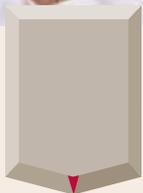
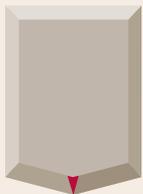


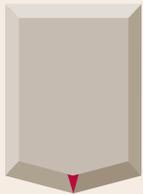
COLORHOLD®
Styled for Living, Designed for Life



ORIGINAL SIDING COLOR



NORANDEX VINYL SIDING - FEATURING
COLORHOLD® ACRYLIC TECHNOLOGY
AFTER 3 YEARS OF EXPOSURE



NORANDEX VINYL SIDING - FEATURING
COLORHOLD® ACRYLIC TECHNOLOGY
AFTER 15 YEARS OF EXPOSURE



STANDARD VINYL SIDING -
AFTER 3 YEARS OF EXPOSURE

**THIS IS A VISUAL REPRESENTATION OF THE
ACTUAL FADE THAT CAN BE EXPECTED ON
STANDARD VINYL SIDING VS. VINYL SIDING
FEATURING COLORHOLD® ACRYLIC TECHNOLOGY.**

COLORS SHOWN ARE AS CLOSE AS THE LITHOGRAPHIC PROCESS WILL ALLOW.



FADE RESISTANCE

THE CHALLENGE.

Develop a technology that gives homeowners more color design options in exterior vinyl siding. The problem has been that many of the popular warmer, darker, richer hues tend to be susceptible to weathering. Damaging ultra-violet rays can cause vinyl siding to fade over time, altering the color and appearance of the product originally installed on the home.

THE SOLUTION.

Engineers pioneered a technology that utilizes a UV-stable acrylic polymer on the surface of selected premium colors. This exclusive protective feature, ColorHold® offers superior fade resistance, allowing Norandex Vinyl Siding to retain its color better over time.

Because ColorHold® Acrylic Technology provides superior performance over a broader range of the color spectrum than standard vinyl, it will retain its original look longer. This means the color a homeowner selects today will be the same color tomorrow, and for years to come. And, it enables Norandex to offer the warmer, darker, richer colors homeowners prefer in a high-performance vinyl siding product.

THE RESULTS.

Norandex Premium Vinyl Siding products with ColorHold® Acrylic Technology are warranted* not to fade beyond 3 or 4 standard color units, respectively.

*Limited Lifetime Transferable Warranty



THE DIFFERENCE.

All exterior colored surfaces tend to fade over time. Norandex vinyl siding products with ColorHold® Acrylic Technology provide superior resistance to fading far beyond any other competitive product on the market.

THE GUARANTEE.

Premium vinyl siding products featuring ColorHold® Acrylic Technology carry both a Transferable Limited Lifetime Warranty and Lifetime Fade Protection. It's one of the strongest warranty packages available in the industry, and an assurance of performance now, and for years to come.

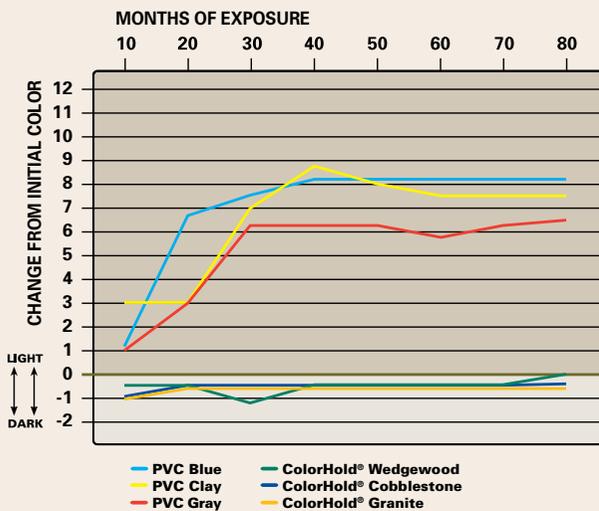
THE VALUE.

At Norandex, we deliver lasting performance and beauty—home after home. Homeowners can confidently turn to us for vinyl siding products that not only protect their investment, but deliver added value.

Homeowners will enjoy the savings that come with never having to spend money on paint or upkeep materials again. And because Norandex vinyl siding products can help increase the resale value of a home, homeowners will benefit now and well into the future.



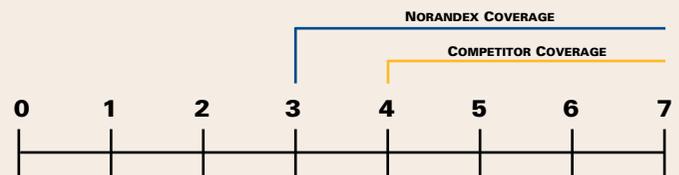
THE GRAPH BELOW SHOWS, IN HUNTER UNITS, THE DEGREE OF FADING THAT OCCURS IN TRADITIONAL PVC SIDING VERSUS SIDING WITH COLORHOLD® ACRYLIC TECHNOLOGY.



INFERIOR VINYL SIDING CAN RUIN THE GOOD LOOKS OF A HOME.



DEGREE OF FADING (IN HUNTER UNITS)



THE DIAGRAM ABOVE SHOWS THE EXTENT OF NORANDEX WARRANTY COVERAGE VS. "BEST IN CLASS" COMPETITORS' COVERAGE. MANY COMPETITORS PROVIDE NO COVERAGE UNTIL YOUR SIDING HAS FADED MORE THAN 7 HUNTER UNITS!