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**For Immediate Release**

**Contact:**

Jeffrey A. Smith  
Communications Director  
202-587-5109  
[jsmith@vinylsiding.org](mailto:jsmith@vinylsiding.org)

**Popular Vinyl Siding Designing Style Guide Becomes Interactive**

**December 10, 2015 – WASHINGTON, D.C.** – To further inspire the imaginations of architects, designers, planners, and homeowners, the Vinyl Siding Institute (VSI) has launched an interactive, online version of its popular *Designing Style: A Guide to Designing with Today's Vinyl Siding*.

“This is a powerful tool to demonstrate how vinyl siding has been used to create beautiful homes that stand the test of time and Mother Nature,” said VSI President Kate Offringa. “Whatever house design you envision, the interactive guide will help you select the vinyl and other polymeric siding, architectural trim and accessories for you to achieve it.”

The interactive guide ([www.vinylsiding.org/designing-style-guide](http://www.vinylsiding.org/designing-style-guide)) showcases nine house designs inspired by traditional architectural styles. Each featured house details the profiles, colors, finishes, trim, and accessories indicative of its architectural characteristic.

Each style home is depicted in architectural sketches and users have the option of seeing them in watercolor renderings and well as in photo galleries. On each sketch, users can also click on “hotspots” for examples of and more information on trim and accessories such as shutters, soffits, window lineals, and door mantels.

Users can also click on a [link](#) to research more than 30 brands of vinyl and polypropylene siding

“With an incredibly diverse selection of profiles, colors, finishes, trim and accessories, vinyl and other polymeric siding offer the variety and versatility to suit a sweeping range of architectural styles and design tastes,” said Offringa.

*Designing Style: A Guide to Designing with Today's Vinyl Siding*, will continue to be available for [download](#) on the VSI website.

Vinyl siding is available in more profiles than any other cladding on the market, Offringa said. Using the latest technology, vinyl siding manufacturers have recreated the fine wood exteriors of the past that work beautifully with many architectural styles from historic to contemporary. And vinyl siding is available in a broad and ever-increasing spectrum of colors, including traditional pastels and earth tones as well as darker color options featuring barn reds, hunter greens, deep blues and more.

### **About the Vinyl Siding Institute**

The Vinyl Siding Institute, Inc., located in Washington, D.C., is the trade association for manufacturers of vinyl and other polymeric siding and suppliers to the industry. VSI is the sponsor of the *VSI Product Certification Program* and the *VSI Certified Installer Program*. For more information, visit [www.vinylsiding.org](http://www.vinylsiding.org), Facebook ([www.facebook.com/aswv.vsi](http://www.facebook.com/aswv.vsi)) and Twitter ([www.twitter.com/vinylsidinginfo](http://www.twitter.com/vinylsidinginfo)).

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