

# WHATISHOME TO YOU?

CREATING CUSTOM STYLE

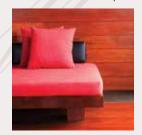


### YOUR HOME, YOUR STYLE

### ON DISPLAY

BEAUTIFUL AND LIVABLE – AND VERY MUCH YOU. WHERE DOES YOUR CONCEPT OF "HOME" START AND WHERE DO YOU WANT IT TO GO? ALSIDE VINYL SIDING HAS SMART SOLUTIONS FOR EVERY EXTERIOR DESIGN APPROACH. A GREAT WAY TO SPARK THE CREATIVE PROCESS IS TO TAKE A FRESH "FIRST LOOK" AT YOUR HOME'S ARCHITECTURAL STYLE AND SPACE.

### MODERN/CONTEMPORARY



Clean and cool is the visual delight of this home category. It can range from sublime to powerful, depending on the architecture and color palette. Bold contrasts can amp up the energy for a lively, chic vibe, while elegant tone-on-tone designs channel tranquility and sophistication. Modern and

contemporary homes are conservative in adornment yet striking in their sleek, artistic appeal.

### TRADITIONAL/HISTORIC



This "apple pie" of home styles is unbeatable in popularity, in part because of its far-reaching family that includes everything from colonial homes and Tudor mansions to quaint country farmhouses. The common thread is refined lines and graceful curves paired with detailed accents

and tasteful colors, all perfectly executed with just the right touch of grandeur. Old mixed with new is forever moving forward and reinvigorating the love of classic homes.

### BIG SPACE/SMALL SPACE



Regardless of the square footage, the potential for wow-factor is equally within reach. Smart color choices can have a big effect when working with smaller spaces. An exterior color palette of all similar hues will make a small home appear larger. Simply using a bold hue on the front door

easily infuses visual drama to the cohesive color scheme. For larger spaces, variations in color combinations abound. Whether you prefer a monochromatic palette, complementing hues or contrasting shades, you'll want to think about the architectural details that command attention, such as a front porch, dormers or decorative shutters. Keep in mind that roof shingles, stone masonry or brick accents also will contribute to the overall finished look.

### URBAN/SUBURBAN



Inner city and mixed-use communities are flush with creativity in home exterior designs, ushering in innovative materials and inspired color combinations. With homes ranging from refined upscale to relaxed bohemian, the urban "signature look" is all about expressing personality

and individual style. Suburban homes, on the other hand, often favor established, local styles and color trends. Individual looks emerge yet also tend to harmonize with surrounding homes and aesthetics.

# WHYVINYLSIDING?

### UNDERSTANDING THE FACTS

The secret is out. America chooses vinyl siding more than any other exterior cladding. In the world of handcrafted beauty mixed with modern technology, vinyl siding wins popular favor with it luxurious appearance, superior durability, easy upkeep and excellent value. It's also friendlier to the environment than many other siding products, making it a great choice today and for generations to come.





### BEAUTY

You'll find no restraint or limitations here. The scope of profile styles, colors and textures is broad and exciting. From classic hues, to architectural reds and blues, to variegated colors that recreate natural cedar beauty, the palette thrives with inspiration for an exquisite home design. Soffit, fascia, trim, decorative accents – including shakes, scallops and more – round out the versatility of this vast and growing product line.

#### DURABILITY

The most beautiful siding invention is durability. Homeowners want a quality home exterior, and want it to last. Today's vinyl siding is performance-engineered to protect your home from high winds, pounding rain, intense heat and frigid cold. And thanks to state-of-the-art technology, darker siding colors are now specially formulated to resist fading and weathering, ensuring the deep, luxurious appearance stays beautiful and true.

#### LOW-MAINTENANCE

If you like the idea of having more free time and less home maintenance, you will love vinyl siding. It recreates the beauty of freshly painted wood siding, but without the worries of rotting, splitting or insect damage. The rich vinyl color runs throughout the panel, so it won't chip, flake or peel like painted wood – and it never needs to be painted. An occasional rinse with a garden hose will remove most airborne dust and dirt to restore the like-new beauty.

