

A M E R I C A N
Essence™ 



P R E M I U M I N S U L A T E D S I D I N G



QUIET CONTENTMENT

 **NAPCO**
VINYL & METAL EXTERIOR PRODUCTS
by PLYGEM

What the Best Homes are Wearing®

A M E R I C A N
Essence™ 



American Essence™: Quiet Contentment

Your home is your refuge. It's where your family celebrates milestones, makes plans, finds rest. It's where you spend your time — your nights, your weekends. Shouldn't it be the most beautiful, comfortable place it can be?

Enhance your home — its appearance and its long-term value — with exceptional protection against the elements: **American Essence™**. Backed by a closed-cell expanded polystyrene foam insulation, **American Essence™** blankets the exterior walls of your home with an extra layer of insulation, which helps improve your home's interior environment while helping reduce your energy costs.

With **American Essence™**, the choice is clear.

A quieter, more comfortable place to be.

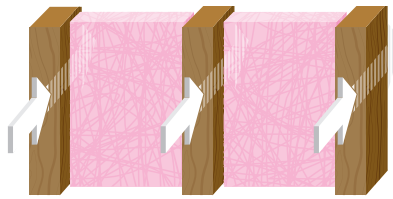
Let the wind howl. Let the sun bake. Let the snow pile up. With **American Essence™** you won't mind at all.

NAPCO® American Essence™ Premium Insulated Vinyl Siding adds an extra layer of insulation to the exterior wall, increasing the efficiency of the wall system.

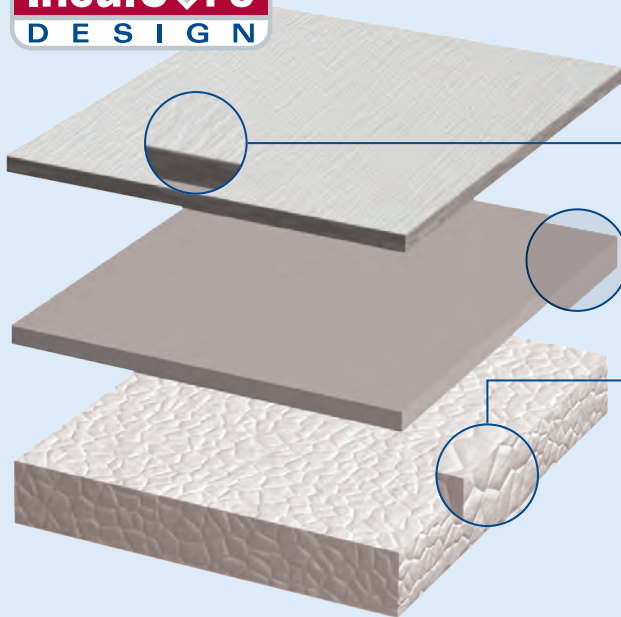
The secret of **American Essence™** lies in its continuous blanket of insulated protection. A typical exterior wall surface is 10% wall stud edges — an area left unprotected by conventional in-wall insulation.

These studs can transfer heat and cold from the outside to the inside.

American Essence™ puts a layer of continuous insulation over your wall studs, decreasing thermal bridging, and helps meet the requirements of an ENERGY STAR® Qualified home.



Studs make up 10% of typical walls. Studs offer no insulation and actually transfer heat and cold from outside into the home.



Our panels are built to last.

Every panel of **American Essence™** uses a tough, three-layer **InsulCore Design™** to ensure the best performance:

- A premium, weatherable capstock formulated to scuff at the sun's UV rays and resist fading;
- A strong, rigid substrate layer manufactured to add stability and strength, so panels install straight and look great; and
- A high-performance insulation layer that helps keep heat and cold from seeping through your walls. It helps muffle outside sounds, too.

Add an ultra low-gloss finish, an enhanced ¾" panel projection for extra rigidity and dramatic shadow lines, and a realistic woodgrain emboss, and you have low-maintenance exterior cladding that is as beautiful as it is tough.



Increase your curb appeal, reduce your carbon footprint.

American Essence™ can help you meet your sustainable building goals and earn points in leading green building certification programs. NAPCO® strives to contribute to sustainable building practices, improved energy efficiency or life cycle benefits of homes as our contribution to the Ply Gem Enviro initiative.



