

**RICHER,
DARKER COLORS!**



The Ultimate Way to Create Lasting Beauty

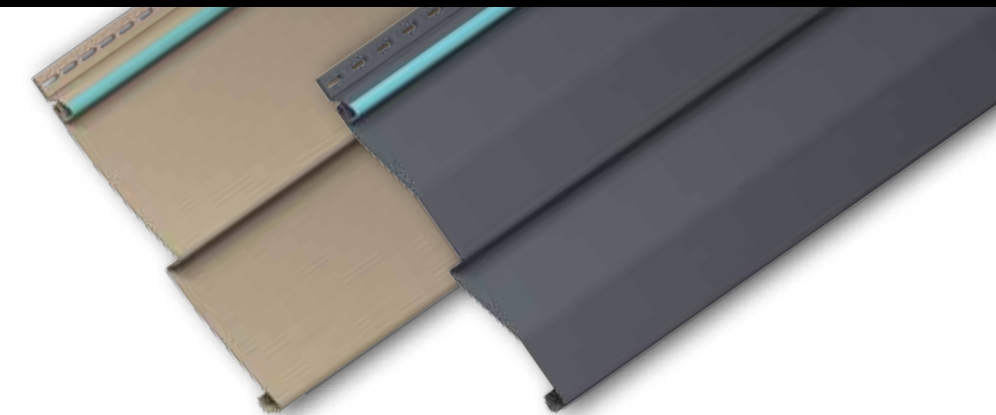
**.046
Premium
Thickness!**
THE SIDING THAT CHANGED THE INDUSTRY



Alside®

CHARTER OAK . . . GIVE YOUR HOME A BEAUTIFUL NEW LOOK

with the most advanced vinyl siding you can buy. Outstanding beauty begins with exceptional product quality.



QUALITY YOU CAN COUNT ON

Made to be the best. And made to last. That's what you can count on when you choose Charter Oak Premium Vinyl Siding. You have the confidence that comes when working with a company recognized and respected for its manufacturing and quality control excellence. Plus you have the assurance that comes with Alside's lifetime limited warranty.*

Make your first choice the best choice . . . Charter Oak Premium Vinyl Siding.

MADE WITH ONLY THE VERY BEST MATERIALS

Developing a tough, durable and beautiful vinyl siding such as Charter Oak requires the technical skills of a chemical process engineer and the visual sensibilities of an architect. That's because the premium vinyl used in Charter Oak is more than just a simple vinyl resin. It's a proprietary compound, with each ingredient chosen to add specific benefits to the final product.

PureStrength™ vinyl resin gives Charter Oak its basic strength and weather resistance. It prevents moisture infiltration from rain and humidity, so panels won't rot, warp, shrink or swell. The result is low-cost, easy-care maintenance.

Ti-Shield™ titanium dioxide prevents ultraviolet degradation, so even hot summer sun won't damage Charter Oak's beautiful surface.

StayRight™ vinyl stabilizers also help prevent heat degradation, both during manufacturing and after installation.

TrueShield™ impact modifiers give Charter Oak exceptional impact resistance, helping to prevent denting and dinging from routine around-the-house activities.

DesignersChoice™ pigment concentrates are used to produce uniform colors that go clear through Charter Oak panels. You'll never have to stain or paint again, because the color won't wash away.

Charter Oak. Technically, it's beautiful.



A PREMIER HOME EXTERIOR

Refined style, outstanding performance and a lifetime of protection – that's the power of Charter Oak Premium Vinyl Siding. Distinguished for its superb durability and versatile design options, Charter Oak is the leading choice for the most distinctive homes. Featuring a wide range of traditional and architectural colors in the timeless beauty of clapboard and handcrafted old-world charm of dutch lap, Charter Oak makes it easy for you to achieve custom elegance for your home.

If you like the idea of having more free time and less home maintenance, you will appreciate Charter Oak. It recreates the beauty of freshly painted wood siding, but without the worries of rotting, splitting or insect damage. An occasional rinse with a garden hose will remove most airborne dust and dirt to restore the like-new beauty.



CHARTER OAK'S TRIBEAM® SYSTEM

Designed for Maximum Performance.