### GREEN BENEFITS

The word "futuristic" might not come to mind when you think of vinyl siding, but it should. As a sustainable and recyclable product, vinyl siding is a positive choice for protecting the planet today and for future generations. Vinyl siding helps conserve cedar and other wood often used for building materials and is rated better than brick and fiber cement for overall environmental impact, according to Building for Environmental and Economic Sustainability (BEES) studies.¹ It never needs to be painted and can be cleaned with mild soap and water, which helps ensure that it does not release harmful solvents into the environment. Vinyl siding also has a modest energy use in manufacturing and reduced transportation impact due to its lighter weight, which contributes significantly less to global warming than many other siding products.¹

### VALUE

For nearly two decades vinyl siding has been a leading choice for exterior cladding on new single-family homes. This broad appeal stems not only from its beauty, durability, and easy upkeep, but also from the fact that vinyl siding adds value to homes. In today's resale market, an attractive, low-maintenance home exterior can help enhance the value of your home. On average, homeowners who remodel with vinyl siding can expect to recover approximately 73% of the cost of installation when it's time to sell.<sup>2</sup> Vinyl siding also has a low total-installed cost – lower than all other exterior cladding because vinyl siding goes up faster and does not require painting.<sup>3</sup>

<sup>&</sup>lt;sup>1</sup> Source: "Today's Vinyl Siding: Verifiably Green," January 2013. BEES Online, National Institute of Standards and Technology; ws680.nist.gov/Bees; October 2012.

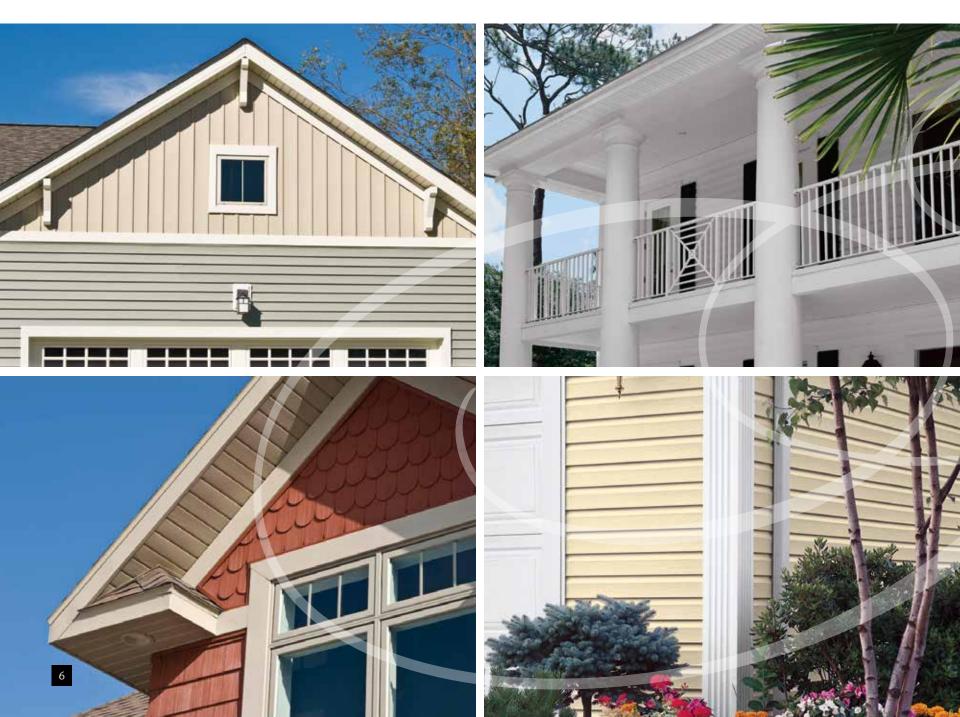
<sup>&</sup>lt;sup>2</sup>The national average of the cost recouped for replacement vinyl siding is 72.9% for midrange projects, according to Remodeling magazine's "2013 Cost vs. Value Report."

<sup>&</sup>lt;sup>3</sup> "Why Vinyl Siding," n.d., http://www.vinylsiding.org/ABOUTSIDING/why/value/index.asp (accessed 5/21/13).

### SIDING PROFILES AND TEXTURES

### INFUSED WITH CHARACTER

SET THE STAGE FOR YOUR HOME'S EXTERIOR DESIGN BY EXPLORING OUR WIDE VARIETY OF SIDING PROFILES AND TEXTURES. HORIZONTAL, VERTICAL, SPECIAL SHAPES AND SOFFIT – ALL ALSIDE SIDING PANELS ARE EVER STRONG, EVER STYLISH. ■



#### HORIZONTAL



**Clapboard** A longtime favorite, clapboard siding features the timeless beauty of authentic wood planks with beveled edges and overlapping joints.



