



The warmth of wood,
meets the strength of steel.

The Sustainability & Function of **Steel**



Sustainability

TruCedar® Steel Siding utilizes one of the strongest, most functional and sustainable materials on our planet. Our entire siding line was expertly designed by our engineering team from pencil sketch to finished profile and perfectly mimics the look of real wood siding in today's most popular siding colors.



Function

TruCedar's steel core provides unmatched impact resistance and doesn't crack, melt or wick water like other siding materials.

A close-up photograph of a wood surface, showing the natural grain and texture of the wood. The wood is light-colored, possibly oak or a similar species, and the grain runs diagonally across the frame. The lighting is soft, highlighting the subtle variations in the wood's texture.

The Look of Wood, the **Performance of Steel**

TruCedar's Advanced Steel Technology

We chose a carbon reinforced steel alloy because of its ability to protect your home against everything mother nature can throw at it.



TruCedar®
No Nonsense Lifetime Warranty

Performance

TruCedar's no nonsense lifetime warranty offers specific guarantees against cracking, chipping, peeling, chalking and fading common with other siding materials.



**Real
Wood**
Peeling

Vinyl
Cracking,
Fading

**Fiber
Cement**
Cracking

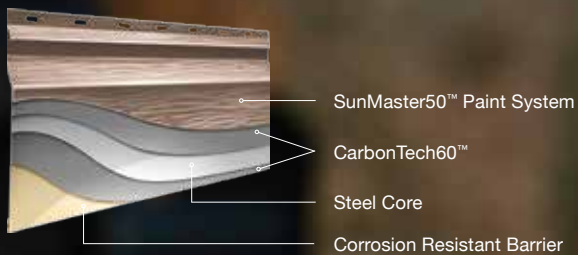
Stronger Than Steel: **CarbonTech60™**

CarbonTech60™

Zinc is a naturally occurring element present in rock, soil, water, the biosphere, plants, animals and humans.

Zinc is formable, recyclable and corrosion resistant.

Each TruCedar profile is enveloped in a G60 zinc coating that provides both a physical barrier and cathodic protection. This prevents moisture and oxygen from reaching the high tech steel alloy.



SunMaster50™

Difference

SunMaster50™

Unlike evaporative paint systems, TruCedar's SunMaster50™ is a thermally set interlock paint system which provides a harder, more durable and mold resistant surface.

SunMaster50™ also offers extreme fade protection. Below is a 14 year long outdoor study conducted to test the fade comparison of Polyester, Siliconized Polyester (SMP) and 50% PVDF paint (the same as SunMaster50™).



Original



SunMaster50™



SMP



Polyester

Reflects Sunlight

TruCedar's SunMaster50™ paint system has the ability to reflect solar radiation, which has the potential to save you money on your energy bills.

This reflective ability is made possible because we infused our solid and HD woodgrain paint with a 50% PVDF coating which can provide for a cooler sidewall.

Compare

TruCedar® vs.

Fiber Cement & Vinyl

Cost Savings

Unlike fiber cement and wood, TruCedar® will never require frequent painting to protect against rot or to maintain its warranty—buying you more mileage for your dollar.

Color That Really Lasts

SunMaster50™ paint offers greater resistance to fading, chipping and cracking—meaning less maintenance for you.

Insurance Savings

Since TruCedar high tech steel siding (unlike vinyl) is noncombustible and hail damage resistant (Class 3), it can sometimes reduce home insurance premiums.

Warranty

All TruCedar siding products come with a lifetime, non-prorated warranty with a 50 year transferable option.

	<u>TruCedar®</u>	<u>Fiber Cement</u>	<u>Vinyl</u>
Warranty	Lifetime	30 year	20-Lifetime
Resistant to Warping/Shrinking	✓	✓	
100% Recyclable	✓		
Zero Associated Health Risks	✓		
Non-Combustible	✓	✓	
Durable PVDF Paint System	✓		
Moisture Resistant	✓		✓
Impervious to Termites	✓	✓	✓
Will Not Melt	✓	✓	
Weather Resistant	✓	✓	
Withstand Harsh Storage and Handling	✓		
Real Woodgrain Look	✓	✓	
Rot Resistant	✓	✓	✓

Design

TruCedar doesn't look like plastic or require J-Channel—adding value and curb appeal.

