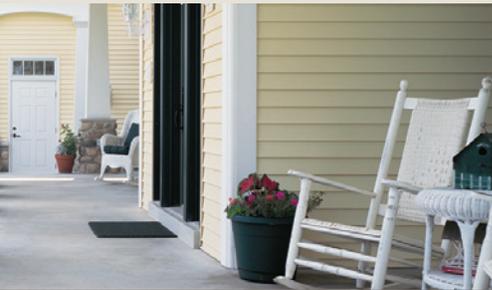


Siding with Low Maintenance

Beauty. Durability. Sustainability. There are many attributes of today's vinyl siding that drive its success as the most popular exterior cladding, and low maintenance is likely the one homeowners value most.

Vinyl siding is the exterior cladding that demands the least amount of time and resources to maintain. And to time-starved homeowners, they'll gladly have one less thing to worry about!



A Beautiful Look Without the Effort

Today's vinyl siding offers all the character and charm of wood siding without maintenance worries, rotting, splitting or insect damage. And vinyl siding never needs paint.

Unlike other exterior cladding, vinyl siding only requires simple, periodic cleaning with mild soap and a garden hose:

- Brick requires re-pointing of mortar
- Fiber cement siding requires periodic painting and caulking
- Wood siding requires frequent painting and staining
- Stucco requires painting and sealing

Minimal maintenance does more than save time, it saves money. With fewer materials to purchase, vinyl siding reduces the life cycle cost of maintaining the home.



Vinyl siding only requires periodic cleaning with a garden hose and everyday household cleaners. A list is available in the About Vinyl Siding section of www.vinylsiding.org.

DID YOU KNOW?

Since vinyl siding does not require painting, staining or caulking, no harmful solvents are released into the environment to maintain it. As a result, vinyl siding can earn points in leading green building certification programs.



VINYL SIDING INSTITUTE
**America
Sides with
Vinyl**SM



Engineered to Last



The goal is simple. Homeowners want their siding to look great for as long as possible, with as little effort as possible. It's why the VSI Product Certification Program was developed, so manufacturers can ensure their products meet or exceed the industry standard for quality and performance (ASTM D3679) as verified by an independent, accredited quality control agency. Approximately 97% of the vinyl siding manufactured in the U.S. is certified through the VSI program.

Additionally, the program includes third-party verification for color retention to ASTM D6864 for solid colors or ASTM D7251 for multi-hued or variegated colors. Even with the introduction of new, darker color options that feature bold, rich earth tones including barn reds, hunter and sage greens, deep blues and more, homeowners can be confident the colors will last.

And using a VSI Certified Installer gives you confidence in the installation too!

Visit www.vinylsiding.org for a complete list of certified products and colors, or to find a VSI Certified Installer.



Easy to Clean

Vinyl siding is easily cleaned with a soft cloth or soft bristle brush. For textured surfaces, the brush keeps the grooves in the texture stain-free. Small spots of mold and mildew are a breeze to clean with common cleaners such as Fantastik® or Windex®. For larger sections, many homeowners use a solution of vinegar (30%) and water (70%) with great results.



A Recipe for Success

The following solution has proven effective for removing stains on vinyl siding:

- 1/3 cup powdered laundry detergent
- 2/3 cup powdered household cleaner
- 1 quart liquid laundry bleach
- 1 gallon water

For best results, start at the bottom of the house and work up and rinse the cleaning solution completely before it dries. If your house has brick facing, cover the brick (and landscaping) so that it is not affected by the runoff.

Choose once and relax!

Because vinyl siding doesn't require painting, many manufacturers void their warranties if the siding is painted. So be sure to do your homework on selecting the right siding for your home. Some manufacturers even have interactive tools to help you visualize how a home would look using their products.

Even better, the benefits of low maintenance extend to the architectural trim and accessories necessary to complete an exterior design. Virtually any type of trim or accessory that has been traditionally produced in wood is now available in vinyl and other low maintenance materials – relieving the wood-based worries of painting, swelling, cracking, warping or insect damage.

For more information on all the benefits of today's vinyl siding, visit www.vinylsiding.org.