

# CARVEDWOOD.44<sup>®</sup>

PREMIUM VINYL SIDING





true to life

COVER IMAGE: Carvedwood•44® Triple 3" in Wicker, Cedar Discovery Half-Round in Wicker, Cedar Discovery Perfection Shingle Triple 5" in Wicker, and soffit in Musket Brown  
THIS PAGE: Carvedwood•44® Double 4" in Wicker



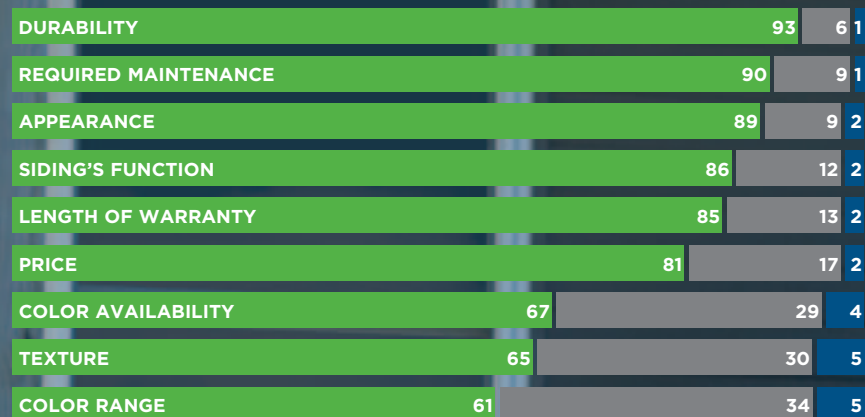
Carvedwood•44® Double 4" in Scottish Thistle and Cedar Discovery® Double 7" in Scottish Thistle

No paint. No stain. No hassles. Carvedwood•44® delivers strength, durability, the beauty of real wood — and endless design options. With 23 colors, five distinct profiles and two attractive finishes — smooth and woodgrain — Carvedwood•44® is the ideal choice in a virtually maintenance-free home exterior.

## VINYL SIDING GIVES HOMEOWNERS WHAT THEY WANT.

■ IMPORTANT ■ NEUTRAL ■ NOT IMPORTANT (%)

(independent study conducted by Vernon Research Group, 2005)



Is it any wonder that vinyl siding is chosen more than any other exterior cladding in the U.S. and Canada?<sup>1</sup>

<sup>1</sup> [www.vinylsiding.org](http://www.vinylsiding.org)  
December 14, 2009

## Carvedwood•44<sup>®</sup> Delivers.

**DURABILITY.** If you're looking for siding that is durable and low maintenance, and looks beautiful, Carvedwood•44<sup>®</sup> siding is the ideal choice. Carvedwood•44<sup>®</sup> will enhance your home's appearance today — and for years to come.

**NO PAINT, NO STAIN, NO HASSLES.** Carvedwood•44<sup>®</sup>, a premium panel, never needs paint or stain. Unlike real wood siding, it won't crack, peel, flake or rot. Revolutionary technologies like Mastic's exclusive Hang-Tough™ Technology and Duranyl 5000<sup>®</sup> Protection System maximize the panel's weatherability and deliver additional protection — and peace of mind — for your investment.

**COLOR AND TEXTURE.** Featuring two finishes — woodgrain and smooth — Carvedwood•44<sup>®</sup> is available in a virtually endless palette of colors — 23 base colors from rich, deep hues to light neutrals.

**PEACE OF MIND THAT LASTS A LIFETIME.** Carvedwood•44<sup>®</sup> is backed by the Mastic V.I.P. Limited Lifetime Warranty — a real warranty backed by a solid company. Mastic has been a trusted industry leader for more than 50 years. Please see our warranty for complete details.



**Beauty that lasts.** Based on an average-size home, repainting or staining can cost up to \$6,000 every four years. Carvedwood•44® never needs painting, caulking or patching because, unlike wood, it won't crack, peel, rot or split.



