



For Immediate Release

Contact:

Kristen Ross
R/P Marketing Public Relations
(419) 241-2221
kross@r-p.com

Top Reviews for Vinyl Siding Design Guide

Survey shows new resource sheds light on
design possibilities for architects, builders, remodelers

September, 2008 – Washington, D.C. – “Excellent information” is the consensus from a recent survey about *Designing Style: A Guide to Designing with Today’s Vinyl Siding*, a comprehensive resource by the [Vinyl Siding Institute, Inc.](#) (VSI) that inspires the use of vinyl siding to create traditional architectural styles.

Of the survey respondents, 95 percent said the information in *Designing Style* increased their knowledge and understanding of the range of vinyl and other polymeric siding, architectural trim and accessories that are available. Furthermore, when asked if they would recommend the guide to a friend or colleague, 98 percent said yes.

Architects, builders, remodelers and other building products specifiers are excited about this new resource and are already referencing it for ideas on how vinyl siding can be used to design, build and remodel houses in architecturally diverse styles. *Designing Style* is an ideal resource for designing with, and/or specifying, vinyl siding.

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

-more-

VSI Designing Guide, a Great Resource – page 2

Beyond a resource for architects, builders and remodelers, the guide also is practical for homeowners. It visually highlights the possibilities of vinyl siding. Homeowners are benefitting by reviewing *Designing Style* with the professionals designing their homes, to inspire what can be achieved, or by requesting the guide themselves, so they can have more informed discussions on the possibilities.

With inspiration drawn from the Colonial, Romantic, Victorian and Eclectic periods of architecture, *Designing Style* aims to revolutionize the way vinyl siding is regarded. “Our goal was to inspire the use of vinyl siding in ways that architects and designers may not have considered 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 vinyl siding has long been trusted for its durability, low maintenance and value, the improved aesthetics and performance of today’s vinyl siding is now featured on upscale homes, as well as on homes at various price points. More often than ever, builders and architects are using vinyl siding – independently or in combination with brick, stone and even other styles of vinyl and other polymeric siding.

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

[Designing Style: A Guide to Designing with Today’s Vinyl Siding](#) is available now. To order a printed copy or to download a free PDF, visit vinylsiding.org/design.

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.

#