

LIBERTY ELITE[®]
VINYL SIDING





carefree

COVER IMAGE: Liberty Elite® Double 5" in Harbor Grey
THIS PAGE: Liberty Elite® Double 4" in Sandtone



Liberty Elite® Double 4" in Scottish Thistle

No paint. No stain. No hassles. Liberty Elite® unites the classic look of freshly painted wood with exceptional durability. Enhanced, oversized locking system and premium .048 thickness deliver greater stability — even in high winds. Our Hang-Tough™ Technology boosts durability so panels are more resistant to cracking, impact and thermal distortion.

VINYL SIDING GIVES HOMEOWNERS WHAT THEY WANT.

■ IMPORTANT ■ NEUTRAL ■ NOT IMPORTANT (%)

(Independent study conducted by Vernon Research Group, 2005)



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

www.vinylsiding.org
December 14, 2009

Liberty Elite® Delivers.

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

NO PAINT, NO STAIN, NO HASSLES. Liberty Elite®, 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 distinctive woodgrain, Liberty Elite® is available in 14 base colors.

PEACE OF MIND THAT LASTS A LIFETIME. Liberty Elite® is backed by the 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.

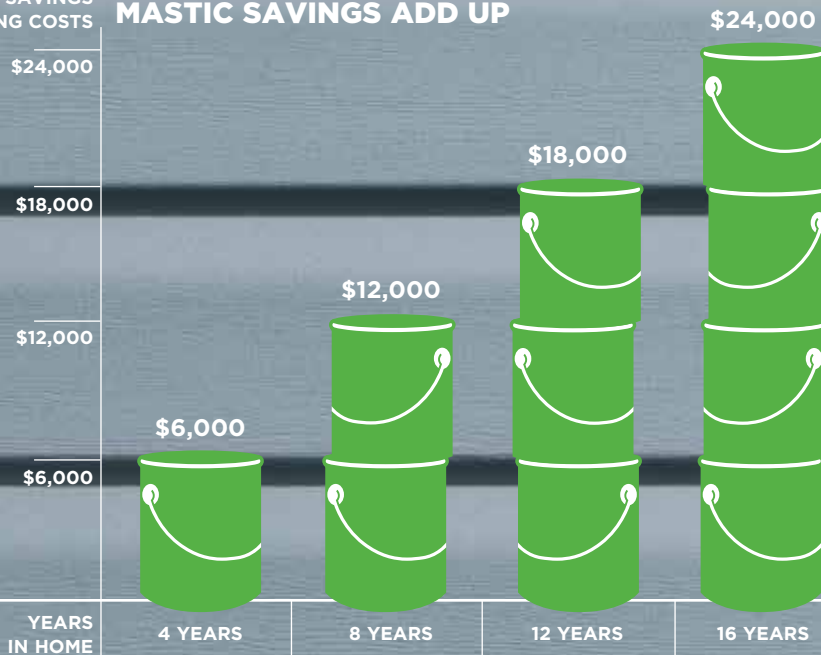
Beauty that lasts. Based on an average-size home, repainting or staining can cost up to \$6,000 every four years. Liberty Elite® never needs painting, caulking or patching because, unlike wood, it won't crack, peel, rot or split.



NO PAINT. NO STAIN. NO HASSLES.

TYPICAL 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	MASTIC PERFORMANCE
 WITHSTAND THE IMPACT OF RECOMMENDED INSTALLATION PROCEDURES.	 Mastic siding is designed and engineered to withstand impact beyond that required by ASTM D3679.
 STAY ON THE HOUSE IN HEAVY WINDS OF AT LEAST 110 MPH.	 Liberty Elite® is rated at up to 165 mph.
 LAY STRAIGHT ON A FLAT WALL AND NOT BUCKLE UNDER NORMAL CONDITIONS.	 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.
 WITHSTAND THE EFFECTS OF NORMAL SEASONAL TEMPERATURE FLUCTUATIONS.	 With our exclusive Duranyl 5000® Protection System and Hang-Tough™ Technology, Mastic products are engineered to persevere in the most extreme conditions.
 MEET MANUFACTURERS' ADVERTISED SPECIFICATIONS FOR LENGTH, WIDTH, GLOSS AND THICKNESS — AND HAVE A MINIMUM THICKNESS OF .035.	 Liberty Elite® features a premium thickness of .048 — 37% thicker than the minimum requirement.

*Consult the VSI website at www.vinylsiding.org for a current list of certified products and colors.