**NO PAINT. NO STAIN. NO HASSLES.**

SAVINGS IN PAINTING COSTS

**MASTIC SAVINGS ADD UP**



**HANG-TOUGH™ TECHNOLOGY**

Exclusive formulation and process boosts durability so panels are more resistant to cracking, impact and thermal distortion. As an added benefit, rich color resides throughout the panel — virtually eliminating the appearance of nicks and minor surface scratches.



**DURANYL 5000® PROTECTION SYSTEM**

Proprietary technology adds extra UV protection to our deepest, most vivid colors — protects color against harsh elements and maximizes long-term weatherability.



**BREATHE EASY**

Unlike some fiber cement products, vinyl siding does not produce harmful silica dust — silica dust can cause lung disease.

**V.I.P. LIMITED LIFETIME WARRANTY**

Premium guarantee of lasting quality and peace of mind — backed by Mastic, a trusted industry leader for 50+ years.

See warranty for complete details.



# Test our vinyl. We do. Rigorously. Relentlessly.



**OIL CAN TEST** Siding panels are placed under heat strips and saturated to 120°–140°F to make sure the siding doesn't warp or buckle.



**WEATHERING** Color retention (resistance to fading) is tested by subjecting Mastic products to real-time weather conditions and accelerated UV testing. This ensures that Mastic products will hold up in the most extreme environmental conditions.



**RIGIDITY** Panels are designed and engineered to be more rigid so the siding remains straight on the wall.



**COLOR READ TEST** Using a spherical spectrophotometer, a 10,000 watt xenon flash tube bounces light off a siding panel. This information is then analyzed to determine if the color falls within accepted ranges for color consistency and match.



**VERTICAL HEIGHT IMPACT TEST** Measures the product's durability and ability to resist impact forces — the result of proper thickness, formulation and impact modifiers.













**GLOSS TEST** A digital readout microgloss meter is used to scan siding to determine if its gloss falls within a target range. Gloss is important to the aesthetic appeal of the siding.

# Time-tested. Certified. And more.



The Vinyl Siding Institute sponsors a certification program that assures the quality of vinyl siding by offering manufacturers the means to independently verify the quality of our products through third-party testing and inspection.

Through this program it was certified that Mastic vinyl siding products meet or exceed the performance standards set forth by ASTM D3679 and the color retention requirements of ASTM D6864/D7251, so you can have confidence our products will perform well, season after season.

ASTM STANDARDS	MASTIC PERFORMANCE
 WITHSTAND THE IMPACT OF RECOMMENDED INSTALLATION PROCEDURES.	 Mastic siding is designed and engineered to withstand impact beyond that required by ASTM D3679.
 STAY ON THE HOUSE IN HEAVY WINDS OF AT LEAST 110 MPH.	 Carvedwood•44® is rated at up to 200 mph.
 LAY STRAIGHT ON A FLAT WALL AND NOT BUCKLE UNDER NORMAL CONDITIONS.	 Our product development team subjects Mastic products to a battery of rigorous tests to ensure superior quality and performance and, in addition to lay-flat design features, some Mastic products are even designed to hide existing imperfections in construction.
 WITHSTAND THE EFFECTS OF NORMAL SEASONAL TEMPERATURE FLUCTUATIONS.	 With our exclusive Duranyl 5000® Protection System and Hang-Tough™ Technology, Mastic products are engineered to persevere in the most extreme conditions.
 MEET MANUFACTURERS' ADVERTISED SPECIFICATIONS FOR LENGTH, WIDTH, GLOSS AND THICKNESS — AND HAVE A MINIMUM THICKNESS OF .035.	 Carvedwood•44® features a premium thickness of .044 — 26% thicker than the minimum requirement.

Consult the VSI website at [www.vinylsiding.org](http://www.vinylsiding.org) for a current list of certified products.

# THE EXTERIOR SOLUTION FOR Color.



## CARVEDWOOD 44® PROFILE AND COLOR KEY

Due to printing limitations, colors may not be exactly as shown. Refer to actual sample and color chips for best match.

