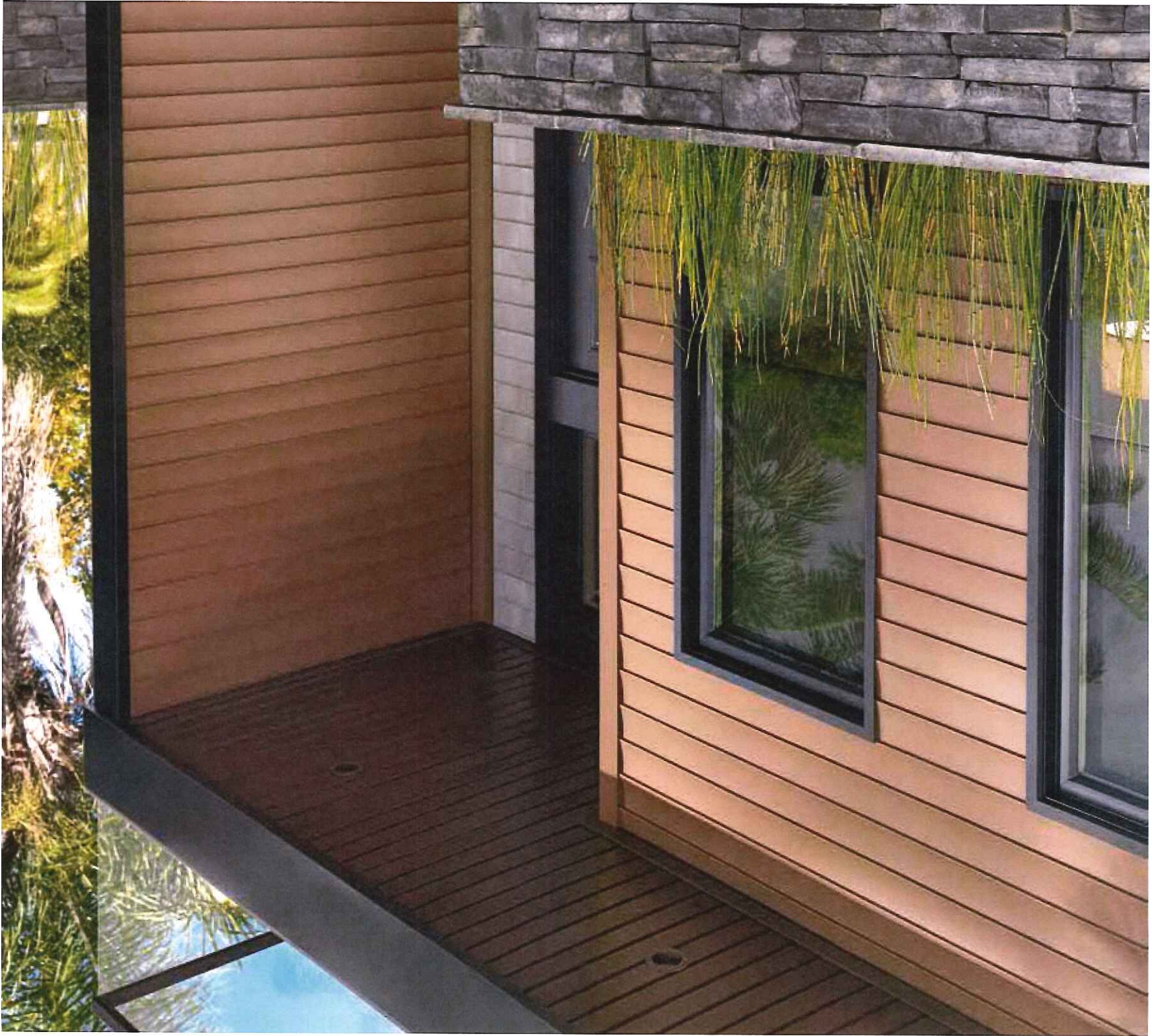


OVATION™

43





COVER IMAGE: Ovation™
Double 5" in Mahogany,
Cedar Discovery 5"
Perfection Shingle in
Cape Grey, Ply Gem Stone
Cascade Ledge in Mystic
and Performance Metals
Trim Sheet in Black

