

For Immediate Release

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Designing with Style

New resource inspires use of vinyl siding to recreate traditional architectural styles

March, 2008 – Washington, D.C. – To help architects, builders and other building products specifiers see how vinyl siding can be used to design and build houses of architecturally diverse styles, the [Vinyl Siding Institute \(VSI\)](#) has developed [*Designing Style: A Guide to Designing with Today's Vinyl Siding*](#).

Available now, *Designing Style* is an ideal resource for designing with, and/or specifying, vinyl and other polymeric siding, architectural trim and accessories.

Its inspiration drawn from the Colonial, Romantic, Victorian and Eclectic periods of architecture, *Designing Style* aims to revolutionize the way specifiers regard vinyl siding. “Our goal was to inspire the use of vinyl siding in ways that architects and designers may not have considered viable in the past,” explains Georgia Toney, AIBD, president/principal designer for Builder Plan Works in Charleston, SC, who served on the VSI advisory board for the development of *Designing Style*.



While specifiers have long trusted vinyl siding for its durability, low maintenance and value, what's changed is the improved aesthetics and performance of today's products that are now featured on upscale homes, as well as on homes at various price points. More often than ever, professionals are using vinyl siding, independently or in combination with brick, stone and even other styles of vinyl and other polymeric siding.

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“*Designing Style* includes photographs, illustrations and valuable product information to help specifiers successfully create specific architectural styles such as Cape Cod, Italianate, Greek Revival and Folk Victorian to name a few,” says VSI, Inc. President Jerry Y. Huntley. “So far, everyone – including designers and architects – has been excited to discover the wide variety of vinyl siding profiles and selection of trim and accessories offered by today’s manufacturers.”

Joseph Jones of DMR Architecture in Charlotte, NC agrees. “We have made *Designing Style* part of our personal library collection,” he says. “It will be an excellent resource for use in training our younger architects.”

Designing Style: A Guide to Designing with Today’s Vinyl Siding is available now. To order a copy, visit vinylsiding.org/design.

About Vinyl Siding Institute

The Vinyl Siding Institute, Inc., located in Washington, D.C., represents manufacturers of vinyl and other polymeric siding and suppliers to the industry. VSI is the sponsor of the *VSI Vinyl Siding Product Certification Program* and the *VSI Certified Installer Program*. www.vinylsiding.org.

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