**Dutch lap** Recreating the old-world charm of handcrafted overlapping wood planks, Dutch lap achieves its signature look with a recessed curve at the top of each row.



**Beaded** This 6-1/2" beaded siding captures Colonial-era elegance with a gracefully sculpted beaded ridge and a prominent 3/4" panel projection. The artistic detail and handsome shadow lines further impart historical character and charm.

### VERTICAL



**Board & Batten** Faithful to its original design from centuries ago, this vertical panel features a 5-1/2" board face and a 1-1/2" batten strip that projects 1/2" above the board surface. It installs beautifully as a whole-house exterior or as an accent siding for gables and other architectural elements.

#### INSULATED



**Insulated** Your home's most effective defense against weather and aging is insulated siding. Enjoy the added benefits of lower heating and cooling bills and a comfortable environment year-round.

### TRIMWORKS®



**Decorative Accents** Dress up windows, doors, gable ends and corners with our ample collection of decorative exterior accents. Designed to capture the look of handcrafted trim, TrimWorks engineered components make it easy for you achieve custom elegance for your home.

#### SOFFIT



**Solid Soffit** Beautiful and functional, solid vinyl soffit protects the hard-to-reach areas of your home with a durable, low-maintenance finish. Solid soffit panels also can be used as vertical siding to enhance the appearance of gables and other accent areas.



**Vented Soffit** A key function of any soffit system is to provide proper ventilation for the eaves and rafters and prevent potentially damaging moisture buildup in the roof structure and overhangs. Combine vented and solid soffit panels to design the ideal system for your home.

### SHAKES AND SCALLOPS



**Traditional Shake** The single 7" exposure and deep cedar grain texture further enhance the authentic hand-cut appearance of this expertly crafted panel.



**Scallop** Distinctly uniform and elegant, the natural cedar grain texture and a single 6-1/4" exposure together achieve picturesque beauty.



**Hand-Split Shake** Rough-cut edges and a deeply grained, random texture give this 9" profile an extra measure of rustic appeal.



**Cape Cod Shingle** The clean-line design of this double 5" profile features a natural cedar grain texture that conveys casual charm and sophistication. ■

### COLOR CHEMISTRY

MAKE IT PERSONAL

PURE AND SIMPLE, COLOR IS A UNIVERSAL ELEMENT IN EVERY HOME'S EXTERIOR DESIGN. WHETHER THE PALETTE IS MUTED SHADES OF WHITE ON WHITE OR BOLD ARCHITECTURAL HUES, THE IMPACT OF COLOR SETS THE TONE WHILE UNIFYING THE DETAILS. IT'S HERE THAT THE EXCITEMENT OF DESIGNING YOUR HOME BEGINS TO TAKE SHAPE – WITH EXQUISITE COLOR CHOICES FOR SIDING, TRIM, WINDOWS AND MORE.





### SIDING COLORS

**Classic** These iconic colors remain popular from generation to generation with their beautiful appearance and harmonious appeal. The striking simplicity of this color group is noted for its enduring aesthetic value and broad range of applications.

**Architectural** Warm and rich with historical overtones, architectural hues such as autumn red and midnight blue inspire custom elegance. From the dominating color of the siding to the details of molding and trim, this palette can achieve everything from a unified, relaxed home design to a unique style with a dramatic flair.

**Variegated** Our variegated color collection takes the lead in recreating the warmth and character of a natural wood finish. Intertwining, earthy hues in various densities are combined in random patterns to emulate the distinctive appearance of hand-brushed stained cedar. From rustic to refined, the hallmark of this palette is natural beauty.

### WINDOW COLORS

**Exterior** Architecturally coordinated window color is a standout design element that deserves strong consideration, especially if a custom look is your goal. These ultra-premium exterior colors are achieved with a cutting-edge polyurethane coating technology incorporating heat-reflective pigments to ensure a remarkably strong, fade-resistant and highly weatherable finish that's easy to clean.

**Interior** From traditional white to warm spices of wood, our interior woodgrain laminate finishes are expertly crafted for outstanding durability that maintains its attractive appearance over the life of the product. The markedly refined quality will enhance any room décor.