True to life



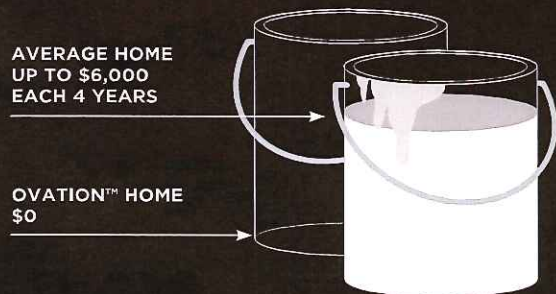
Ovation™ Double 5" in Brandy Wood, Triple 3" in Victorian Grey,
Cedar Discovery 7" Perfection Shingle in Newport Bay, Ply Gem Stone
Cascade Ledge in Alpine Mist and Ply Gem trim in Harbor Grey

No paint. No stain. No hassles. That's the beauty of Ovation™. Available in 26 colors and five panel styles, Ovation™ is engineered for strength and durability. Our exclusive Snap+Lock+Hold™ Locking System keeps panels in place — even during high winds. With bold to classic color options, and strength across the board, Ovation™ more than earns its name.

Beauty that lasts

No paint. No stain. No hassles.

Based on an average-size home, repainting or staining can cost up to \$6,000 every four years. Ovation™ never needs painting, caulking or patching because, unlike wood, it won't crack, peel, rot or split. And the maintenance cost of vinyl siding is negligible (just soap and water).



Vinyl siding delivers
what homeowners want.

■ IMPORTANT ■ NEUTRAL ■ NOT IMPORTANT (%)



(Independent study conducted by Vernon Research Group, 2005)





SolarDefense REFLECTIVE TECHNOLOGY™

BEST IN CLASS

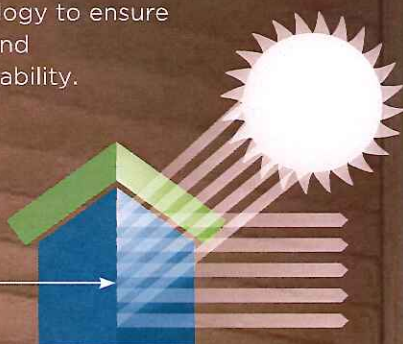
V.I.P. LIMITED
LIFETIME
WARRANTY

**NO FADE
NO DISTORTION
PROMISE**

The evolution of siding.

SolarDefense Reflective Technology™ provides unmatched protection against fading and heat distortion. Our newest, darkest colors are engineered with this patent-pending technology to ensure lasting beauty and outstanding durability.

SOLARDEFENSE
PANELS REFLECT
UV RAYS TO
PREVENT FADING
AND DISTORTION.



The best protection for the boldest colors

Instead of absorbing the sun's heat, our new dark colors are formulated to reflect it. This keeps siding distortion-free and ensures lasting color, even when subjected to concentrated sunlight.

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

*See warranty for details.

Ovation™ Double 5" in Mahogany with
Cedar Discovery™ 7" Perfection Shingle in Cape Grey



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.

Ovation™ Double 5" in Natural Slate with
Ply Gem Stone Manorstone in Oswego

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



WITHSTAND THE IMPACT OF RECOMMENDED INSTALLATION PROCEDURES.



STAY ON THE HOUSE IN HEAVY WINDS OF AT LEAST 110 MPH.



LAY STRAIGHT ON A FLAT WALL AND NOT BUCKLE UNDER NORMAL CONDITIONS.



WITHSTAND THE EFFECTS OF NORMAL SEASONAL TEMPERATURE FLUCTUATIONS.



MEET MANUFACTURERS' ADVERTISED SPECIFICATIONS FOR LENGTH, WIDTH, GLOSS AND THICKNESS — AND HAVE A MINIMUM THICKNESS OF .035.

MASTIC PERFORMANCE



Mastic siding is designed and engineered to withstand impact beyond that required by ASTM D3679.



