



COLORHOLD®

Styled for Living, Designed for Life

THE CHALLENGE.

Develop a technology that gives home owners 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 new 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 home owner selects today will be the same color tomorrow, and for years to come. And, it enables Norandex to offer the warmer, darker, richer colors home owners prefer in a high-performance vinyl siding product.

THE RESULTS.

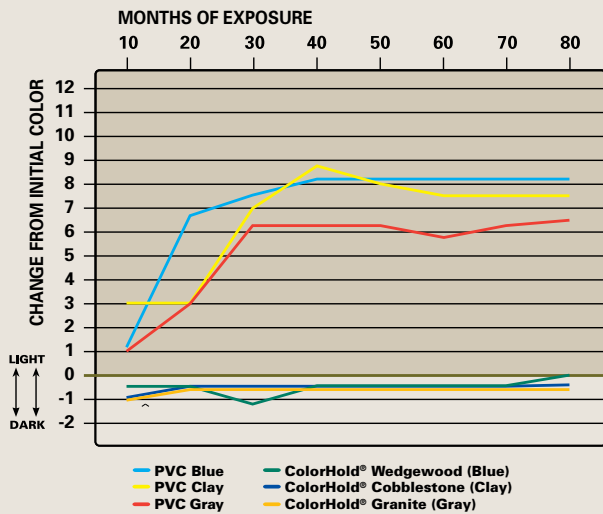
Norandex Premium Vinyl Siding products with **ColorHold®** Acrylic Technology are warranted* not to fade beyond 3 or 4 standard color units, respectively.

*Copy of Warranty available upon request.

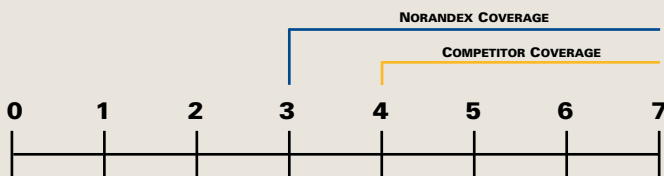
WE HAVE IT NAILED DOWN

FADE RESISTANCE TECHNOLOGY

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



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!

COLORHOLD® ACRYLIC TECHNOLOGY

FADE RESISTANCE BEAUTY

COLORHOLD®

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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.

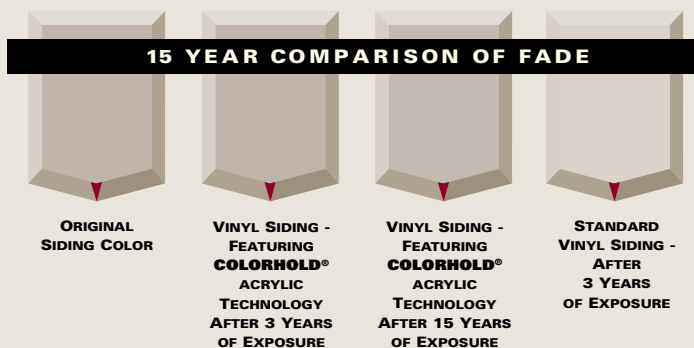


COMPETITORS' PVC SIDING MAY FADE DRAMATICALLY OVER TIME. WITH COLORHOLD®, THE COLOR YOU CHOOSE TODAY, WILL BE THE COLOR YOU HAVE TOMORROW.

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.

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.



THE VALUE.

At Norandex, we deliver lasting performance and beauty—home after home.

Home owners can confidently turn to us for vinyl siding products that not only protect their investment, but deliver added value.

You'll 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 your home, you'll benefit now and well into the future.

Norandex vinyl siding products—a popular choice of home owners all around the country. In fact, one of every ten homes with vinyl siding on the exterior feature Norandex Vinyl Siding products.



SEAL HOLDER SINCE 1990



THE NORANDEX VINYL MANUFACTURING PROCESS HAS EARNED THE IMPRESSIVE MARK OF THE UNDERWRITERS LABORATORIES



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