



TOP 10 REASONS TO CHOOSE ALLURA

1. Industry Experts

With our international team of industry experts at the helm, you will always have the peace of mind that Allura will guarantee a premier product that is built to last.



2. It's Your Choice

You should always have the choice in who you do business with and which brand of products you purchase for your home. Beauty that lasts means delivering the finest products and building our relationships through genuine interest in helping our customers succeed.



3. Preferred by Professionals and Consumers

A recent report stated overwhelming proof that both our woodgrain and smooth matte finish are preferred over the competition. Both finishes are created through a superior manufacturing process, providing a finish that only a pressed-board process can achieve.



4. The Color Leader

Twenty-eight choices never looked so good. Choose from 22 attractive solid colors for the look of painted wood and 6 stains for the look of natural wood. Durability and consistency are guaranteed with Allura's factory-applied ColorMax® Finishing System. Whether you decide to go funky, classic or bold, the color possibilities are endless when you choose the primer/sealer option after installation.



5. Safe & Sound

Allura Fiber Cement Siding has a Class A (1) flame spread rating, will not rot, resists UV rays, and is impervious to wood-boring insects. Our proprietary primer/sealer ensures better weather resistance by sealing out harmful moisture.





6. **Worry-free Warranty**

Allura carries a 50-year limited transferable product warranty. ColorMax Solid Colors and Stains have a 15-year limited coating warranty.

7. **Clean and Green**

As homeowners continue looking for ways to become more eco-friendly, we are committed to developing sustainable solutions that offer beauty, comfort and performance. Allura is an NGBS (National Green Building Standard) Green Certified product, and the only fiber cement siding to guarantee contribution to LEED® (Leadership in Energy and Environmental Design) credits on every project.



8. **Premium Siding by Design**

As a low-maintenance alternative to wood, offers a broad lineup of profiles, decorative siding shakes, soffits and trims. Historically accurate wide board and batten, wide profiles and vertical panels create attractive architectural designs.



9. **Long Term Savings**

Investing in your home, never felt so good. The proof is in the siding. Lower your utilities and reap the benefits of a lasting long-term solution for your home.



10. **Preferred by Experts**

It's easy to see why we catch the eye of everyone we meet. Our customer service, durable products and on-hand inventory are preferred by experts.



*See actual warranty for details and conditions. 4/4 and 5/4 trim carry a 25-year limited product warranty.



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THAT LASTS[™]
FIBER CEMENT SIDING

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