

CARVEDWOOD®.44



THE PLY GEM PROMISE: Mastic products are backed by Ply Gem — a 70-year leader in pioneering performance home exteriors, with a superior warranty for exactly the home you want for decades to come.



COVER IMAGE: 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
THIS PAGE: Carvedwood•44' Double 4" in Wicker



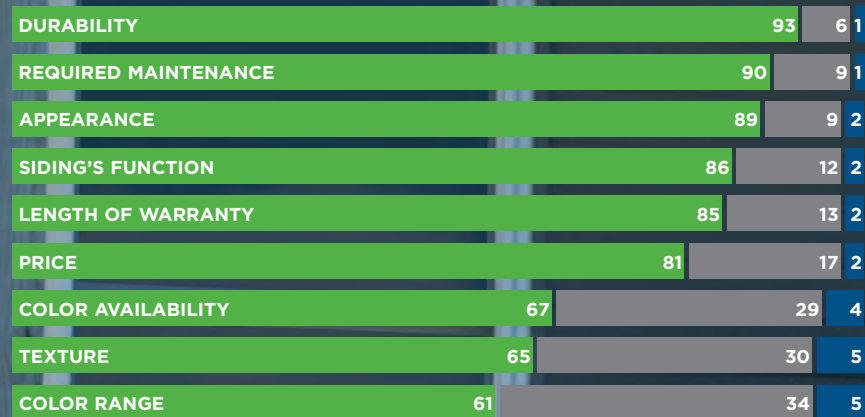
Carvedwood•44® Double 4" in Scottish Thistle and Cedar Discovery® Double 7" in Scottish Thistle

No paint. No stain. No hassles. Carvedwood•44® delivers strength, durability, the beauty of real wood — and endless design options. With 26 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

¹ www.vinylsiding.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 Mastic'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 — 26 base colors from rich, deep hues to light neutrals.

PEACE OF MIND THAT LASTS A LIFETIME. Carvedwood•44® is backed by the Mastic V.I.P. Limited Lifetime Warranty — a real warranty backed by a solid company. Mastic has been a trusted industry leader for more than 50 years. Please see our warranty for complete details.

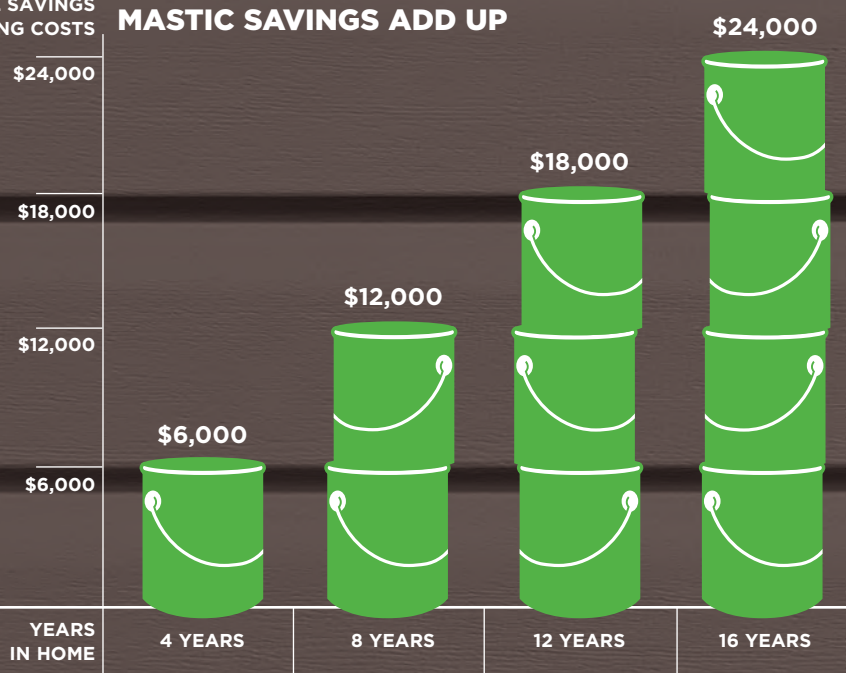
Beauty that lasts. Based on an average-size home, repainting or staining can cost up to \$6,000 every four years. Carvedwood•44® never needs painting, caulking or patching because, unlike wood, it won't crack, peel, rot or split.



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 Mastic, a trusted industry leader for 50+ 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 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 thickness of .044 — 26% 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.



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.

S8

SINGLE 8" SMOOTH

D4^w

DOUBLE 4" WOODGRAIN

D4^s

DOUBLE 4" SMOOTH

DL

DOUBLE 4-1/2" DL WOODGRAIN

D5

DOUBLE 5" WOODGRAIN

T3

TRIPLE 3" SMOOTH

ALL

ALL PROFILES AND LENGTHS

DEEP COLORS

RUSSET RED **PREMIUM****D4^w** **DL**RUGGED CANYON **PREMIUM****D4^w** **DL** **D5** **T3**DEEP GRANITE **PREMIUM****D4^w** **DL** **D5** **T3**ENGLISH WEDGEWOOD **PREMIUM****D4^w** **DL** **D5** **T3**QUIET WILLOW **PREMIUM****D4^w** **DL** **D5** **T3**MONTANA SUEDE **PREMIUM****D4^w** **DL** **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 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.





effortless beauty





DOUBLE 4-1/2\"/>

TRIPLE 3\"/>

SINGLE 8\"/>

DOUBLE 5\"/>

DOUBLE 4\"/>



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 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).



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.

Home Innovation
NGBS GREEN CERTIFIED™

RESOURCE EFFICIENCY

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

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.
- 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.



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 SOFFIT 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. <<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.

The Exterior Solution™



SHINGLE SIDING

SHUTTERS

TRIM

FASCIA

SOFFIT

STONE
VENEER

WINDOWS

CELLULAR PVC TRIM

MASTIC
HOME EXTERIORS
by PLY GEM

Get Started



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



Products available from
Mastic Home Exteriors
and Ply Gem Brands.

- 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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SIDING

WINDOWS

DOORS

STONE

TRIM

ROOFING

FENCE

RAILING

