

# CHARLESTON<sup>™</sup> BEADED





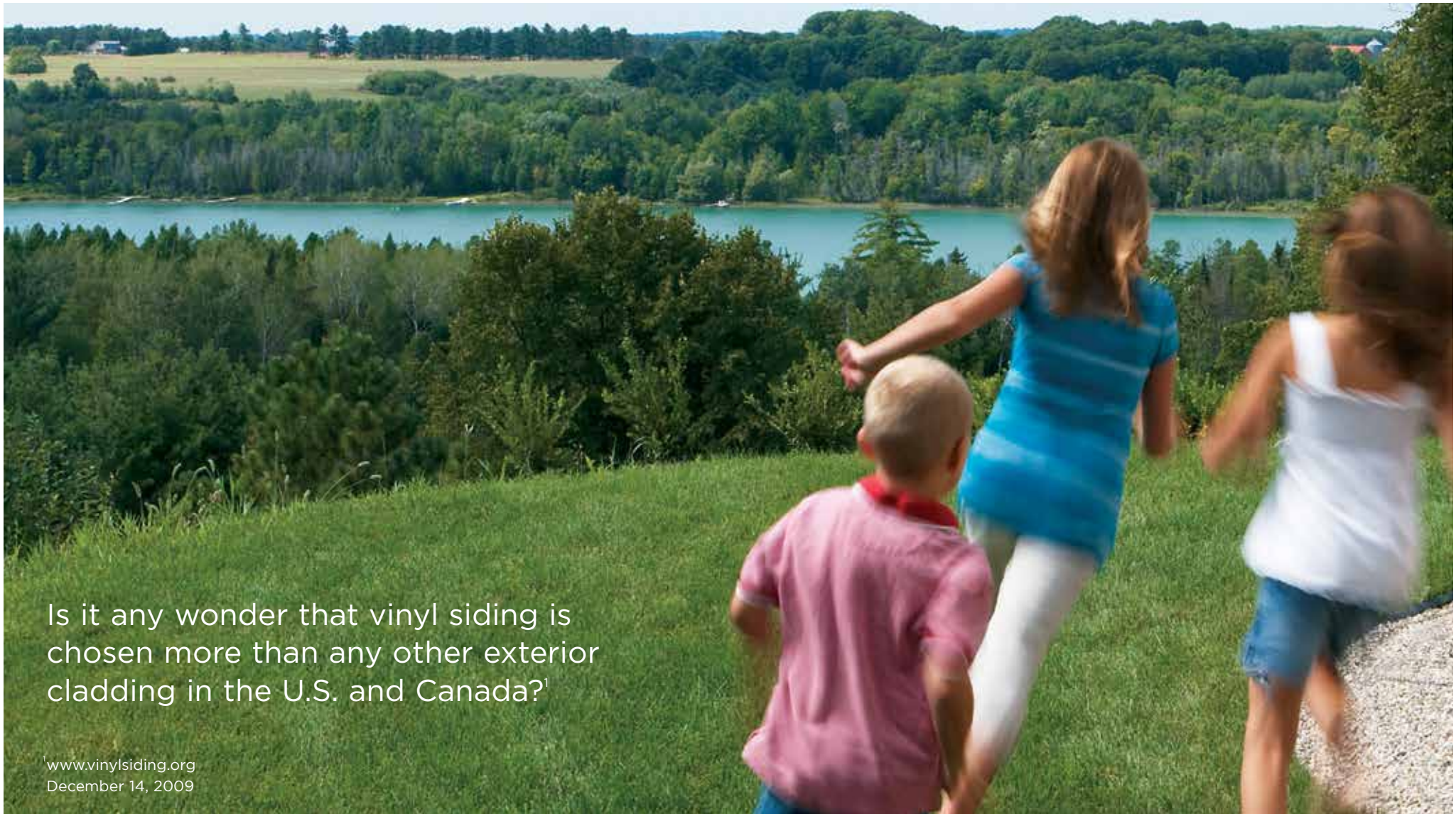
# carefree beauty

COVER IMAGE: Charleston Beaded in White



Charleston Beaded in Scottish Thistle

No paint. No stain. No hassles. That's the true beauty of Charleston Beaded™. Advanced locking system and nail hem simplifies installation, strengthens fit and adds stability. Our Charleston Beaded brings an architectural classic to life.



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

[www.vinylsiding.org](http://www.vinylsiding.org)  
December 14, 2009

## Charleston Beaded™ Delivers.

**DURABILITY.** If you're looking for siding that is durable and low maintenance, and looks beautiful, Charleston Beaded siding is the ideal choice. Charleston Beaded will enhance your home's appearance today — and for years to come.