# G L A C I E R W H I T E

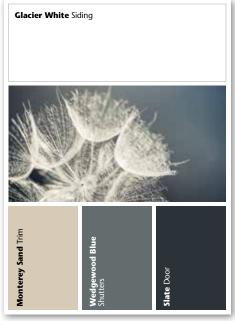
### STANDARD COLOR COLLECTION

**Glacier White** 

### DESIGN TIP

Use Glacier White to create a look that's anything but boring. In color schemes of white on white or white enhanced with color . . . Glacier White is one of the most versatile and popular choices for today's American home. Whether you are renovating a country cottage or building a new home just outside the city, there's an Alside siding system available to complement your home's design. ■







Glacier White Siding



### ANTIQUE PARCHMENT

STANDARD COLOR COLLECTION



Storm Gray Shutters

Slack Door





**Antique Parchment** 

### DESIGN TIP

**Antique Parchment is** a comfortable soft white that is timelessly sophisticated. This classic color can brighten and warm up a home all at once. Mix and match with other antique colors such as Coastal Sage, Mystic Blue, and Adobe Cream for added personality. And, instead of showing dings and everyday wear like painted wood exteriors, Alside premium vinyl siding preserves the beauty of your home year after year.■

# NATURAL LINEN

STANDARD COLOR COLLECTION

**Natural Linen** 

### DESIGN TIP

Possibly the ultimate neutral, Natural Linen offers a modest, dependable elegance to any home exterior. Its natural lure provides a plain and simple sophistication that is guaranteed to maximize your home's curb appeal. Use with Platinum Gray for a look that is both fresh and stylish. Or for a comfortable, organic expression, pair with Monterey Sand – your neighbors will be begging for your design tips.







Natural Linen Siding



Natural Linen Siding

# PLATINUM GRAY

STANDARD COLOR COLLECTION



Black Door

Castle Gray Windows





Platinum Gray

### DESIGN TIP

Platinum Gray, commonly regarded as a neutral color, will take on a warm or cool expression depending on the colors you select as accents. As a general rule, cool gray palettes are best suited for modern architecture. For traditional designs, Platinum Gray paired with a warmer color such as Natural Linen will create a pleasing effect.

## CAPE COD GRAY

STANDARD COLOR COLLECTION

### Cape Cod Gray

### DESIGN TIP

If you're thinking about updating your exterior to create a fresh, contemporary vibe, look no further than Cape Cod Gray. Use with Platinum Gray to create subtle distinction between the body and trim of your home or pair it with a red door for vibrant contrast. And, like all Alside colors, its low-gloss finish looks like painted wood, without the undesirable maintenance and upkeep.







Cape Cod Gray Siding



# MYSTIC BLUE

### STANDARD COLOR COLLECTION









Mystic Blue

### DESIGN TIP

Mystic Blue exhibits a soft charm reminiscent of a quiet morning by the seaside. For an added touch of appeal, pay close attention to trim detail and exterior light fixtures. These are ideal decorative accents that can also help to balance a home's symmetry. For more of our best curb appeal ideas, visit us on Pinterest at pinterest.com/alside.

# C O A S T A L S A G E

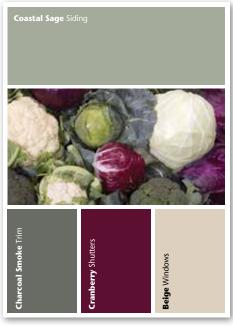
STANDARD COLOR COLLECTION

Coastal Sage

### DESIGN TIP

If you are looking for a calm, peaceful color to harmonize with your surroundings, Coastal Sage is an excellent choice. Pair with Glacier White or Monterey Sand for ultimate tranquility. Or, mix and match with a darker green such as Deep Moss for a naturally beautiful finishing touch. Consider combining materials like Alside shakes and scallops that deliver the classic look of cedar without the maintenance and cost.









### JUNIPER RIDGE

STANDARD COLOR COLLECTION









Juniper Ridge

### DESIGN TIP

Drawing inspiration from the evergreen tree Juniper, Juniper Ridge is one of today's most sought after exterior colors. Warm things up naturally with Tuscan Clay accents or, because it seems to go with just about everything, another approach is to carefully choose trim and accent colors to emphasize an architectural element or create bold aesthetic appeal.

### ADOBE CREAM

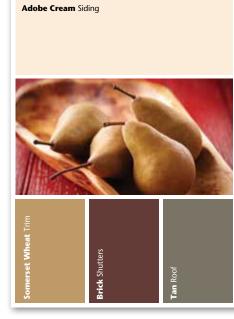
STANDARD COLOR COLLECTION

**Adobe Cream** 

### DESIGN TIP

Neutral colors are forever serene and elegant. Designed to weather attractively, Adobe Cream siding, Antique Parchment trim and a simple white door together create an effortless color scheme. Or boost your style statement with a dark contrasting color such as Charcoal Smoke featuring ChromaTrue® ASA copolymers that ensure long-term color stability, including resistance to fading in the sun.









