



CEDARMAX

SUPER POLYMER INSULATED SIDING



Heartland Siding[™]
by **ProVia**

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SUPER POLYMER INSULATED SIDING



CedarMAX Insulated Siding is a complete thermal cladding system that is recognized as a form of "continuous insulation," or insulation installed on the outside of your home that helps reduce energy loss. Integration of Heartland's exclusive Super Polymer Formulation with rigid foam insulation* makes CedarMAX the perfect choice of exterior cladding for your home.

*Progressive Foam Technologies, Inc.'s Fullback insulation.





Maximum Energy Savings

CedarMAX insulated siding provides superior insulation and energy efficiency by reducing energy loss due to “thermal bridging”. Thermal bridging is the conduction of heat through wall studs and other framing, bypassing the insulation between your homes wall studs.

Maximum Impact Resistance

CedarMAX is built to withstand nature’s harshest elements (not to mention the neighborhood kids). CedarMAX delivers up to 5 times greater impact resistance than regular siding.

Maximum Performance

CedarMAX unique Super Polymer Formulation resists chalking, fading, cracking and warping to keep your home looking like new.

Maximum Protection

CedarMAX creates a breathable thermal barrier on your home that helps protect against rot, mold and mildew. And our insulated siding protects your home with a built-in pest control ingredient that deters termite infestation.

Maximum Peace of Mind

Best of all, CedarMAX Insulated Siding is backed with our Color-Keeper™ Anti-Fade Protection Guarantee and Lifetime Limited Warranty to protect your home and your peace of mind.

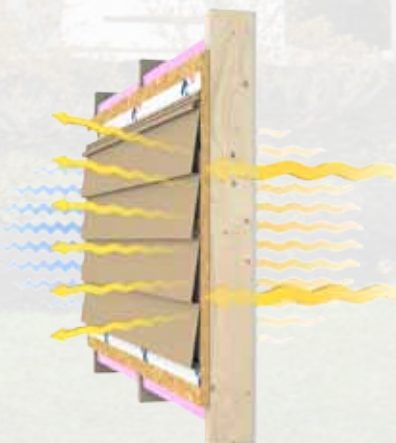
Maximum Energy Savings

CedarMAX insulated siding performs an important function in a home's energy performance - breaking the "thermal bridge" between the home's studs and exterior cladding. Thermal bridging occurs when materials with poor insulating properties contact each other, allowing heat to flow through them.

Most wall insulation is placed *between* the studs. Wall studs, both wood and metal, conduct heat. And since wall studs represent up to 25% of the wall surface of an average home, that's like having one entire wall with no insulation. Insulated siding blankets the home, providing continuous insulation to help increase the total wall R-value of a home.



Insulated Siding



Hollow Siding



High-Performance Homes

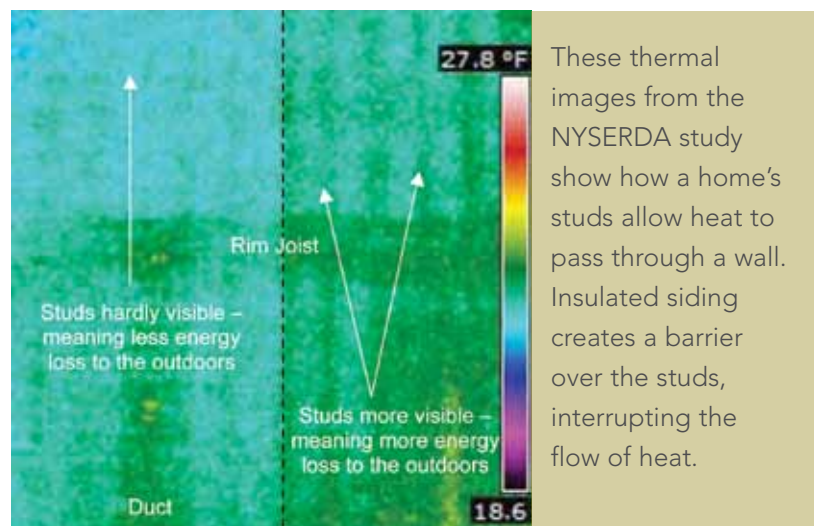
The New York State Energy Research and Development Authority's (NYSERDA) High Performance Residential Challenge included studies conducted by independent research firm Newport Ventures on the performance of insulated siding.

