

# Vinyl Siding ENGINEERED FOR LIFE

Vinyl siding is engineered with purpose to resist the elements and retain long-lasting, rich, beautiful colors. And unlike some other cladding materials, vinyl siding's weather protection is more than skin deep.

## PROVEN TO PERFORM

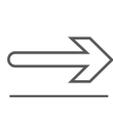
Vinyl siding's product performance is backed by testing and third-party certification, withstanding the harshest conditions, tested to:



Withstand  
sunshine  
and rain



Withstand winds  
of at least  
110 mph



Lay straight  
and not  
buckle



Resist impact  
damage



Avoid heat  
shrinkage



Provide continuous  
moisture drainage



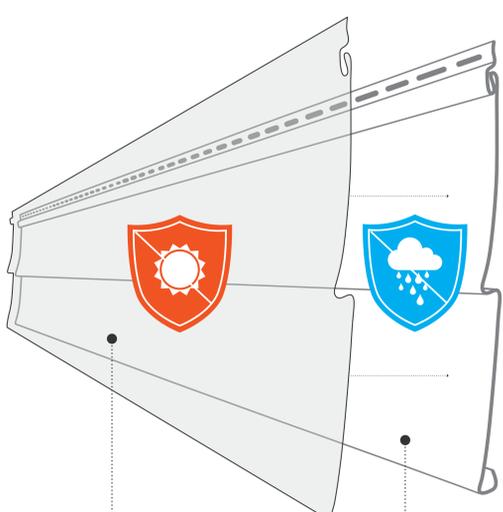
Provide  
energy  
efficiency\*

\*With insulated vinyl siding products

## VINYL SIDING PERFORMS TO THE CORE

Compare the layers of vinyl siding performance to fiber cement.

### VINYL SIDING



#### UV SHIELD LAYER

A protective layer inhibits UV rays, preserving dark colors from fading over time, retaining long-lasting beauty.\*\*

\*\* Not all vinyl siding requires a protective layer against UV rays, particularly lighter shades.

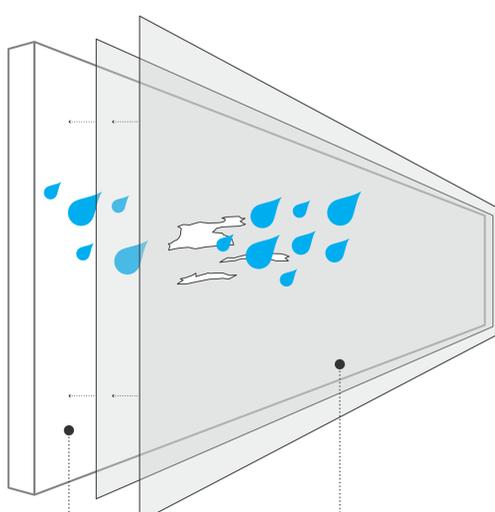
#### VINYL CORE

Vinyl siding is immune to water damage, meaning you never have to paint or caulk to seal out water.

- ✓ NO ROTTING
- ✓ NO SWELLING

- ✓ NO WATER ABSORPTION

### FIBER CEMENT SIDING



VS.

#### FIBER CEMENT CORE

Owning fiber cement requires continual maintenance to ensure no cracks or gaps in coverage. If moisture penetrates through gaps or cracks in the paint and primer, the porous core of fiber cement can absorb it.

#### PRIMER & PAINT

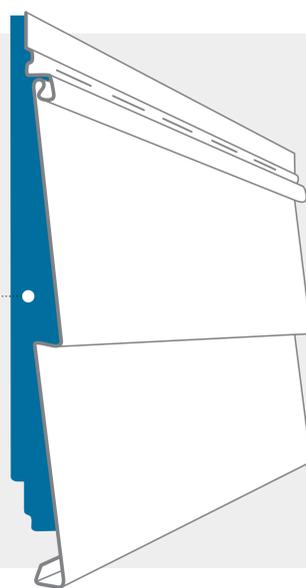
Nothing but the coats of primer and paint stand between moisture and its porous core.

- ✓ CAN EXPERIENCE MOISTURE DEGRADATION

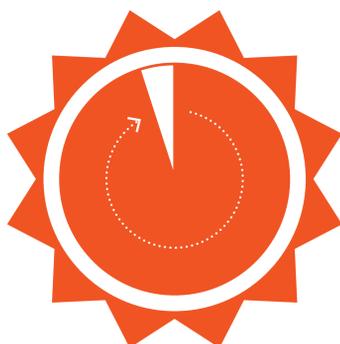
- ✓ CAN ABSORB WATER
- ✓ CAN SWELL

## OPTIMIZED THERMAL PERFORMANCE

**Insulated Vinyl Siding** is tested and verified to deliver its insulating power (R-value), cutting down on energy loss through walls.



**99.5% UV PROTECTION**  
POSSIBLE WITH UV-RESISTANT LAYER



UV-protective technology resists almost all UV radiation, helping protect darker vinyl siding color.\*\*

\*\* Not all vinyl siding requires a protective layer against UV rays, particularly lighter shades.

**400 VINYL SIDING CERTIFIED COLORS**



Certified colors have been tested for color retention, followed by scientific comparison of before and after color values.

### TESTED, CERTIFIED COLOR

The VSI Certification Program is the only cladding certification program referencing ASTM standards to validate claims regarding color retention, helping ensure beautiful looks that are engineered for life.

Learn more at [vinylsiding.org/certifiedcolor](http://vinylsiding.org/certifiedcolor)



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