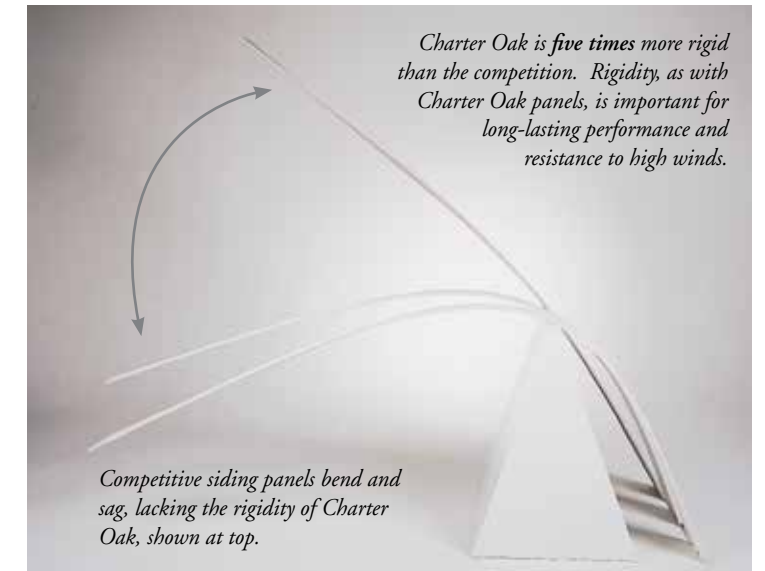
EXCLUSIVE TRIBEAM® SYSTEM PROVIDES UNSURPASSED PANEL RIGIDITY AND SUPERIOR WIND RESISTANCE

Charter Oak's lasting beauty isn't a result of just blending premium raw materials. Product engineers have created a superior – and exclusive – design for Charter Oak that provides exceptional rigidity and resistance to high winds.



The unique TriBeam system gives Charter Oak superior rigidity, helping to ensure straight course lines and even walls, on both new and existing homes. The result is a particularly beautiful installation with the built-in strength to maintain an enduring appearance.

The TriBeam illustration above shows another feature that's especially important if you live in an area where high winds are common. It's a rolled-edge nail hem that gives Charter Oak its superior ability to resist the force of extreme winds. To define extreme, we put Charter Oak to another test. The result: Charter Oak stayed nailed in place in winds reaching the intensity of Category 5 hurricane winds, the designation used by the National Hurricane Center to identify the most destructive storms.



Charter Oak is five times more rigid than the competition. Rigidity, as with Charter Oak panels, is important for long-lasting performance and resistance to high winds.

Competitive siding panels bend and sag, lacking the rigidity of Charter Oak, shown at top.

NO SAGGING. TESTS PROVE IT.

Can other vinyl sidings deliver the same wall-straightening rigidity? Not according to independent product tests. In these strictly controlled laboratory comparisons, Charter Oak left the competition sagging. Three separate tests were conducted, using five premium-priced competitive sidings. The photo says it all: With Charter Oak, there's simply no comparison.

AN ECO-FRIENDLY CHOICE

As a sustainable product with a long service life, vinyl siding is environmentally responsible in several ways. In addition to conserving wood and other natural resources often used for building materials, vinyl siding helps reduce the deposit of paint, stain and maintenance-related materials into the solid waste stream because it never needs to be painted.



DID YOU KNOW for nearly two decades vinyl siding has been a leading choice for exterior cladding on new single-family homes. This broad appeal stems not only from its beauty, durability, and easy upkeep, but also from the fact that vinyl siding adds value to homes.

EXPRESS YOURSELF *with* RICH COLORS

Introducing New Richer Colors Tailored to Your Style.



Subtle contrast. Tuscan Clay siding, Monterey Sand trim and door, Brown shutters.



Dramatic contrast. Harbor Blue siding, Glacier White trim, Black shutters and door.

THE CLASSIC LOOK OF THE AMERICAN HOME

The quintessential American wood-sided home is distinguished by its details: the profile, or shape created by milling – the characteristic grain, or lack of it found in the wood – the depth-defining shadows produced by the underside of the boards. Rich, authentic details are exactly what you'll find in Charter Oak.

ALL-AMERICAN PROFILES. The traditional clapboard profile is an architectural standard, the most popular siding profile in America. Its clean, simple lines add rich appeal to any home, from grand Victorian to seaside contemporary. Or for an added dimension of interest and appeal, choose an elegant dutch lap profile, distinguished by its graceful cove detailing. Both are available in popular 4-1/2" exposure widths.