### COLONIAL IVORY

STANDARD COLOR COLLECTION



**Colonial Ivory** Siding



Coffee Brown Shutters

Colonial Ivory Siding



Colonial Ivory Siding



**Colonial Ivory** 

### DESIGN TIP

You'll fall in love with
Colonial Ivory because of
its versatility and timeless
appeal. This easy-to-livewith color creates a look
that is welcoming and will
make a home look more
contemporary or classic
depending on the trim
and accent colors used.
Learn more about
Alside's full range of
complementary colors for
a distinctly custom look
at www.alside.com.

# MAPLE

### STANDARD COLOR COLLECTION

Maple

### DESIGN TIP

The classic shade of
Maple yields soft shadow
lines and subtle texture
variations for a premium
look-of-paint appearance.
Punch up this timehonored color with small
doses of red or blue on
shutters and doors. If
you prefer a muted effect,
add dimension to your
exterior with Natural Linen
or Colonial Ivory trim.







Maple Siding



Maple Siding

### MONTEREYSAND

STANDARD COLOR COLLECTION



Antique Parchment
Trim
White Door

Monterey Sand Siding



Natural Linen Accents
Musket Brown Shutters

Monterey Sand Siding



**Monterey Sand** 

### DESIGN TIP

Earthy and natural, one of the major advantages of Monterey Sand is that it can effortlessly be combined with any number of colors. It's the ideal color if you want to blend with the tones and shades around you or add a splash of modern style. Visit us at http://www.houzz.com/ Alside for more inspiration and exterior color combinations to make your home stand out. ■

# VINTAGE WICKER

STANDARD COLOR COLLECTION

Vintage Wicker

### DESIGN TIP

Inviting neutrals such as Vintage Wicker create a classic, ageless style. Its warm tone is reminiscent of the natural shades found outdoors and is just right for today's architectural designs. This undemanding shade is also easy to maintain. To keep Alside siding looking as fresh and clean as the day it was installed, simply rinse occasionally with a garden hose.









# TUSCAN CLAY

### STANDARD COLOR COLLECTION









uscan Clay

### DESIGN TIP

This mid-range shade works well on any and all architectural styles. To achieve a classic design, turn to Glacier White to accent window trim, columns and doors. It's also suitable to select just one element that stands out in your color scheme and, more often than not, the focus is on the front door. Choose a complementary color, like red, for an inviting entrance with plenty of appeal. ■

## AUTUMN RED

ARCHITECTURAL COLOR COLLECTION

Autumn Red

### DESIGN TIP

Autumn Red is a favorite color choice for homeowners aspiring to make a statement. When thoughtfully used, it can make a home come to life with a warm and welcoming ambiance. It makes soft shades like Antique Parchment look sharper and old-fashioned colors such as Walnut measure up in a fresh new way. Visit our Facebook page at www.facebook. com/alsidebuildingproducts for more inspiration or to share your own remarkable design advice.







Autumn Red Siding



# S O M E R S E T W H E A T

ARCHITECTURAL COLOR COLLECTION







Somerset Wheat Siding



Somerset Wheat

### DESIGN TIP

Craft an artistic and relaxing space where you can unwind with the sophisticated color Somerset Wheat. It provides warmth and brightness and is the perfect solution for smaller living areas. Combine with cooler neutrals or create a dynamic look with one of the many colors found in Alside's Architectural Color Collection. Visit www.alside.com for more ways to add dramatic appeal to your home. ■

### CANYON DRIFT

ARCHITECTURAL COLOR COLLECTION

Canyon Drift

### DESIGN TIP

When selecting the primary color for your home, consider Canyon Drift – a deep neutral with broad, adaptable curb appeal. You'll be surprised at how many bold and subtle color options you can create with Canyon Drift. For example, to add drama, turn to a stronger accent color such as Storm. And, don't be afraid to go beyond your comfort zone by incorporating two or more different accent colors. ■









# WALNUT

### ARCHITECTURAL COLOR COLLECTION









Walnut

### DESIGN TIP

The general rule of thumb in choosing an exterior color palette for your home is to use three colors. You can rely on the classic beauty of Walnut to harmonize with a wide range of accents to provide uninterrupted color as well as added performance benefits. The judicious use of a bold accent color can create a more restrained appearance than you might expect and works well with both traditional and modern architectural styles. ■

