

SIDE TRIPS

STORIES OF WHY
AMERICA SIDES WITH VINYL



*Glenridge Place in Buckhead
(Atlanta, Georgia)*

VINYL SIDING INSTITUTE



Upscale Atlanta condominium community sides with vinyl

SECTION 3E

America Sides with Vinyl

The Homeowners Association of Glenridge Place, an upscale Atlanta area neighborhood of 58 homes, is responsible for managing and allocating funds for practically all exterior maintenance.

One of the group's major decisions arose recently when the original 22-to-24-year old composite wood siding reached the point of constantly needing repair. A complex-wide replacement was needed, and the debate began.

Should vinyl siding or fiber cement be used in combination with the brick on the homes' exteriors?

Seeing is believing. With the help of Ray Engineering, Inc., a consulting firm, and Taylor Commercial Inc., a regional multi-family renovation contractor, residents saw numerous options. "A lot of thought, time and effort went into the decision," said Barry Prusin, a member of the Glenridge homeowners' board and a six-year resident of the community.

"A few of the homeowners were not convinced vinyl was the right choice early on," said Perry Greene, President of Taylor Commercial Inc. "So we took some of them to other vinyl siding projects that we have completed - high-end homes and condos - so they could see high quality installations. I then had some of my team do a sample wall. We installed an aluminum window cap with a built in J receiver that allowed a very clean finish similar to brick molding around the windows. They could not even tell it was vinyl siding."

"Once we made the choice to install vinyl siding, every comment has been positive," Prusin added. "We found a design that is maintenance free and very similar looking to the wood that it replaced. We even had to have a color committee to narrow down the multitude of choices for us to vote on."

Maintenance freedom means vinyl siding will retain its beauty without requiring a line item in the association's budget. Unlike wood or fiber cement, vinyl siding never requires painting. A simple rinse with a garden hose or the use of household cleaning products maintains its original beauty for the lifetime of the residence.



** One of Taylor's Condos

(the average value recovery for home improvement projects overall is about 86%)

\$ A smart investment

What Glenridge residents will later discover is that the statistics show homeowners who remodel with vinyl siding will recover more than 95% of the cost when they sell their homes.

With so many benefits, it's little surprise that Glenridge isn't the only community siding with vinyl. The latest U.S. Census Bureau data again confirms vinyl siding's position as the number one choice for exterior cladding for new single-family homes.

"We're seeing a lot of positive attitudes about vinyl siding in general, and also in high-end applications," said Mike Morey of Ray Engineering. "Quality installations are making it difficult for anyone to tell that we've put a vinyl siding product on the wall, that's how good it looks."

"When you're making recommendations for the exterior of half-million-dollar homes, you have to be sure the product has a look of class."

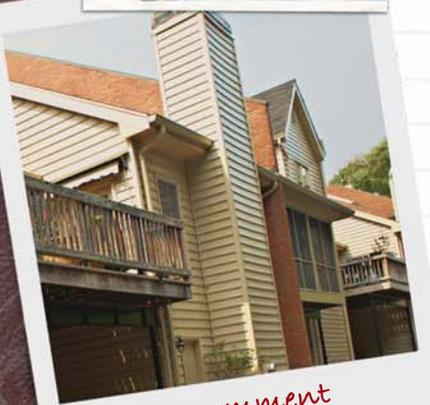
Mike Morey
Ray Engineering, Inc.



6 1/2" beaded



A beautiful combination



Every comment has been positive

GLENRIDGE PLACE

VINYL SIDING INSTITUTE
America
Sides with
Vinyl

The Vinyl Siding Institute, Inc. is the trade association for manufacturers of vinyl and other polymeric siding and suppliers to the industry. Through initiatives such as the *VSI Vinyl Siding Product Certification Program* and the *VSI Certified Installer Program*, we strive to improve the quality of today's vinyl siding and to educate on the many benefits that have made it the number one choice of exterior cladding across the country.

For more information visit www.vinylsiding.org

National Housing Center • 1201 15th Street NW, Suite 220 • Washington, DC 20005