**S8** SINGLE 8" SMOOTH  
**D4<sup>W</sup>** DOUBLE 4" WOODGRAIN  
**D4<sup>S</sup>** DOUBLE 4" SMOOTH

**DL** DOUBLE 4-1/2" DL WOODGRAIN  
**D5** DOUBLE 5" WOODGRAIN  
**T3** TRIPLE 3" SMOOTH

**ALL** ALL PROFILES AND LENGTHS

## DEEP COLORS

RUSSET RED **PREMIUM**

**D4<sup>W</sup>** **DL**

ENGLISH WEDGEWOOD **PREMIUM**

**D4<sup>W</sup>** **DL** **D5**

RUGGED CANYON **PREMIUM**

**D4<sup>W</sup>** **DL** **D5**

DEEP GRANITE **PREMIUM**

**D4<sup>W</sup>** **DL** **D5**

QUIET WILLOW **PREMIUM**

**D4<sup>W</sup>** **DL** **D5**

MONTANA SUEDE **PREMIUM**

**D4<sup>W</sup>** **DL**

## CLASSIC COLORS

HARBOR GREY

**D4<sup>W</sup>** **D4<sup>S</sup>** **DL** **D5** **T3**

EVEREST

**D4<sup>W</sup>** **D4<sup>S</sup>** **DL** **D5** **T3**

SCOTTISH THISTLE

**D4<sup>W</sup>** **D4<sup>S</sup>** **DL** **D5** **T3**

PEBBLESTONE CLAY

**D4<sup>W</sup>** **D4<sup>S</sup>** **DL** **D5** **T3**



**LIGHT COLORS**

VICTORIAN GREY

D4<sup>w</sup> D4<sup>s</sup> DL D5 T3

TUSCAN OLIVE

D4<sup>w</sup> D4<sup>s</sup> DL D5 T3

WICKER

D4<sup>w</sup> D4<sup>s</sup> DL D5 T3

SANDTONE

D4<sup>w</sup> D4<sup>s</sup> DL D5 T3

SAGE

D4<sup>w</sup> D4<sup>s</sup> DL D5 T3

DESERT SAND

D4<sup>w</sup> D4<sup>s</sup> DL D5 T3

SILVER GREY

D4<sup>w</sup> D4<sup>s</sup> DL D5 T3

ALMOND

D4<sup>w</sup> D4<sup>s</sup> DL D5 T3

CLASSIC CREAM

D4<sup>w</sup> D4<sup>s</sup> DL D5 T3

LINEN

D4<sup>w</sup> D4<sup>s</sup> DL D5 T3

CAMEO

D4<sup>w</sup> D4<sup>s</sup> DL D5 T3

COLONIAL YELLOW

D4<sup>w</sup> D4<sup>s</sup> DL D5 T3

WHITE

ALL



**See for yourself with Dreamhome.** Choose a house from 20+ styles that best reflects your own home. And then, bring your vision to life as you mix and match from our complete range of premium siding products and designer colors. Find Dreamhome at [www.mastic.com/dreamhome](http://www.mastic.com/dreamhome).



effortless beauty



Carvedwood•44® Double 4" in English Wedgewood



**DOUBLE 4-1/2"  
DUTCH LAP  
WOODGRAIN**

**TRIPLE 3"  
SMOOTH**

**SINGLE 8"  
SMOOTH**

**DOUBLE 5"  
WOODGRAIN**

**DOUBLE 4"  
WOODGRAIN  
OR SMOOTH**



**T-2 LOK®**  
Locking system delivers a positive locking action with a wider locking mechanism for more contact area.\*



**ROLLOVER, REINFORCED NAIL HEM**  
Easier installation — more precise and secure fastening.\*



**PREMIUM .044 THICKNESS**  
Superior thickness and impact resistance.



**WIND SPEED — RATED UP TO 200 MPH**  
Mastic's proprietary design and engineering delivers a panel that achieves superior wind resistance.

**5/8" PANEL PROJECTION**  
Enhanced shadow lines replicate the appearance of real wood siding.



**DURANYL 5000® PROTECTION SYSTEM**  
Proprietary technology adds extra UV protection to our deepest, most vivid colors — protects color against harsh elements and maximizes long-term weatherability.



**HANG-TOUGH™ TECHNOLOGY**  
Exclusive formulation and process boosts durability so panels are more resistant to cracking, impact and thermal distortion. As an added benefit, rich color resides throughout the panel — virtually eliminating the appearance of nicks and minor surface scratches.