LIBERTY ELITE®

DOUBLE 4" • DOUBLE 5" • DOUBLE 5" DUTCHLAP

CLASSIC COLORS

EVEREST

SCOTTISH THISTLE

PEBBLESTONE CLAY

LIGHT COLORS

VICTORIAN GREY

WICKER

SANDTONE

SAGE

DESERT SAND

SILVER GREY

ALMOND

CLASSIC CREAM

LINEN

CAMEO

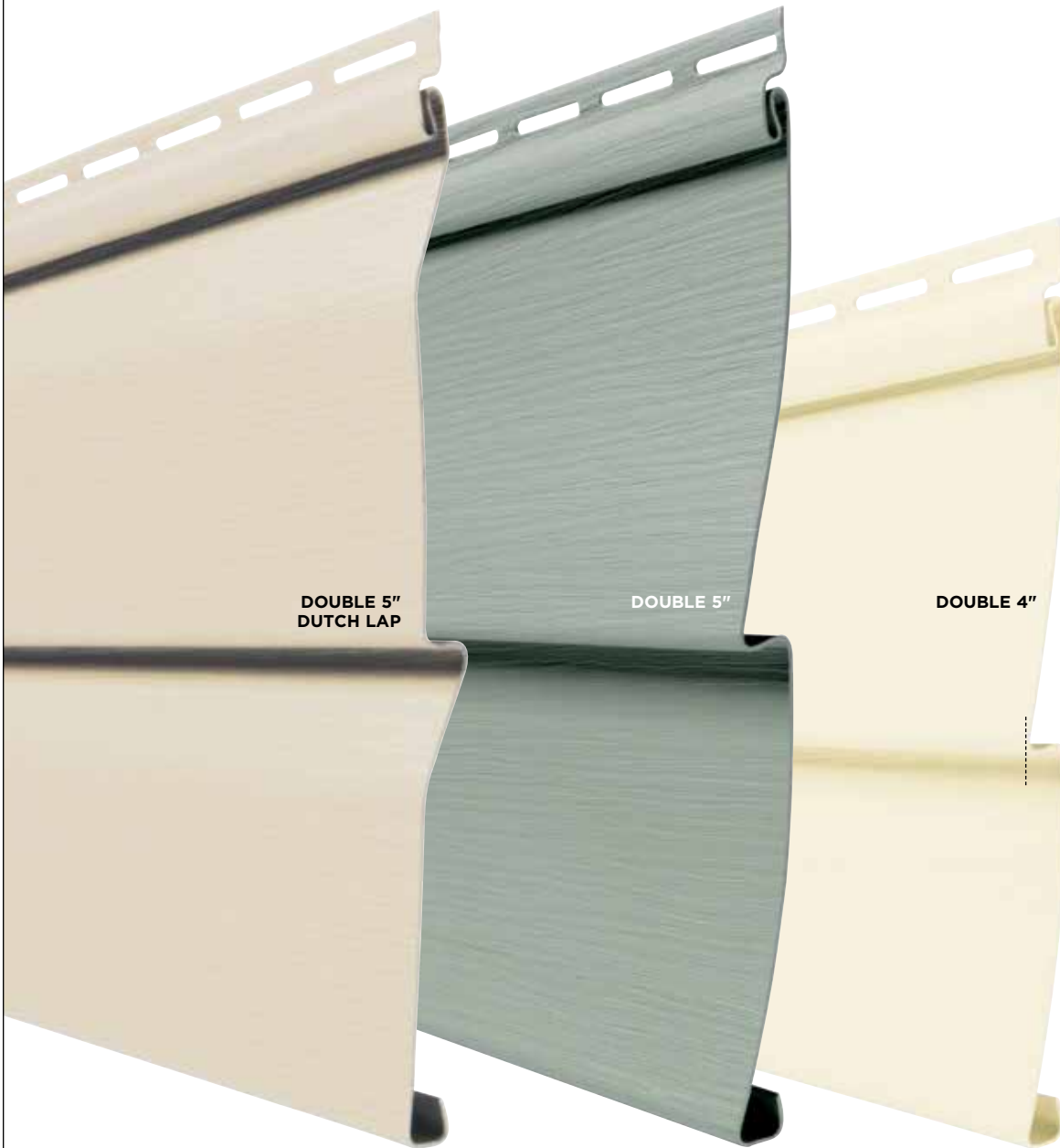
WHITE



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.

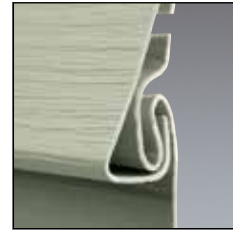




DOUBLE 5\"/>

DOUBLE 5\"/>

DOUBLE 4\"/>



ENHANCED, OVERSIZED LOCKING SYSTEM
Provides greater stability and increased locking area.



PREMIUM .048 THICKNESS
Superior thickness and impact resistance.



**WIND SPEED –
RATED UP TO 165 MPH**



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.

1/2" PANEL PROJECTION (D 4")
5/8" PANEL PROJECTION (D 5", D 5" DLAP)
Enhanced shadow lines replicate the appearance of real wood siding.



CLASS 1(A) FIRE RATING



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).



METRO-DADE COUNTY APPROVED



LIBERTY ELITE HAS BEEN GREEN APPROVED BY THE NAHB RESEARCH CENTER.

This means you can be assured that this product complies with specific green practice criteria in the National Green Building Standard. Visit 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.