**NO PAINT, NO STAIN, NO HASSLES.** Charleston Beaded, a premium panel, never needs paint or stain. Unlike real wood siding, it won't crack, peel, flake or rot. Revolutionary technology like Mastic's exclusive Hang-Tough™ Technology maximizes the panel's weatherability and delivers additional protection — and peace of mind — for your investment.

**COLOR AND TEXTURE.** Featuring a sculpted, beaded ridge that provides crisp, clear shadow lines — Charleston Beaded is available in 15 base colors.

**PEACE OF MIND THAT LASTS A LIFETIME.** Charleston Beaded 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.

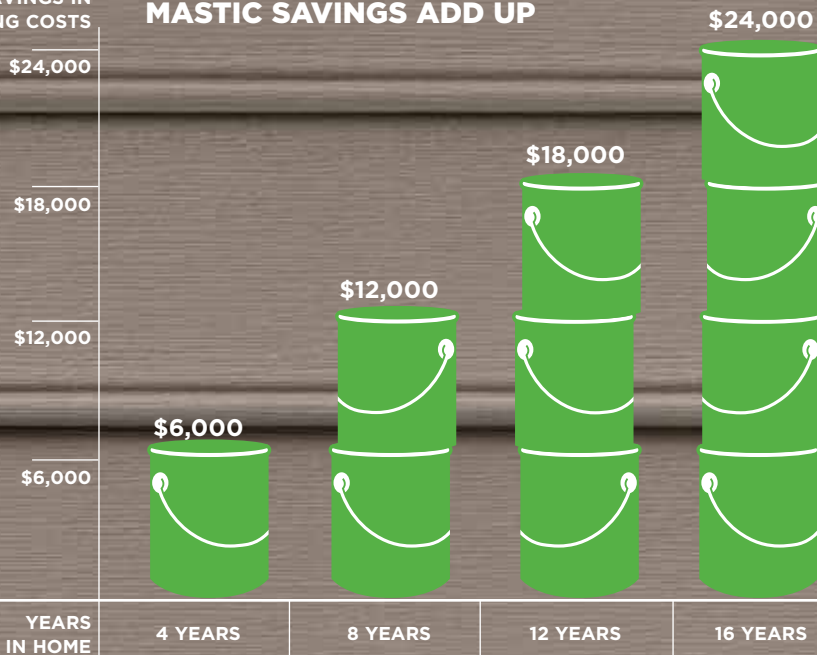
**Beauty that lasts.** Based on an average-size home, repainting or staining can cost up to \$6,000 every four years. Charleston Beaded™ never needs painting, caulking or patching because, unlike wood, it won't crack, peel, rot or split.



**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.



**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



WITHSTAND THE IMPACT OF RECOMMENDED INSTALLATION PROCEDURES.



STAY ON THE HOUSE IN HEAVY WINDS OF AT LEAST 110 MPH.



LAY STRAIGHT ON A FLAT WALL AND NOT BUCKLE UNDER NORMAL CONDITIONS.



WITHSTAND THE EFFECTS OF NORMAL SEASONAL TEMPERATURE FLUCTUATIONS.



MEET MANUFACTURERS' ADVERTISED SPECIFICATIONS FOR LENGTH, WIDTH, GLOSS AND THICKNESS — AND HAVE A MINIMUM THICKNESS OF .035.

## MASTIC PERFORMANCE



Mastic siding is designed and engineered to withstand impact beyond that required by ASTM D3679.



Charleston Beaded is rated at up to 165 mph.



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.



With our exclusive Duranyl 5000<sup>®</sup> Protection System and Hang-Tough<sup>™</sup> Technology, Mastic products are engineered to persevere in the most extreme conditions.



Charleston Beaded features a premium thickness of .044" — more than 21% thicker than the minimum requirement.