Ovation™ is rated at up to 195 mph.



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.



With our exclusive Duranyl 5000® Protection System and Hang-Tough™ Technology, Mastic products are engineered to persevere in the most extreme conditions.



Ovation™ features a premium thickness of .042 — 20% thicker than the minimum requirement.

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

THE EXTERIOR SOLUTION FOR Color.



OVATION™ 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.

D4 DOUBLE 4" WOODGRAIN

DL D4-1/2" DL WOODGRAIN

D5 DOUBLE 5" WOODGRAIN


T3 TRIPLE 3" SMOOTH

S6 SINGLE 6-1/2" BEADED WOODGRAIN

ALL AVAILABLE IN ALL PANELS

 SOLAR DEFENSE REFLECTIVE TECHNOLOGY™

SolarDefense REFLECTIVE TECHNOLOGY™

NATURAL SLATE 


NEW

D4 DL D5

NEWPORT BAY 

NEW

D4 DL D5

BRANDY WOOD 

NEW

D4 DL D5

MAHOGANY 

NEW

D4 DL D5

RED BRICK 

NEW

D4 DL D5

SolarDefense Reflective Technology™
Our newest, darkest colors are protected from fading and heat build-up by an advanced, patent-pending process that ensures lasting color and outstanding durability.

DEEP COLORS

RUGGED CANYON 

D4 DL D5

DEEP GRANITE 

D4 DL D5

ENGLISH WEDGEWOOD 

D4 DL D5

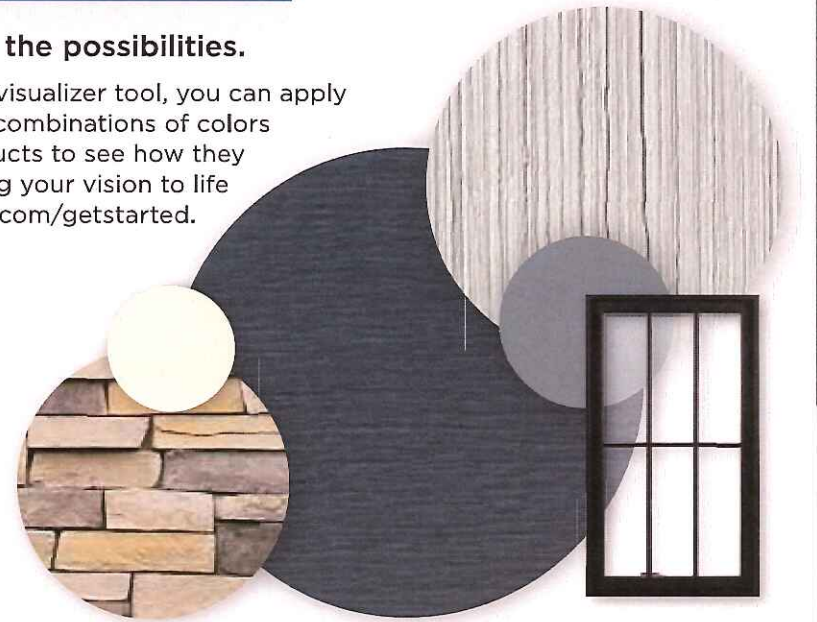
QUIET WILLOW 

D4 DL D5



Explore the possibilities.

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



CLASSIC COLORS

CORN SILK

D4 DL D5

HARBOR GREY

ALL

EVEREST

ALL

SCOTTISH THISTLE

ALL

PEBBLESTONE CLAY

ALL

LIGHT COLORS

VICTORIAN GREY

ALL

TUSCAN OLIVE

ALL

WICKER

ALL

SANDTONE

ALL

SAGE

ALL

DESERT SAND

ALL

SILVER GREY

ALL

ALMOND

ALL

CLASSIC CREAM

ALL

LINEN

ALL

CAMEO

ALL

WHITE

ALL



effortless beauty



Ovation™ Double 4" in Newport Bay,
Cedar Discovery 7" Perfection Shingle in Silver Grey,
Ply Gem Stone Cascade Ledge in Sandy Creek
and Ply Gem trim in White



**SINGLE 6-1/2"
TRADITIONAL
BEADED
WOODGRAIN**

**DOUBLE 4-1/2"
DUTCH LAP
WOODGRAIN**

**DOUBLE 5"
WOODGRAIN**

**TRIPLE 3"
SMOOTH**

**DOUBLE 4"
WOODGRAIN**



THE .042 COLOR LEADER — 26 COLORS

Ovation™ offers the most colors, including darker colors in more profiles of any competitive panel.