SUSTAINABLE RESOURCES:

- Mastic vinyl siding is manufactured from two abundant natural resources: salt (57%) and natural gas (43%).¹
- 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 Home Insulation System™ has been third-party verified and Green Circle certified to contribute towards achieving LEED® 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® 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.²
- 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 Home Insulation System™ can reduce thermal bridging and help meet the requirements of an ENERGY STAR® Qualified new home. The Structure Home Insulation System™ in a Double 6" profile has an R-value³ of R-3.0 using the testing method ASTM C1363, as specified by the Federal Trade Commission.
- Mastic Performance Metals® 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.

¹ "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/>>

² Ibid, page 10

³ 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® 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® 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.



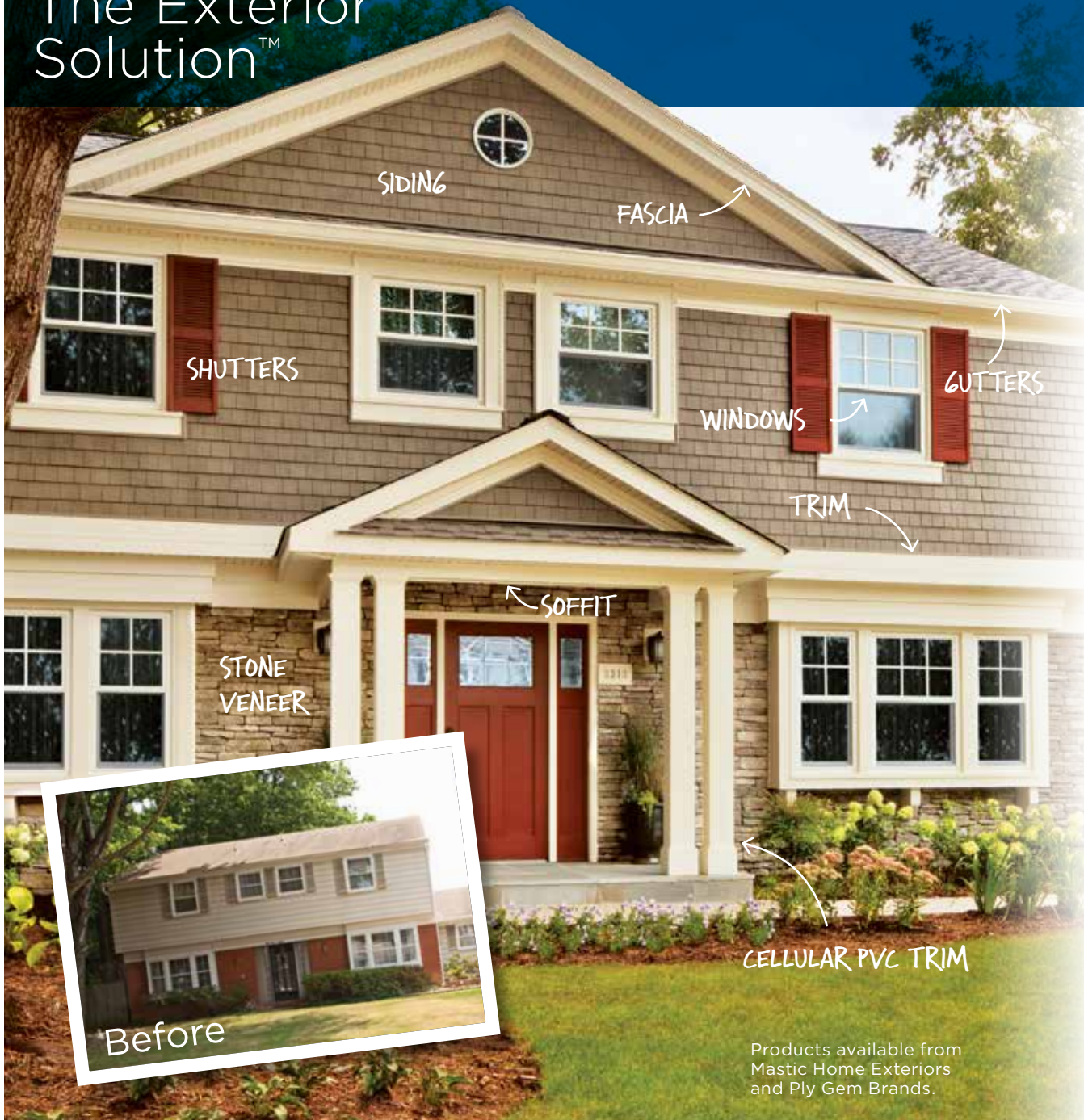
Mastic supports green building and it shows. We are active members of both the USGBC and NAHB — two key organizations that are working to define sustainable building practices.

The Exterior Solution™

Get Started



Scan the QR code to get started on your dream home exterior or visit www.mastic.com/getstarted.



CELLULAR PVC TRIM

Products available from Mastic Home Exteriors and Ply Gem Brands.



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.



MASTIC HOME EXTERIORS. THIS IS THE EXTERIOR SOLUTION.®



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



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