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

# THE EXTERIOR SOLUTION FOR Color.



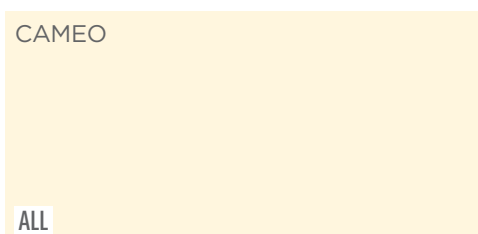
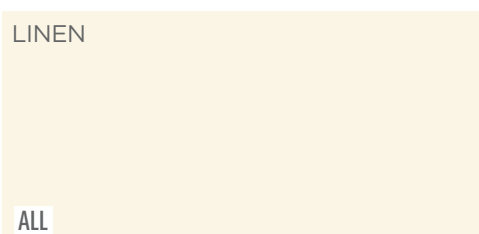
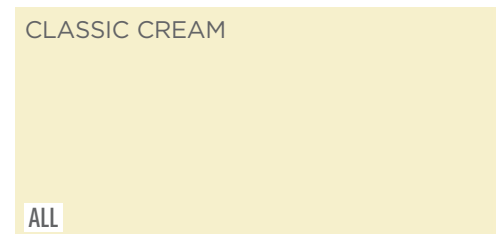
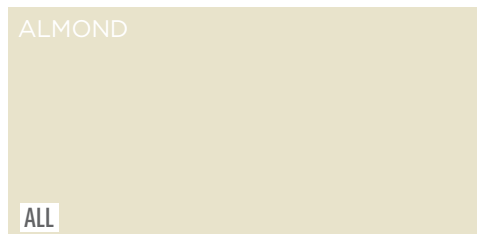
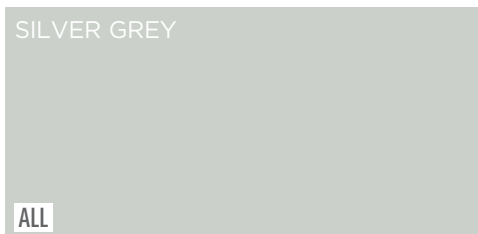
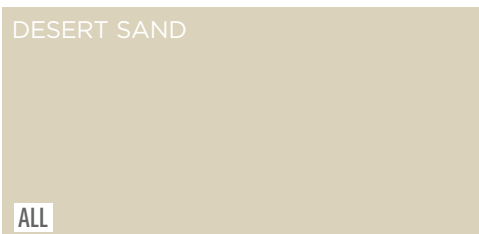
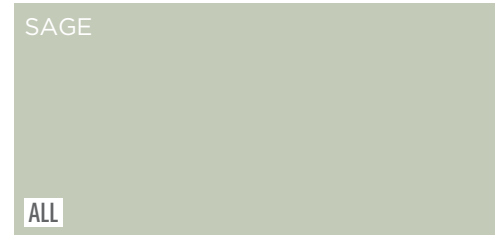
**CHARLESTON BEADED®  
PROFILE AND COLOR KEY**  
Due to printing limitations, colors may  
not be exactly as shown. Refer to actual  
sample and color chips for best match.

**S6** SINGLE 6-1/2" BEADED SMOOTH  
**ALL** ALL PROFILES AND LENGTHS

## CLASSIC COLORS



## LIGHT COLORS



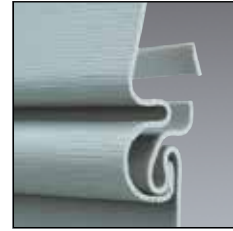
**Explore the possibilities.**  
With our visualizer tool,  
you can apply different  
combinations of colors  
and products to see  
how they look. Bring  
your vision to life at  
[mastic.com/getstarted](http://mastic.com/getstarted)





SINGLE 6-1/2"  
CONTEMPORARY  
BEADED  
SMOOTH

**CONTEMPORARY BEAD**  
Sculpted, beaded ridge  
provides crisp, clear  
shadow lines.



**ADVANCED LOCKING SYSTEM AND NAIL HEM**

Precise, secure fastening, easier installation and tighter fit combine to deliver added strength and stability — even in high winds.



**WIND SPEED —  
RATED UP TO 165 MPH**



**PREMIUM .044 THICKNESS**

Superior thickness and impact resistance.



**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).



**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**



**CHARLESTON BEADED HAS BEEN GREEN APPROVED  
BY THE NAHB RESEARCH CENTER.**

This means you can be assured that Charleston Beaded complies with specific green practice criteria in the National Green Building Standard. Visit [www.GreenApprovedProducts.com](http://www.GreenApprovedProducts.com) for details.

## 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>
- During the manufacturing process of our vinyl siding, all unused material is reclaimed and reused, creating one of the most efficiently-produced exterior claddings available today.
- The Structure<sup>®</sup> Home Insulation System<sup>™</sup> has been third-party verified and Green Circle certified to contribute towards achieving LEED<sup>®</sup> and NAHB credits, utilizing post-consumer and post-industrial recycled material.
- When installed and used properly, Mastic products never require paint or stain, which reduces VOCs released into the atmosphere.
- Mastic Performance Metals<sup>®</sup> have been third-party verified and 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.



### 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 correctly installed, the Structure<sup>®</sup> Home Insulation System<sup>™</sup> can reduce thermal bridging and help meet the requirements of an ENERGY STAR<sup>®</sup> Qualified new home. The Structure<sup>®</sup> Home Insulation System<sup>™</sup> in a Double 6" profile has an R-value<sup>3</sup> of R-3.0 using the testing method ASTM C1363, as specified by the Federal Trade Commission.
- Mastic Performance Metals<sup>®</sup> 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<sup>®</sup> 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<sup>®</sup> 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:

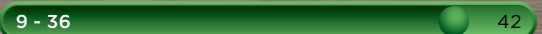
LEED For Homes — Possible Points



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.



