



For Immediate Release

Contact:

Molly Kersten
R/P Marketing Public Relations
(419) 241-2221
mkersten@r-p.com

Homeowners Are Siding with Certified Vinyl Siding, Installers to Enhance or Sell Their Homes

February, 2008 – Washington, D.C. – When the homebuying market is soft, homeowners or sellers looking to put a new face on their biggest investment, or enhance curb appeal before putting their home on the market, have options. Many are turning to the Vinyl Siding Institute’s (VSI) *Vinyl Siding Product Certification* and *Certified Installer Programs* to identify quality vinyl siding and installers, trained to re-side a home that will look beautiful for years to come.

“Vinyl siding is the number one exterior cladding used on single-family homes built and remodeled in the United States and Canada because of its attractive appearance, durability, low maintenance and affordability” said Jerry Y. Huntley, president of VSI. “Vinyl siding is the only exterior cladding to offer independent, third-party certification for both products and installers.”

Established in 1998, VSI’s *Vinyl Siding Product Certification Program* allows vinyl siding manufacturers to certify, through validation by an independent, third-party testing and inspection laboratory - Architectural Testing, Inc. (ATI) – that their vinyl siding meets or exceeds the requirements of ASTM International standards for vinyl siding and its colors. Certified vinyl siding is subjected to a dozen different performance measurements and tests simulating harsh winds, various weather conditions and impact stresses. To assure continued compliance, ATI conducts at least two unannounced plant inspections per year.



More than 1,000 different products are currently certified for quality under VSI’s program, and more than 350 vinyl siding colors have been certified to retain their color, despite the effects of time and weather. To qualify, vinyl siding must first receive certification for overall quality and performance under ASTM D3679.

- more -

Page 2, Homeowners Can Rely on VSI Certification Programs, cont.

The color retention certification process requires an outdoor weathering study conducted for each color being considered. Each certified color must demonstrate the ability to resist major changes over time in a variety of climates, in accordance with the ASTM D6864 standard.

VSI also sponsors the *VSI Certified Installer Program* to help ensure that installers are suitably trained and companies are properly staffed and managed to install vinyl siding, as well as soffit and accessories, consistent with the industry-recognized installation standard (ASTM D4756). As of January 2008, more than 2,500 individuals have been certified.

“Through the voluntary efforts of the vinyl siding industry, consumers can enjoy renewed confidence and peace of mind knowing that homes clad with certified vinyl siding will deliver lasting performance and attractiveness,” Huntley said.

Complete, updated lists of products and colors certified through VSI's *Vinyl Siding Product Certification Program* and professionals certified through *VSI's Certified Installer Program*, are available online at www.vinylsiding.org.

About the 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.

#