DETAILED OR SUBTLE SURFACE TEXTURE. Some homeowners like the look of natural woodgrain, and Charter Oak provides it with a detailed texture that looks and feels like the surface of quarter-sawn oak boards. Other homeowners prefer a softer matte surface, as if the boards had been planed rather than sawn. Charter Oak offers that option in the XL clapboard profile.

THE LOOK OF FRESHLY APPLIED PAINT. To produce the subtle luminosity that suggests a house has just been painted, Charter Oak uses a luxurious low-gloss finish. The look is real, the result is elegant, no matter what color you choose for your home.

DEEP, REALISTIC SHADOW LINES. When the sun shines on a Charter Oak installation, you see the importance of realistic shadow lines. They define the individual siding courses, plus they add a dimension of depth. Because Charter Oak is made with a full 3/4" panel projection, its shadow lines are deep, bold and beautiful.

Charter Oak. Simply beautiful. Every way you look at it.

HAPPY WITH YOUR HOME'S EXTERIOR?

Or maybe you want a new look, with different colors, more details, greater contrast.

Charter Oak offers all the choices needed to give your home the exact look you want. Start with classic panel profiles and end with the perfect details at doors and windows. With Charter Oak, all decisions lead to beautiful results.

TWO TIPS THAT MAKE COLOR SELECTION EASY

If you like your home's existing color scheme, there's really no decision to make. But if you're looking for a change, use the following two suggestions to guide your planning:

First, use the color of your roof shingles as a starting point. For the most pleasing appearance, colors for shingles and siding should complement each other.

Secondly, decide if you want a little or a lot of contrast between siding and trim. As a general rule, less contrast unifies a home's architectural elements, while greater contrast emphasizes individual elements.

DESIGN SHOWCASE

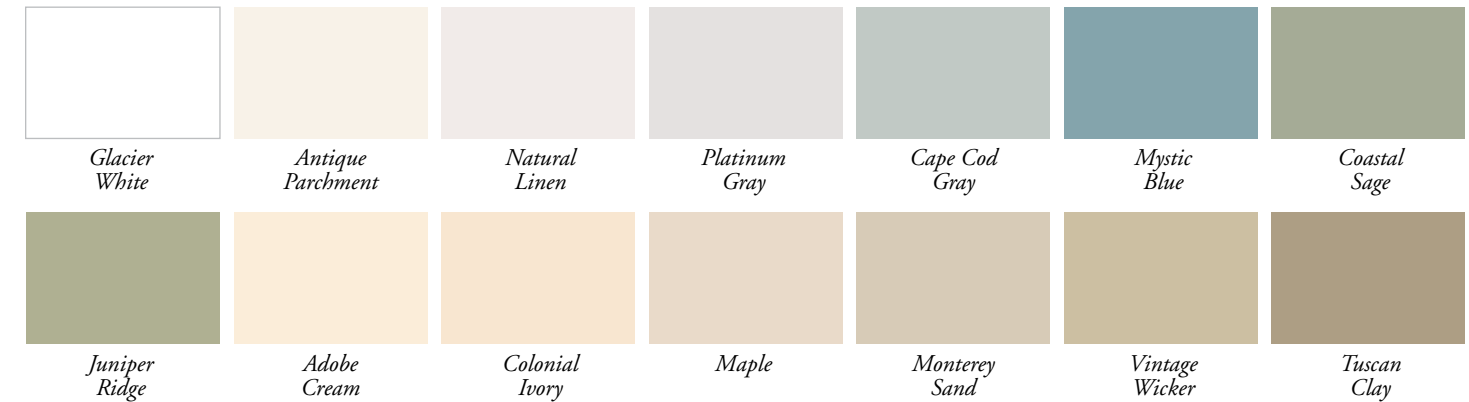
See the finished look before the work begins! Our Siding Design Showcase lets you create multiple exterior designs with just the click of a mouse. Simply select a house style and choose siding profiles, accents, soffit and trim, along with color options for doors, roofing, shutters and more. Visit www.alside.com/color-design to get started today.