One of the homes studied was a two-story colonial in Burnt Hills, New York. The home had a section of a south-facing wall with no openings, clad using both insulated siding and a popular fiber cement siding.

Newport found insulated siding minimized heat loss through the wall assembly, especially through the studs which have the lowest R-value in the overall assembly. Newport projected that the Burnt Hills home could save significant resources by specifying insulated siding over fiber cement siding including annual savings of \$56 in natural gas and energy costs, 448 pounds of CO₂ and 3.2 million BTU.



Insulated Siding Fiber Cement Siding



These thermal images from the NYSEDA study show how a home's studs allow heat to pass through a wall. Insulated siding creates a barrier over the studs, interrupting the flow of heat.

COMPETITIVE PRODUCTS	R-VALUE
● Stone	.01
● Stucco	.10
● Brick	.11
● Fiber Cement	.59
● Vinyl Siding	.62
● Steel Siding	.62
● Wood	.81
● CedarMAX® Insulated Siding	2.3 - 2.8

CedarMAX R-Values

D6: 2.4 **S7:** 2.3 **T4:** 2.8

R-Values are based on Federal Trade Commission requirements under the ASTM C1363 standard, which provides stringent, repeatable, and reproducible results. While R-Values for some profiles produced through ASTM C1363 testing may result in lower R-values than simulation modeling, the home insulating performance of insulated siding has not changed. ASTM C1363 testing provides added assurance of its energy efficiency performance and R-value results.

Added Insulated Power

Insulated siding is now accepted as home insulation in various energy efficiency programs. In fact, due to its ability to reduce thermal bridging, insulated siding has been added to the checklist of building products or methodologies that can help meet the requirements to qualify new homes under ENERGY STAR® Qualified Homes Version 3.

Additionally, using section 402 of the 2009 *International Energy Conservation Code*, the rated R-value of insulated siding can be used to calculate the energy performance of the entire wall (often expressed as the wall's U-Factor).

Details That Make A Difference



1 Double Ply "Windload" Nailing Hem for increased tear resistance in high winds

2 High-Tension Structural Return ensures a snug fit and less energy loss

3 Nail Depth Guide for proper installation

4 Patented Twister Lock for a structurally stronger connection to the exterior wall

5 Rigid Foam integrated for 5 times greater impact resistance

6 Deep profile for increased shadow lines

7 Integrated Permeability lets your house "breathe"

8 Drop Guard prevents panel from dropping too far down or even out of the lock – while being installed

Super Polymer Formulation using premium materials for outstanding performance

Cyclonic Locking System stands strong in high winds - **windload tested to *227 mph!**

227 mph



*Windload testing is based upon ASTM 5206 testing and the results are reported per ASTM 3679 section 5.11.

Florida Building Code FL#1712.5

Other systems use a flat nailing hem that can make siding vulnerable in high winds

CedarMAX features the **Cyclonic Locking System** and double-ply windload nailing hem for superior wind resistance





Triple 4" Dutchlap - Almond



Maximum Impact Resistance

Unlike conventional hollow siding, CedarMAX Insulated Siding gives a solid foundation of support against rain, hail, or your child's fastball. The rigid foam offers 5 times greater impact resistance over hollow siding.

The Smart Option

With rising energy costs, don't just invest in siding that covers your home, wrap your home in an energy-conserving blanket — CedarMAX Insulated Siding!



Single 7" - Antique White

Double 6"
2.4 R-Value

Triple 4" Dutchlap
2.8 R-Value

Single 7"
2.3 R-Value



Color is a very important aspect of personalizing your home.

However, that color has to last and that's where Heartland Siding shines. We've specially developed anti-weathering materials, including **SPX-2000 UV Blocker**, that are melded into the siding surface to fight exposure to the elements and the destructive effects of the sun's UV rays. Heartland Siding backs up that claim by offering our **Color-Keeper™ Anti-Fade Protection Guarantee**. Every color formula is meticulously engineered with the finest mix of ingredients that build a stronger molecular chain for superior color retention.