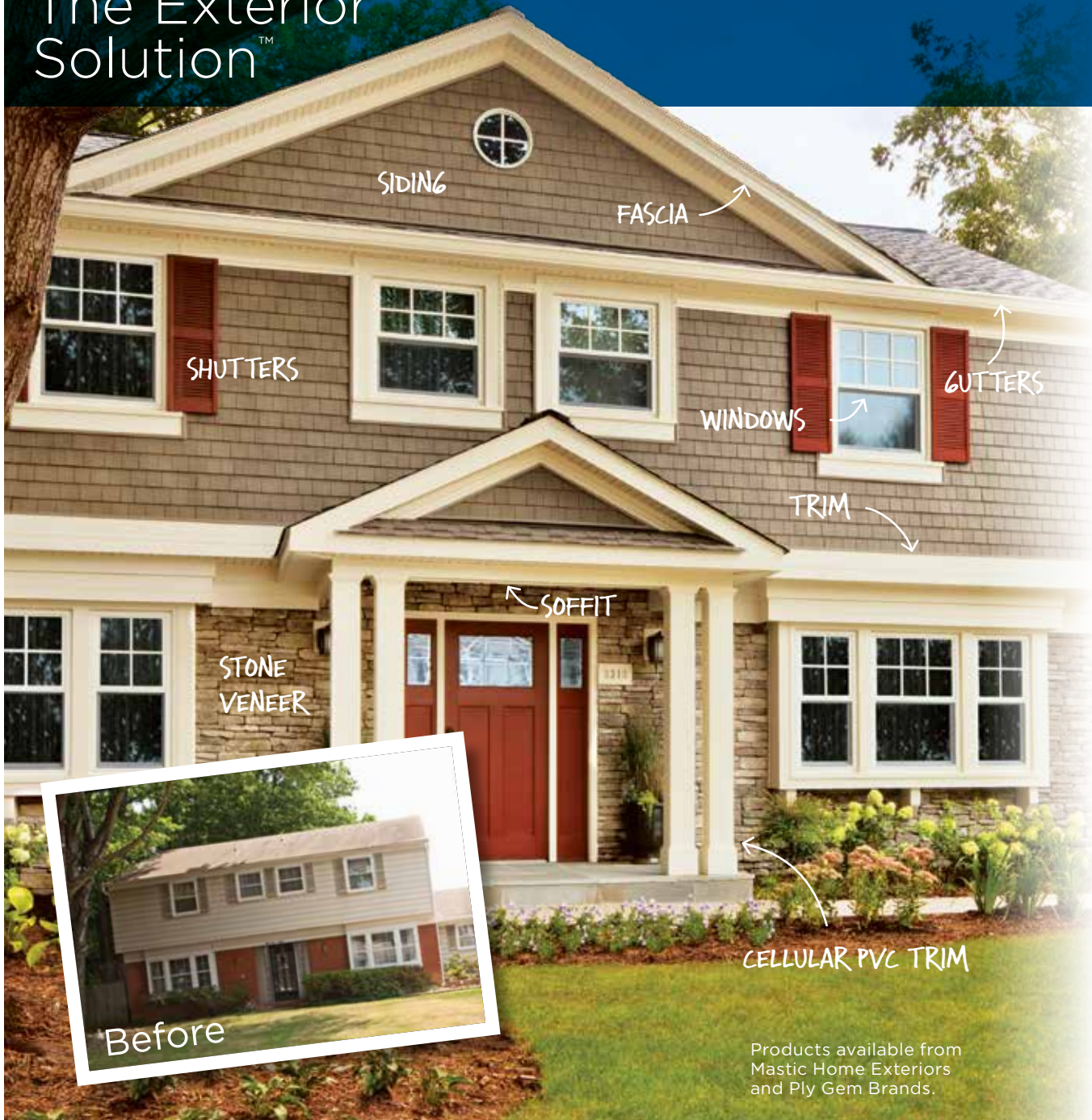
Mastic supports green building and it shows. We are active members of both the USGBC and NAHB — two key organizations that are working to define sustainable building practices.

# The Exterior Solution™

## Get Started



Scan the QR code to get started on your dream home exterior or visit [www.mastic.com/getstarted](http://www.mastic.com/getstarted).



### 1 DREAM

#### THE DESIGNED EXTERIOR™ FIELD GUIDE

A series of amazing exterior transformations that will inspire ideas for your own home.



### 2 COLOR

#### MASTIC COLOR ADVISOR IPAD® APP

Offers a choice of three simple ways to find a color palette that fits you and your home exterior perfectly.



### 3 VISUALIZE

#### THE DESIGNED EXTERIOR STUDIO

Mix and match colors and styles to see how they look together.



### 4 PREVIEW

#### DREAMHOME PROFESSIONAL

Use a photo of your home to see a realistic image of a Designed Exterior on your house. *Ask your builder or remodeler.*



Products available from Mastic Home Exteriors and Ply Gem Brands.

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



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



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