



HEARTTECH
SUPER POLYMER SIDING



Heartland[™] Siding
by **ProVia**

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Somewhere between construction and moving day, sometime after the old begins to look new, a small bit of magic takes place:

A house becomes a home. We've watched it happen countless times. A family and a house become one. Lifetimes are measured and memories are stored in the dwellings we build, the houses we remodel and the homes we inhabit.

That's why at Heartland, we manufacture products that fit the way you live. Products like the HeartTech line of Super Polymer Siding. HeartTech offers real value for your remodeling and building dollar. You see, your values shape our vision and we in turn are proud to be a part of your home.





Double 5" Dutchlap - Aspen

Quality Products start with Quality Materials.

HeartTech Super Polymer Siding utilizes the finest high-grade raw materials in precisely formulated blends to deliver outstanding beauty, protection and performance. Our Super Polymer formulation resists fading, cracking, and thermal expansion and contraction.



Double 5" - Sand

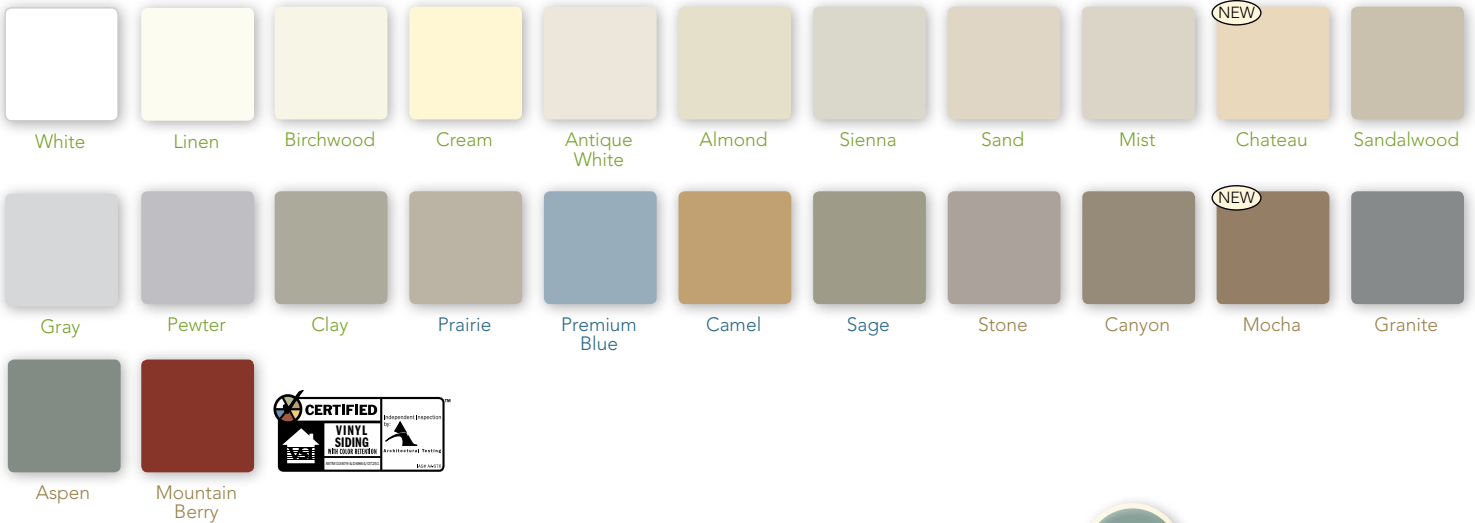


Color is a very important aspect of personalizing your home.

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



Extra Protection for What You Value Most

Double Ply "Windload" Nailing Hem

- Double the material
- Double the tear resistance under high windloads
- Windload tested to *230mph

The natural patina finish is artfully crafted to present the custom look of natural wood without the disadvantages of wood.

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

Florida Building Code FL#1712.6





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 **HeartTech** compare to the competition?

	HeartTech 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 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.

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