ROI

Remodeling Magazine annually compares the average cost for 35 popular remodeling projects with the value those projects retain at resale in 101 U.S. cities. Year after year, siding replacement offers one of the highest ROI at resale.

Sustainability

Unlike virtually all other competitive siding products, TruCedar can be 100% recycled after its useful life.

Health Risks

There are no known associated health risks with installation of TruCedar. Fiber cement can create fine silica dust particles when cut that a worker can inhale. This can lead to a deadly lung disease called silicosis. (1) When Vinyl (PVC) is heated up or burned, such as in very hot weather or a, it will release formaldehyde, hydrogen chloride, and dioxin into the air, all of which are gases that may cause illness and are known carcinogens. (2)



Single 6"
English Saddle






Contemporary, Cool, Distinct **Profiles**



Shake Sidewall
Cedar
3 Colors

A close-up image of horizontal wooden planks in a rich, dark brown color with a visible wood grain texture.

Single 6"
English Saddle
22 Colors

Also available in Foam Backed


A close-up image of horizontal wooden planks in a dark, muted green color with a visible wood grain texture.

Single 6" Dutch Lap
Mountain Laurel
22 Colors

Also available in Foam Backed

A close-up image of horizontal wooden planks in a deep, dark blue color with a visible wood grain texture.

Double 4"
Foothill Blue
22 Colors

A close-up image of horizontal wooden planks in a light, olive-green color with a visible wood grain texture.

Single 8"
Sycamore
22 Colors

A close-up image of vertical wooden planks in a medium brown color with a visible wood grain texture.

6" Board & Batten
Napa Vine
22 Colors

A close-up image of vertical wooden planks in a medium brown color with a visible wood grain texture.

10" Board & Batten
Napa Vine
22 Colors

Color Palette

HD Woodgrain Colors

Available in: Double 4",
Single 6", Single 6" Dutch
Lap, Single 8" and Board
& Batten (6" & 10").



Birch 417



Mountain Laurel M18



Napa Vine M15



Spruce 416



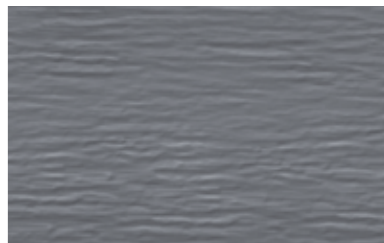
Timber Ash 106



Dune 404



Foothill Blue 405



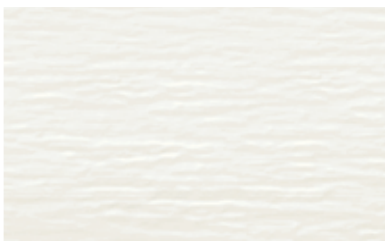
Gray Dusk 415



Ironstone 414



Thatch 410



White 280



Captiva M12



Cedar 109



Cider Mill M16



English Saddle M17



Weathered Wood 108

Solid Colors
Available in: Double 4",
Single 6", Single 6" Dutch
Lap, Single 8" and Board
& Batten (6" & 10").



Bennington Beige 401



Cottage Red 411



Norwood 509



Pewter 805



Sahara 407



Sycamore 409

Shake Colors
Available in: Shake
Sidewall only.



Cedar 109



Timber Ash 106



Weathered Wood 108



Double 4"
Foothill Blue



Shake Sidewall
Cedar



Board & Batten
Napa Vine



Single 6" Dutch Lap
Mountain Laurel



Single 8"
Napa Vine



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Sources:

1. "NIOSH Research Finds Practical Solution to Controlling Hazardous Dust when Cutting Fiber-Cement Siding." Center for Disease Control and Prevention. The National Institute for Occupational Safety and Health, 18 June 2015. Web. 4 Dec. 2015.
2. Banilla, Emilio. "VINYL SIDING HEALTH CONCERNS." Siding Magazine. N.p., n.d. Web. 8 Oct. 2012.

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