 1940's and earlier was old growth wood, which grew much slower — creating many tighter rings and including mature heartwood, that gives wood more strength and decay resistance.



New growth

Wider rings and sapwood

- Less rot-resistant
- Less stable
- Softer
- More prone to termites

Today's wood is harvested from trees that grow much faster, consisting of mostly sapwood with wider and more porous rings which makes it less durable.

“Large old-growth trees are a thing of the past. We now harvest smaller second-growth material that contains a high percentage of sapwood. Heartwood lumber is essentially unavailable in many species. Specify ‘all-heart’ and you may be in for a dose of sticker shock.”

- *University of Massachusetts, Amherst*

Performance Criteria: Long-Term Durability

FACT 1:

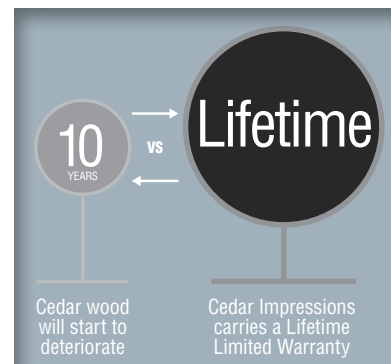
Individual 5" Sawmill Shingles will not rot

Individual 5" Sawmill Shingles are made of high quality polymer and do not rot or absorb moisture. Unlike wood, they will not shrink and swell when in direct contact with water or relative humidity, which causes peeling paint, rot, warp and cracking. In addition, today's new-growth wood siding is of lesser quality and deteriorates even quicker than old-growth wood.

	Cedar Impressions Individual 5" Sawmill Shingles	Cedar Wood Shingles
Will never rot	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Resists mold growth	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Maintains consistent color	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Naturally drainable	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Easy to maintain	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Lifetime Warranty	<input checked="" type="checkbox"/>	<input type="checkbox"/>

ROT-FREE

Individual 5" Sawmill Shingles retain consistent color and resist mold and mildew, but wood shingles' colors shift inconsistently from one side of a home to another, due to exposure to weather patterns. Even specific installation areas on a home can effect the rate of rotting or color change, such as close vegetation or poor drainage areas.



HIGHER DURABILITY

Wood shingles have no warranty once installed, and rotting, cracking, curling occur during their life cycle.

Performance Criteria:
No Painting Requirements

FACT 2:

Individual 5" Sawmill Shingles never need painting

CertainTeed is the industry color leader. That's why Individual 5" Sawmill Shingles polymer siding has such a wide color spectrum. Choose from subtle tones, deep shades or rich Ageless Cedar™ Color Blends, all with the highest color fade protection available anywhere. Real wood shingles must be painted, stained or bleached to prevent discoloration, and these treatments will need to be repeated over time.



On average, polymer siding saves time and money when compared to maintaining real cedar wood siding.

MAINTENANCE EVERY 5-7 YEARS*

\$5
polymer siding / soap and water

VS

\$2,500-4,000
cedar siding / paint

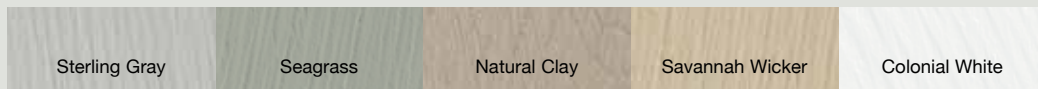
Source: angieslist.com

LOW MAINTENANCE

* Premium Color

<p>Natural Blend*</p> <p>FRESHLY CUT WHITE CEDAR With the bright appearance of freshly cut white cedar, CertainTeed Natural Blend shingles are as close to nature as you can get.</p>	Light	<p>Driftwood Blend*</p> <p>AGED WHITE CEDAR CertainTeed's Driftwood Blend shingles provide the look of aged white cedar at its most beautiful stage.</p>	Light
	Medium		Medium
	Dark		Dark
<p>YEARS 0 1 2 3 4+</p>			
<p>Cedar Blend*</p> <p>FRESHLY CUT RED CEDAR Through Ageless Cedar color technology, CertainTeed Cedar Blend shingles provides the deep, warm tones of freshly cut red cedar.</p>	Light	<p>Rustic Blend*</p> <p>AGED RED CEDAR CertainTeed Rustic Blend shingles capture the seasoned look of red cedar with a consistent weathering pattern that will not change over time.</p>	Light
	Medium		Medium
	Dark		Dark

Also available in solid colors.



Performance Criteria:
Pest Resistance

FACT 3:

Individual 5" Sawmill Shingles are pest-free

Unlike wood siding, Individual 5" Sawmill Shingles polymer siding does not attract insects or other pests that can cause damage and become a nuisance around the home. Also you will avoid contact with arsenical chemicals that treated wood contains to kill ants and termites.

Cedar Impressions = **no** pests

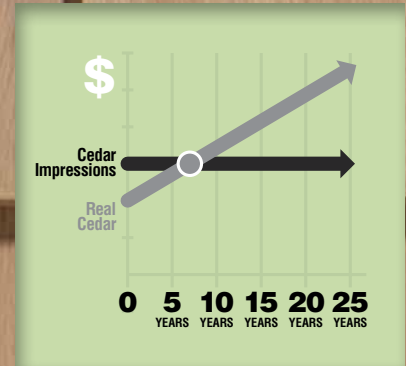
PEST FREE

Performance Criteria: Low Maintenance Costs

FACT 4:

Individual 5" Sawmill Shingles cost less to maintain

Individual 5" Sawmill Shingles polymer siding is more durable than wood and offers an alternative that requires very little maintenance, significantly reducing long-term costs when compared with wood siding. Natural cedar is one of the most expensive siding materials and is costly to maintain and repair.



LOWER COST

Performance Criteria: Health and Sustainability

FACT 5:

Individual 5" Sawmill Shingles safe for you and the environment

Because Individual 5" Sawmill Shingles polymer siding is pest free, there is no exposure to volatile organic compounds (VOCs) such as arsenical chemicals in treated wood or spraying to avoid infestation of termites and insects. Also, there is no need for water-repellent chemicals since Cedar Impressions does not retain moisture.

Individual 5" Sawmill Shingles are engineered to retain its like-new appearance and outstanding durability for many years, keeping products on the house and not in landfills.



SUSTAINABLE

5 REASONS

To Choose Cedar Impressions Over Wood Siding

- 1. LONG-TERM DURABILITY**
- 2. NO PAINTING REQUIREMENTS**
- 3. PEST RESISTANCE**
- 4. LOW MAINTENANCE COSTS**
- 5. HEALTH AND SUSTAINABILITY**



CertainTeed Corporation

CEILINGS • DECKING • FENCE • GYPSUM • INSULATION • RAILING • ROOFING • SIDING • TRIM
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