**CLASS 1(A) FIRE RATING**



**METRO-DADE COUNTY APPROVED**



**V.I.P. LIMITED LIFETIME WARRANTY**  
Premium guarantee of lasting quality and peace of mind — backed by Mastic, a trusted industry leader for 50+ years (see warranty for complete details).



**CARVEDWOOD•44® HAS BEEN GREEN APPROVED BY THE NAHB RESEARCH CENTER.**  
This means you can be assured that this product complies with specific green practice criteria in the National Green Building Standard. Visit [www.GreenApprovedProducts.com](http://www.GreenApprovedProducts.com) for details.

\*Single 8" panel features a unique, advanced locking system and nail hem.

# A HEALTHY RESPECT FOR THE PLANET — AND OUR CUSTOMERS.



Mastic Home Exteriors by Ply Gem can help you meet your sustainable building goals and earn points in leading green building certification programs. Our products offer features that positively contribute to sustainable practices, improved energy efficiency or lifecycle benefits of homes. All are important aspects of sustainable building and reflect Mastic's contribution to the Ply Gem Enviro initiative.



For more information on how Mastic products can help you meet your sustainable building goals, refer to the Mastic *Building to Make a Difference* white paper available at [mastic.com](http://mastic.com).



## SUSTAINABLE RESOURCES:

- Mastic vinyl siding is manufactured from two abundant natural resources: salt (57%) and natural gas (43%).<sup>1</sup>
- All post-product scrap material created during the manufacturing process is reclaimed.
- Vinyl siding generates less construction site waste than cardboard packaging, brick or lumber.
- When installed and used properly, Mastic products never require paint or stain, which reduces VOCs released into the atmosphere.
- Mastic Performance Metals® have been evaluated by a third-party and are Green Circle certified to contain a minimum of 67% recycled content.
- Ply Gem facilities reuse and recycle pallets and packaging material, reducing raw material needs and landfill use.
- Ply Gem works with its suppliers to recycle as many materials as possible, including cores, cardboard padding, paint totes, batteries, light bulbs, toner and paper.



## ENERGY EFFICIENCY:

- Vinyl siding requires less energy to manufacture per square foot than brick and mortar.<sup>2</sup>
- Mastic vinyl siding is lighter weight per square than other cladding options, so it requires less fuel to transport. Less fuel used means less pollution.
- When properly installed, Structure EPS Insulated Siding can reduce thermal bridging and help meet the requirements of an Energy Star® Qualified new home. Structure EPS Insulated Siding panels, with a verified R-value<sup>3</sup> of up to 3.0, have been tested using the new 2011 FTC-compliant testing method (ASTM C1363).
- Mastic Performance Metals® V-Groove soffit and roof and eave vents support proper attic ventilation efforts, which moderates attic temperatures and improves a home's energy efficiency. Mastic V-Groove metal soffit provides the most net free ventilation per linear foot of any aluminum soffit system.

<sup>1</sup> "A Dozen Things You Might Not Know That Make Vinyl Siding Green," page 9, Tad Radzinski, P.E., LEED AP, and VSI. October 10, 2009. <<http://www.vinylsiding.org/greenpaper/>>

<sup>2</sup> Ibid, page 10

<sup>3</sup> R means resistance to heat flow. The higher the r-value, the greater the insulating power.



## LIFECYCLE BENEFITS OF HOMES:

- Mastic vinyl siding is durable and requires no site finish. Our Performance Metals® stand up to weather with virtually no maintenance. Our Designer Accents™ use thicker construction and a baked lacquer finish to ensure that they hold up season after season.
- When installed properly and under normal use, our products should never require painting or staining. They won't crack, peel, blister, or rot.
- All of our Performance Metals® aluminum accessories are easily recyclable. In fact, at the end of its lifecycle in building applications, 100% of the aluminum can be recycled.

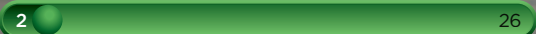


## VINYL SIDING ENVIRO SNAP SHOT:

LEED For Homes — Possible Points



LEED New Construction — Possible Points



NAHB Standards — Possible Points



Looking for Mastic products with features that can contribute to overall energy savings, lower maintenance and reduced environmental impact? These logos identify products recognized by third parties as supporting green building practices.