The color you pick isn't the only thing that has to last. In any household, scratches and abrasions can happen. That's why Heartland Siding is formulated with **Tri-Pigment Reflective Technology**. This unique combination of inorganic pigments, additives, impact modifiers, and PVC resins ensure color saturation and allow scratches to virtually disappear. Plus, it reflects heat away from exterior walls and deflects damaging infrared solar rays.

Choose from our **Lifestyle**, **Americana** or **Signature** Collections



Caring for what matters most to you...

Lets Your Home Breathe

CedarMAX does not trap harmful water vapor that can result in the growth of toxic mold and mildew that causes wood rot or "sick home syndrome."

Reduces Sound Transmission

Enjoy a more peaceful home. CedarMAX greatly reduces sound transmission into the home, be it storms or noisy neighbors.

Does Not Support Combustion

CedarMAX is produced with a fire retardant additive that minimizes its contribution to a fire and does not support combustion.

Reduces Sound Transmission

Discourage termites with Preventol™, a special additive incorporated into our Insulated Foam with a patented process. Registered with the Environmental Protection Agency, Preventol™ is non-toxic and safe to handle.



Bringing imagination to life.

That's the role of great design. Today, designers across the country are imagining neighborhoods filled with homes of unique character and curb appeal in a variety of price ranges. It's a vision that asks a lot of exterior cladding. It must be attractive yet versatile, able to provide both great looks and great value. No wonder today's vinyl siding is chosen most often to bring great design to life.

Get inspired. Be creative. Have fun!
Visit our online home visualizer at www.proviaproducts.com/visualizer and see how products from Heartland Siding, along with an extensive portfolio of ProVia products, can completely transform your home.

Perhaps the real beauty of designing with vinyl siding is how well it suits homes in any price range, whether new construction or renovation. The average installed cost is lower than any other cladding partly because vinyl siding goes up faster and doesn't need painting - at installation, or ever. That initial value is enhanced, thanks to vinyl siding's long-term durability and technological advancements.



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

How does CedarMAX compare to the competition?

	CedarMAX Vinyl Siding	Fiber Cement Board
Durability	Engineered to provide optimum stiffness and reliable stability, while remaining lightweight	Susceptible to freeze/thaw complications As an absorptive cladding, fiber cement can hold moisture, creating the potential for penetration leading to rot, mold and/or poor indoor air quality
Beauty	An ever-increasing spectrum of colors, including darker options and period colors for historic restoration	Prefinished options are available at a higher cost and in a limited range of colors Must be painted and repainted at regular intervals
Maintenance	Only requires simple periodic cleaning with mild soap and a garden hose Does not require caulking	Must be repainted to maintain appearance and moisture resistance Caulking, especially where panel meets trim, must be maintained to help prevent damage due to moisture
Installation	Starts performing from the moment it's installed without labor-intensive priming, caulking or painting	If not prefinished (at added cost), fiber cement must be primed, painted and in some areas, caulked
Environmental Impact	Can earn points in leading green building programs because it requires no additional finish resources, is a durable product with rainscreening characteristics and may contain recycled content	Contributes to earning relatively few points in the ICC 700 National Green Building Standard™
Value	Lower total installed cost (includes material and labor) and more efficient at the jobsite Never requires painting No long-term maintenance costs	The initial purchase price (including labor and finish costs) is more than 51% higher than vinyl siding Requires priming and one or two coats of paint; preprimed and prefinished boards can carry an upcharge of up to 15% Requires repainting to maintain appearance

For more information about insulated vinyl siding vs. fiber cement, visit www.vinylsiding.org.



"To serve, by caring for details in ways other's won't." It's not just our mission, but a way of letting our light shine every day at ProVia. We continually strive to put these words into action by providing unmatched quality and service. The heart-shaped weep hole symbolizes each employee's commitment to devoting the utmost care, pride and quality into each building product we manufacture...it's The Professional Way.



THE PROFESSIONAL WAY

Doors • Windows • Siding • Stone
www.proviaproducts.com

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Colors shown are reproduced by the lithographic process and may vary from actual colors. Consult product samples for color accuracy.

Heartland Siding reserves the right to delete or change items in its product line without notice.

Warranty available for examination prior to purchase.

Perform Guard® is a registered trademark of Progressive Foam, Inc.



CedarMAX[®]
The science of home protection



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



Registered to ISO 9001

