



For Immediate Release

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A ‘Smart’ Win for Veteran Homebuilder

The Vinyl Siding Institute announces its Smart Car Sweepstakes winner

March, 2009 – Washington, D.C. – Nearly 2,000 attendees visited the Vinyl Siding Institute, Inc. (VSI) booth at the recent 2009 International Builders’ Show in Las Vegas, but there was only one lucky winner of the VSI Smart Car Sweepstakes.

While at the VSI booth, Bryan Sipple, vice president and chief operating officer of Classic Custom Homes of Waunakee (Wis.), took vinyl siding for a ‘test spin’ for a chance to win the Smart Car Sweepstakes. In a random drawing shortly after the show, Sipple was selected the winner, receiving \$3,800 toward the lease of a Smart Car or to be used at his discretion.

All visitors to the booth – which displayed an actual Smart Car – were invited to spin a wheel to reveal an array of vinyl siding benefits. To see why vinyl siding is the ‘smart’ choice in exterior cladding, the wheel displayed information about beauty, durability, sustainability and value.

“I was really surprised to learn that I’d won,” Sipple says. He had originally stopped by the booth to talk to the VSI representatives, but when told he could swipe his show badge to be entered into the sweepstakes, he did so.

“I’m a long-time fan of vinyl siding,” says Sipple, who has been a homebuilder for nearly 30 years. “Right now, everybody’s looking for top-notch quality at a mid-range price. Vinyl siding is a good product to accomplish that.”

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Classic Custom Homes of Waunakee does both new construction and remodeling projects. Sipple says their typical new construction home is around 3,000 square feet with an average sales price of about \$400,000.

“I see a lot of builders and remodelers in this area coming around to vinyl siding,” Sipple adds. “We use vinyl siding, architectural trim and accessories a lot – siding, gable shakes and window wraps, just to name a few ways. We often build homes with stone, stucco or brick fronts and vinyl siding on the other three sides.”

Today, vinyl siding is the number one choice of exterior cladding across the United States and Canada. In fact, U.S. Census Bureau statistics show twice as many homeowners side their homes with vinyl than with any other material. Vinyl siding is available in a broad palette of colors, profiles, architectural trim and accessories to assist architects, builders, remodelers and homeowners in customizing their new construction and renovation designs. It offers beauty, durability and sustainability, and with great value.

To learn more about why beauty, durability, sustainability and value of vinyl siding is a smart way to go, visit www.vinylsiding.org.

About the Vinyl Siding Institute

The Vinyl Siding Institute, Inc., located in Washington, DC, 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*. See www.vinylsiding.org.

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