Mastic supports green building and it shows. We are active members of both the USGBC and NAHB — two key industry organizations that are working to define sustainable building practices.

Inspiration. Just like that.



Do more than just change a wall — transform your home. The inspirational *Design Palettes by Mastic* puts your dream home exterior within reach.

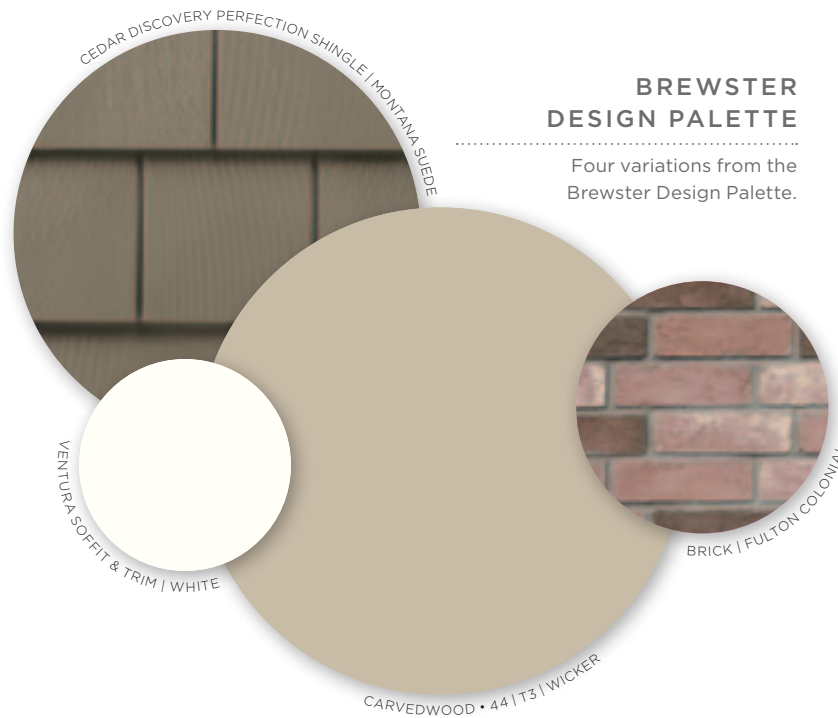
Four distinctive Design Palettes coordinate color, texture and detail in variations that can serve as your inspiration or as the blueprint to realize your own dream. Talk to your builder or remodeler about how to get started.

Call 800-962-6973 to request a free *Design*



*Palettes* brochure. Or, explore the possibilities

for your home with the Dreamhome visualizer at [mastic.com/dreamhome](http://mastic.com/dreamhome).



**BREWSTER  
DESIGN PALETTE**

Four variations from the Brewster Design Palette.



**ONE BRAND.  
ONE COMPLETE  
SOLUTION.**

TRADITIONAL LAP SIDING

DUTCH LAP SIDING

INSULATED SIDING

PERFECTION SHINGLES

HAND-SPLIT SHAKES

HALF-ROUND SHINGLES

SOFFIT + FASCIA

CORNER POSTS

DOOR SURROUNDS

WINDOW MANTELS

SHUTTERS

COLUMNS

GABLE VENTS

UTILITY VENTS

MOUNTING BLOCKS

TRIM SHEET

RAIN REMOVAL

LEAF PROTECTION

# MASTIC HOME EXTERIORS. THIS IS THE EXTERIOR SOLUTION.®

[www.mastic.com](http://www.mastic.com)



SIDING | PERFORMANCE METALS | RAIN REMOVAL | DESIGNER ACCENTS | DOOR SURROUNDS | SOFFIT + FASCIA | SHUTTERS



**PLY GEM SIDING GROUP**  
2600 GRAND BLVD. SUITE 900  
KANSAS CITY, MO 64108  
800 962 6973



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Windows Siding Stone Veneer Fence+Rail Designer Accents [plygem.com](http://plygem.com)

