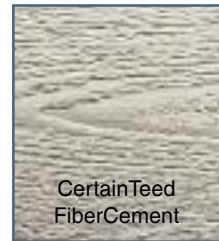


FiberCement Siding

Top 10 reasons to choose CertainTeed FiberCement Siding, Shapes and Trim.

1. **CERTAINTEED FIBERCEMENT SIDING HAS THE BEST-LOOKING GRAIN ON THE MARKET**

CertainTeed FiberCement Siding has the most authentic, consistent grains and textures because panels are embossed using our proprietary manufacturing process. This embossing method ensures product thickness uniformity and natural grains and textures, panel to panel, lot to lot. Best of all, homeowners who have CertainTeed FiberCement Siding are pleased with its great looks and low maintenance.



2. **PROVEN HIGHEST DURABILITY**

CertainTeed FiberCement Siding is less likely to fracture under impact. Fracture/brittleness tests conclude that our fiber cement siding outperforms competitive panels. Simply stated, CertainTeed FiberCement Siding can take a beating, on the job site and from nature's worst elements, yet perform well on any home over time.



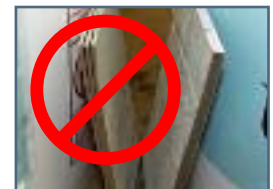
3. **PROPRIETARY PATENTED FORMULA**

CertainTeed engineers have developed an environmentally-friendly formulation for our fiber cement that uses more than 30% post-industrial recycled fly ash material from burning coal. As a result, CertainTeed FiberCement Siding is lighter weight and lower in density, so it's easier to handle and install. Our fiber cement siding material is also compatible with a wide variety of trim boards providing application flexibility and a finished look.



4. **SUPERIOR RESISTANCE TO DAMAGING MOISTURE – NO DELAMINATION EVER**

CertainTeed FiberCement Siding is manufactured to resist the damaging effects of heavy rain, frigid temperatures and high humidity better than the competition. Its 60% higher interlaminar bond strength versus the competition means no delamination. We guarantee it!



5. **FIBERTECT® SEALANT – FAR MORE THAN A PRIMER**

FiberTect penetrates into and bonds with fiber cement – then bonds with the finish topcoat to create a longer-lasting, better-looking finish. FiberTect also seals against unwanted, damaging moisture significantly better than other competitive priming systems.



6. THE LONGEST PAINT “WINDOW” MEANS GREATER JOB SITE FLEXIBILITY

Based on written warranties, FiberTect® sealing allows 24 months before a finish coat must be applied – versus just 6 months allowed by competitive siding manufacturers. This flexibility offers contractors the extra time they may need when inclement weather makes it impossible to properly paint the siding in the field.



7. PREFINISH SERVICE OFFERS BEAUTY, CONVENIENCE AND SAVINGS

CertainTeed FiberCement Siding is available in an array of beautiful prefinished colors and six premium stains for faster job completion. Colors and stains are applied to exacting standards over FiberTect Sealer for best performance. The result is a higher quality finishing job. Prefinishing reduces dependence on field painting and staining skills.



8. PEACE OF MIND WITH A SOLID WARRANTY

CertainTeed FiberCement Siding carries a 50-year limited transferable warranty. And with CertainTeed's exclusive SureStart™ warranty protection, 100% of materials and labor are covered during the SureStart period.*



*Please see the warranty for details and conditions.

9. CERTAINTEED BUILDING SOLUTIONS®

CertainTeed FiberCement is a qualifying product under CertainTeed's Building Solutions® program, which is designed to help architects, builders and remodelers simplify product decisions and enhance the quality of their projects. CertainTeed FiberCement Siding can be bundled with other CertainTeed products – including roofing, windows, insulation, fence and foundations – to reduce costs through discounted materials. CertainTeed offers an extensive array of educational and marketing support programs designed to help building professionals make optimum use of its products.

10. CERTAINTEED – 100 YEARS OF BUILDING PRODUCTS LEADERSHIP

CertainTeed FiberCement Siding is manufactured by CertainTeed Corporation, one of the nation's largest and most respected building products manufacturers. Founded in 1904 and headquartered in Valley Forge, Pennsylvania, CertainTeed is a subsidiary of Saint-Gobain, the world's largest manufacturer of building materials. CertainTeed products are consistently ranked number one in brand recognition and brand use by architects, builders, contractors and remodelers.



ASK ABOUT OUR OTHER CERTAINTEED PRODUCTS AND SYSTEMS:

EXTERIOR: ROOFING • SIDING • WINDOWS • FENCE • RAILING • TRIM • DECKING • FOUNDATIONS • PIPE
INTERIOR: INSULATION • WALLS • CEILINGS

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