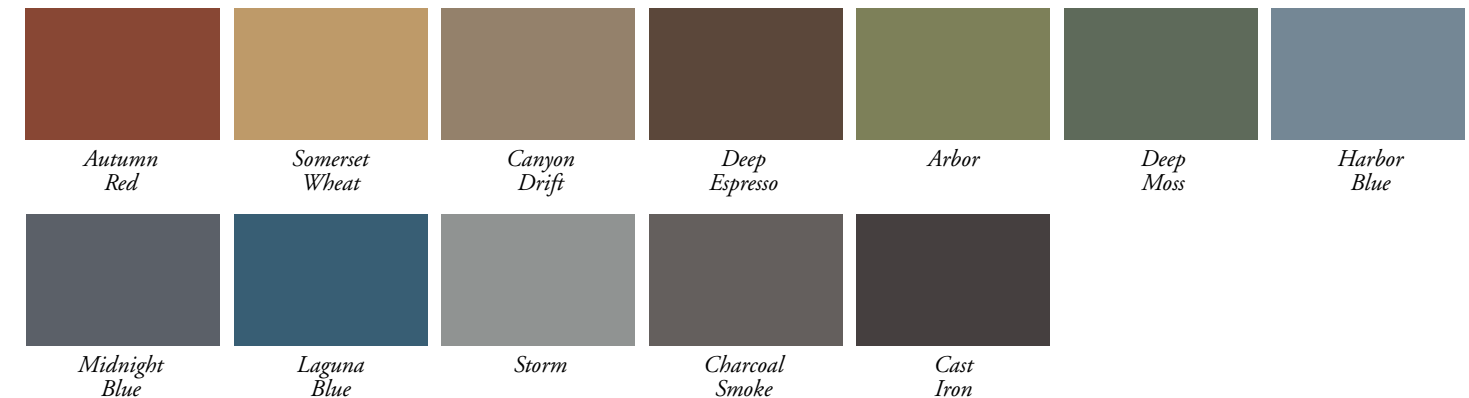
CHOOSING COLOR FOR YOUR HOME HAS NEVER BEEN EASIER

From Deep Espresso to Laguna Blue, the new line-up of architectural colors don't shy away from bold and beautiful. Mix and match complementary shades for a look that is fresh and serene or combine more than one shade to bring richness and sophistication to your home.

STANDARD COLOR COLLECTION



NEW ARCHITECTURAL COLOR COLLECTION



Note: Colors are as accurate as printing techniques allow. Make final color selections using actual vinyl samples.



Our darker siding colors are fortified with ChromaTrue® technology for superior color retention. This advanced copolymer compound provides long-term color stability and better performance on darker colors.

THE ART OF THE MIX

There's no need to settle for siding and trim that almost match. Alside's ColorConnect® Color Matching System offers smart solutions for every design approach. ColorConnect standards have been painstakingly applied to select Alside products to ensure you are making tasteful color choices with enduring aesthetic value and the custom look you desire.

Whether it's a rich color that draws your eye to an interesting architectural detail, or neutral hues applied to a historic home, the Alside ColorConnect Color Matching System helps you successfully match the color of your siding with other Alside exterior products and accessories.



EXPRESS YOURSELF *with* EYE-CATCHING TRIM *and* ACCENTS

Turn Your Idea into a Design.



ALL PRODUCTS ARE COLOR COORDINATED WITH CHARTER OAK SIDING

When you're creating an exterior design, the delight is in choosing the details. Siding color defines the total mass of your home; trim and accent details focus on particulars, highlighting those special features and characteristics that set your home apart.

Alside offers a wide selection of trim and accent products made to complement the beauty and colors of Charter Oak siding.



Trimworks three-piece beaded corner post.



Trimworks® 7" fluted corner post.



Alside Premium Shakes – the classic look of deep-grained cedar shakes.



Alside Premium Scallops – Victorian inspired half-round shingles.



Charter Oak clapboard with Trimworks 5" window trim.



Charter Oak dutch lap with Trimworks 3-1/2" window trim.



Trimworks custom crown molding used with wood window trim.



Greenbriar® Vintage Beaded soffit and Trimworks soffit crown molding.



Horizontal band board provides a strong horizontal accent.

A NEW ERA of DESIGN

Decorative Exterior Accents Inspired by Custom Details and Craftsmanship.

White siding, white trim. A lot of homeowners love the basic look. But to make your home stand out while also increasing its value, try adding decorative colors and accents to your design scheme. Charter Oak and Alside give you plenty of possibilities to work with.