# ENGLISHSADDLE

ARCHITECTURAL COLOR COLLECTION

English Saddle

### DESIGN TIP

If your home is surrounded by a natural landscape, pick a hue like English Saddle that will blend with trees, plants and nature in general. Incorporating Alside's Rainware System is a creative way to complement or contrast with your Alside vinyl siding for a complete custom appearance that harmonizes the beauty of your home with the landscaping, decking and concrete around it. ■









## ARBOR

### ARCHITECTURAL COLOR COLLECTION









Arbor

### DESIGN TIP

Inspired by nature, Arbor is a particularly flexible color choice. Paired with like hues such as Coastal Sage, it is the ideal monochromatic scheme for a calm and relaxing living space. Add Monterey Sand for an organic feel or select a high-impact color such as Charcoal Smoke to draw attention to areas of architectural interest.

# D E E P M O S S

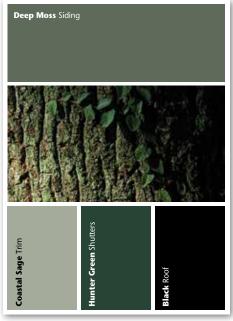
### ARCHITECTURAL COLOR COLLECTION

Deep Moss

### DESIGN TIP

With natural elegance,
Deep Moss adds an extra
dimension to your home
that is both creative and
soothing. This beautiful
shade looks especially
contemporary when
combined with cooler
colors like Cape Cod
Gray. Or pair with a warm,
contemporary neutral such
as Tuscan Clay to create a
color scheme that is both
unified and interesting.









# HARBORBLUE

### ARCHITECTURAL COLOR COLLECTION









Harbor Blue

### DESIGN TIP

The rich, reasonably neutral shade of Harbor Blue offers a distinct base for a range of companion color choices that are complementary without being overpowering. To keep your color palette low-key, choose a neutral shade for shutters. Further transform the appearance of your home both inside and out with the rich hues and sumptuous woodgrain beauty of Alside's elegant FrameWorks® window and patio door finishes.

## MIDNIGHT BLUE

ARCHITECTURAL COLOR COLLECTION

Midnight Blue

### DESIGN TIP

Historically, blue has always had a strong connection with elegance and splendor. With Midnight Blue, you have discovered the perfect blue to create a feeling of luxury for your home. To balance the dramatic effect of this color, combine with a hint of Antique Parchment or Natural Linen. For eye-catching contrast, try adding a splash of Somerset Wheat or Arbor.







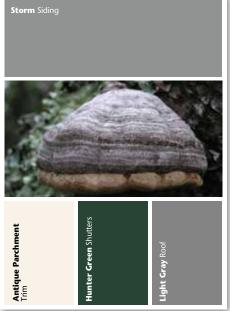
Midnight Blue Siding



# STORM

### ARCHITECTURAL COLOR COLLECTION









Storm

### DESIGN TIP

Not too light, not too dark . . . that's what you'll appreciate about one of Alside's most adaptable colors - Storm. From contemporary to neo-Colonial, this easygoing color is suitable for any architectural style. Dress up Storm with Natural Linen or dress it down with Tuscan Clay trim and black accents. And by integrating Trimworks, you can capture the look of handcrafted trim detail in a wide variety of decorative trim options.

# C H A R C O A L S M O K E

### ARCHITECTURAL COLOR COLLECTION

**Charcoal Smoke** 

### DESIGN TIP

Choosing a dark color like Prodigy's Charcoal Smoke is an exciting way to make your home look more natural in its environment. Try Storm or Deep Moss trim for a pleasing tone-on-tone look. Or, if your idea of curb appeal calls for high contrast and punch, try Somerset Wheat or Antique Parchment. Perhaps best of all, this rich, earthy color is remarkably fade-resistant, beautiful and eco-friendly.









# YOUR HOME-REVEALED

CHARACTER AND COMFORT



With innovative designs and exceptional performance, the Alside siding collection will give your home high-end style and refined quality without compromise. Our extensive product offering also makes it easy to achieve custom-crafted elegance by integrating siding and trim with our luxurious architectural FrameWorks window colors. The possibilities are exciting and inspiring – the results, beautiful and practical.

### A BEAUTIFUL VIEW, INSPIRED BY YOU

Siding, windows, accents and more . . . it's all about the art of the mix. Ready to get started? Visit www.alside.com and let our Design Showcase interactive design programs transform your creative ideas into your new beautiful home.



