



VINYL SIDING COMPANIES HAVE INCREASINGLY OFFERED A WIDER RANGE OF COLOR OPTIONS FOR DIFFERENT STYLES OF HOUSES. PHOTO COURTESY OF VINYL SIDING INSTITUTE/ CERTAINTEED.

ALL ABOUT CERTIFICATION

No matter what cladding material they select, builders, remodelers and architects want the homes they create to look beautiful and be durable with the passage of time, resulting in satisfied homeowners. The quality of the exterior cladding and its installation are both key to customer satisfaction.

With independently administered certification programs for profiles, colors and the professionals who install them, vinyl siding is the only exterior cladding with both third-party product certification and certified installer programs, both of which are administered by an accredited, independent quality control agency to ensure that products and colors meet or exceed ASTM standards and that installers demonstrate knowledge of ASTM-accepted application techniques.

WHAT'S NEW

Insulated siding adds additional benefit to traditional vinyl siding through its performance as an energy-efficient building product. Insulated siding is vinyl siding that is engineered to incorporate a substantial thickness of insulation with manufacturer-installed rigid foam plastic insulation that is permanently attached to the vinyl cladding product. It provides continuous insulation installed outside of the building framing, which helps reduce energy loss from thermal bridging. With these added environmental benefits, insulated vinyl siding can contribute to achieving even more points in the leading green building performance programs.

Insulated siding is recognized as home insulation in various energy-efficiency programs. In fact, due to its ability to reduce thermal bridging, insulated siding has been added to the checklist of building products or methodologies that can help meet the requirements to qualify new homes under Energy Star Qualified Homes Version 3. Additionally, using section 402 of the 2009 International Energy Conservation Code, the rated R-value of insulated siding can be used to calculate a whole wall U-factor.

Exterior options

DESIGN OPTIONS, CERTIFICATION PROGRAMS AND INNOVATION ARE KEY TO VINYL SIDING'S LONG-TERM SUCCESS

JERY Y. HUNTLEY

High-tech engineering, top-quality manufacturing and a focus on designing for diverse architectural styles are revolutionizing the way builders, remodelers, architects and designers regard vinyl siding for the homes they create. More and more, these professionals are including vinyl siding prominently, both on its own and in combination with other exterior cladding.

Vinyl siding offers many design options that increase curb appeal. It comes in a diverse selection of profiles, architectural trim and accessories. Color options range from neutral tones to deep

reds, blues and greens. In fact, vinyl siding offers more color options than any pre-finished cladding on the market today. With the wide range of vinyl siding choices available, builders, remodelers and architects can achieve virtually any architectural style, from historical to contemporary.

In addition to beautifully recreating the architectural styles of the past, the technological advancements of vinyl siding prepare it for a sustainable future with long-lasting attributes that go far beyond the aesthetic.

GET CERTIFIED



VSI sponsors the **VSI Product Certification Program** as

a means for manufacturers to independently verify the performance of the vinyl siding they produce. Vinyl and polypropylene siding products certified through this program are verified by an independent quality control agency to meet or exceed the relevant ASTM standards. In addition, the VSI Product Certification Program includes color retention certification for vinyl siding. Currently, more than 950 products and 300 colors are certified through VSI's program.




The **VSI Certified Installer Program** is a comprehensive program

that educates, trains and tests experienced installers on the proper installation techniques for vinyl siding. It has three distinct types of certification: Certified Installer, Certified Trainer and Certified Installer Company. To qualify as a Certified Installer, a candidate must have at least one year of installation experience, take a course taught by a VSI Certified Trainer and pass an examination testing his or her knowledge of vinyl siding installation according to ASTM D4756, Standard Practice for Installation of Rigid Poly(Vinyl Chloride) (PVC) Siding and Soffit. VSI Certified Installers are required to take a test and recertify every three years to ensure their knowledge of the latest vinyl siding application techniques is up to date. More than 4,000 vinyl siding installers are currently certified through this program, with more being added every month.

– Jerry Y. Huntley is the president & CEO of the Vinyl Siding Institute.



VINYL SIDING OFFERS BUILDERS THIRD-PARTY PRODUCT CERTIFICATION AND CERTIFIED INSTALLER PROGRAMS. PHOTO COURTESY OF VINYL SIDING INSTITUTE/ CERTAINTEED.

VSI has published *Insulated Siding as Home Insulation: Guide for Users and Energy Raters*, a go-to resource that explains how insulated siding can help improve a home's energy efficiency. The guide helps energy raters and other building products professionals understand how insulated siding can lower a home's Home Energy Rating System (HERS) Index and help meet the requirements of residential energy efficiency programs, including Energy Star Qualified Homes Version 3. 



VINYL SIDING: DEMAND RISES

According to the Freedonia Group, vinyl siding was the largest product segment in the siding industry, accounting for about 40% of demand in area terms in 2009. Vinyl siding's popularity will continue to be supported by its low cost, ease of installation and durability. Efforts by manufacturers to broaden the range of available colors and textures will promote gains going forward. However, more rapid advances will be checked by rising competition from fiber cement and stucco siding, which offer enhanced long-term durability and require less maintenance.

U.S. SIDING DEMAND (MILLION SQUARES)					
				% ANNUAL GROWTH	
	2004	2009	2014	2004-2009	2009-2014
TOTAL SIDING DEMAND	111.3	74.0	101.5	-7.8%	+6.8%
VINYL	42.7	29.5	40.0	-7.1%	+6.3%

SOURCE: FREEDONIA GROUP INC.

QUICK HITS

- ⚡ Color options in vinyl siding range from neutral tones to deep reds, blues and greens, and a diverse selection of profiles, architectural trim and accessories.
- ⚡ Technological advancements of vinyl siding prepare it for a sustainable future with long-lasting attributes that go far beyond the aesthetic.
- ⚡ Insulated siding provides continuous insulation outside of the building framing that helps reduce energy loss from thermal bridging.

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Capital is the leading distributor of specialty building materials in the Western United States, distributing fiber cement siding products by leading manufactures including CertainTeed and Nichiha.