PREMIUM .042 THICKNESS

Greater strength, greater rigidity and a panel that hangs straighter.



WIND SPEED — RATED UP TO 195 MPH*

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



SNAP+LOCK+HOLD™ LOCKING SYSTEM*

Grips tight so panels lock securely and stay put — even in high winds.

ROLLOVER, REINFORCED NAIL HEM*

Easier installation — more precise and secure fastening.



9/16" PANEL PROJECTION

Enhanced shadow lines replicate the appearance of real wood panels.



MASTIC V.I.P. LIMITED LIFETIME WARRANTY

(See warranty for complete details.)



HANG-TOUGH™ TECHNOLOGY

Boosts durability so panels are more resistant to cracking, impact and thermal distortion.



DURANYL 5000® PROTECTION SYSTEM

Protects our Premium colors against harsh elements and maximizes long-term weatherability.



BREATHE EASY

Cutting does not produce harmful silica dust — silica dust can cause lung disease.



SUSTAINABLE

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



**CLASS 1(A)
FIRE RATING**



Home Innovation
NGBS GREEN CERTIFIED™

RESOURCE EFFICIENCY

THIS PRODUCT HAS BEEN CERTIFIED BY HOME INNOVATION RESEARCH LABS.

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

*Traditional Beaded panels are wind speed rated up to 165 MPH and feature their own unique advanced locking system and nail hem. (Refer to mastic.com for more details.)

A HEALTHY RESPECT FOR THE PLANET — AND OUR CUSTOMERS.



Mastic Home Exteriors by 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 important aspects of sustainable building and reflect Mastic's contribution to the Ply Gem Enviro initiative.



For more information on how Mastic products can help you meet your sustainable building goals, refer to the Mastic *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/>>

²Ibid, page 10

³R 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

0 61

LEED New Construction — Possible Points

2 26

NAHB Standards — Possible Points

9 - 36 42



Home Innovation
NGBS GREEN CERTIFIED™

RESOURCE EFFICIENCY



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.

The Exterior Solution[®]



SHINGLE SIDING

SHUTTERS

FASCIA

TRIM

SOFFIT

STONE VENEER

WINDOWS

CELLULAR PVC TRIM

- Cedar Discovery[®] Triple 5" - Cedar
- Structure[®] Double 4" - Pebblestone Clay
- Designer Accents Louvered Shutters - Red
- Trim - Cameo
- Ply Gem Stone - Shadow LedgeStone - Bradford

Get Started



Scan the QR code to get started on your dream home exterior or visit www.mastic.com/getstarted.

GUTTERS

ACCENTS

LAP SIDING

FENCE + RAIL

1

DREAM

THE DESIGNED EXTERIOR™ FIELD GUIDE

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



2

COLOR

MASTIC COLOR ADVISOR IPAD® APP
Offers a choice of three simple ways to find a color palette that fits you and your home exterior perfectly.



3

VISUALIZE

THE DESIGNED EXTERIOR STUDIO
Mix and match colors and styles to see how they look together.



4

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.*



MASTIC HOME EXTERIORS. THIS IS THE EXTERIOR SOLUTION.®



SIDING | PERFORMANCE METALS | RAIN REMOVAL | DESIGNER ACCENTS | DOOR SURROUNDS | SOFFIT + FASCIA | SHUTTERS



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KANSAS CITY, MO 64108



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The Designed Exterior™

SIDING WINDOWS DOORS STONE TRIM ROOFING FENCE RAILING