DETAILS, DETAILS

It's easy to create distinction and appeal – just focus on using details to emphasize your home's key architectural elements. Here are a few ideas to consider . . .

VERTICAL SIDING

Vertical siding offers a dramatic way to add interest to the dominant horizontal lines that characterize most homes. The vertical lines say, in effect, "Look at me; I'm important!" So if you want to accentuate main entrances, dormers or gable end walls, vertical siding is an excellent design choice.

WIDE LINEALS

Wide lineals by design, call attention to themselves. In the home upper right, for example, wide lineals accentuate the windows and gable trim. A horizontal band board adds emphasis, calling attention to the Architectural Shakes® ornamental siding used to finish the upper wall.

SHAKES AND SCALLOPS

These classic siding products provide unique, timeless appeal to accent any home. They are exceptional additions to gables or other unique architectural features you choose to highlight and are available in colors that match Charter Oak.



The prominent overhang shielding this upper story window is made even more striking by the elegant, soaring lines created by Charter Oak vertical siding and Charter Oak soffit.



5" Trimworks lineals used as "rake" boards.



5" Trimworks fluted lineals complement this beautiful decorative door (below).



Contrast provides another way to call attention to key architectural elements. An artful contrast of vertical and horizontal siding creates an almost cathedral-like impression at the home's main entry way (above).

Unvented Charter Oak soffit panels used as vertical siding, create a focal point above the main entrance (left). The vertical lines also interrupt long horizontal lines that could tend to make the home look "stretched out".

TRANSFORM YOUR HOME WITH HELP FROM OUR DESIGN SPECIALISTS

Trust us when we say that selecting exterior colors can quickly become a daunting process. Years ago, mixing colors was considered cluttered and unkempt. Today, it's a statement of intelligent design and know-how – if it's done right!

To learn more about Alside's designer colors visit www.alside.com where you'll find:

- Easy design visualization tools that makes choosing exterior colors for your home fun and interactive.
- Siding and Window Style Guides with color combinations, design tips and useful information for creating a completely custom look.
- Our FrameWorks brochure featuring window and patio door finishes that transform the appearance of your home inside and out.



The BEST of AMERICA'S ARCHITECTURAL HERITAGE . . . Made Convenient for Today's Busy Homeowners



INDEPENDENTLY TESTED FOR QUALITY AND SAFETY

When you choose Charter Oak, you get more than Alside's assurance of quality. Under an independent program sponsored by the Vinyl Siding Institute (VSI), Charter Oak has received ASTM D3679 certification, the industry standard for quality.

SUSTAINABLE SOLUTIONS FOR YOUR BEAUTIFUL HOME

Choosing the best exterior for your home not only presents exciting design opportunities, it also offers the chance to take a positive step toward environmental stewardship and resource efficiency. When you consider the numerous advantages vinyl siding offers in appearance and performance, you'll see why it's a leading choice – one that meets your every design inspiration while reducing our carbon footprint and protecting the planet.

From its two simple and natural building blocks of salt and natural gas to its efficient manufacturing process and modest transportation energy use . . . vinyl siding has lower environmental impacts throughout its lifecycle, especially when compared to other exterior cladding. In the overall environmental impact by life cycle stage:

- Brick has nearly 5X the environmental impact of vinyl siding and nearly 4X the impact of insulated vinyl siding
- Fiber cement has nearly 3X the environmental impact of vinyl siding and more than 2X the environmental impact of insulated vinyl siding

With a strong commitment to environmental stewardship, Alside vinyl siding helps promote resource efficiency – virtually no manufacturing waste, fuel-efficient transport, minimal installation scrap and safe to install. It's a smart choice for you and a positive choice for the environment!

Source for performance data included in this spread: "Today's Vinyl Siding: Verifiably Green," January 2013. BEES Online, National Institute of Standards and Technology; <http://www680.nist.gov/Bees>; October 2012.



PEACE OF MIND

Charter Oak Premium Vinyl Siding and Alside accessories are backed by lifetime limited warranties.** For complete warranty information, including limitations, please see a printed copy of the warranty.



Pertains to Charter Oak Vinyl Siding
Consult the VSI website at www.vinylsiding.org
for a current list of certified products and colors.

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