SUSTAINABLE RESOURCES:

- NAPCO® vinyl siding is manufactured from abundant natural resources.
- Vinyl siding generates less construction site waste than cardboard packaging, brick or lumber.
- Ply Gem facilities reuse and recycle production scraps, 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.¹
- Due to lighter weight, vinyl siding requires less fuel to transport than other cladding options.
- NAPCO® American Essence™ Premium Insulated Vinyl Siding adds an extra layer of continuous insulation to the exterior wall, increasing the efficiency of the wall system.



LIFECYCLE BENEFITS OF HOMES:

- NAPCO® vinyl siding is durable and requires no site finish.
- When installed properly and under normal use, our products should never require painting or staining. They won't crack, peel, blister or rot.

KEY FACTS

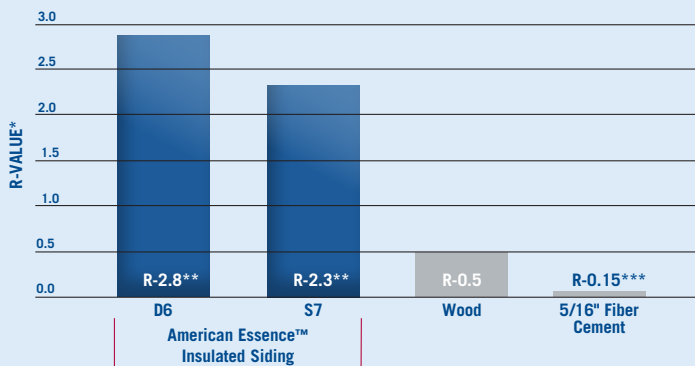
- Available in Double 6" or Single 7" Traditional profiles
- Insulated backing increases the R-Value of exterior walls, reducing heat transfer and energy needs
- Uniform color from panel to panel
- Lasting color withstands the elements
- Panel locking systems ensure panels fit snug against exterior walls
- Limited Lifetime Transferable Warranty
- Wind resistant up to 150 MPH³

¹ "A Dozen Things You Might Not Know That Make Vinyl Siding Green," page 10, Tad Radzinski, P.E., LEED AP, and VSI. October 10, 2009. <<http://www.vinylsiding.org/greenpaper/>>

² "Case Study: Building Green with Insulated Vinyl Siding," page 5. July 2, 2009. <<http://www.vinylsiding.org/aboutsiding/insulatedvinylsiding/index.asp>>

³ Wind speed rating will vary depending on specific code region construction method. Refer to local building codes for detailed requirements concerning allowable wind loads and specific conversion tables for actual wind speed.

R-VALUE COMPARISON



*R-Value means resistance to heat flow. The higher the R-Value the greater the insulating power.

**American Essence Insulated Siding D6 panel has an R-Value of R-2.8, S7 panel has an R-Value of R-2.3, using the ASTM C1363 test method, as specified by the Federal Trade Commission.

***http://www.icc-es.org/reports/pdf_files/NES/NER405.pdf



AMERICAN
Essence™

enviro snap SHOT

LEED FOR HOMES — POSSIBLE POINTS

1 – 37

61

LEED NEW CONSTRUCTION — POSSIBLE POINTS

3 – 12

26

NAHB STANDARDS — POSSIBLE POINTS

61 – 192



American Essence™ by NAPCO® 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 more details.

A life cycle analysis using Building for Environmental and Economic Sustainability® (BEES) software gave vinyl siding a better environmental score than other typical cladding options, including stucco and brick.²



Scoff at the elements.

American Essence™ is one tough panel. Our reinforced nail hem holds the panels securely to the wall so it withstands high winds. And our panels lock together for fast, easy installation. The lock holds panels tight, even in challenging weather.

Every panel is tested to ensure it will maintain its shape without warping or sagging, even during the hottest

summer weather. It is designed to withstand all sorts of impacts without denting, and its toughness is enhanced by a unique color-through technology, which minimizes the appearance of scratches.

With all of this going for it — superior design technology, unique product formulation and best-in-class foam insulation — **American Essence™** is the natural choice to make your home — your sanctuary, your castle, your refuge — the most beautiful, comfortable place to be.

With a Perm Rating of 5, American Essence™ allows inside moisture out, reducing the possibility of moisture buildup in your walls.

ENHANCE

Profiles and colors to match your vision.

American Essence™ premium insulated vinyl siding not only insulates your home's interior, it enhances your home's exterior, making it the best-looking home on the block.

Available in two classic profiles and 14 design-inspired colors sure to please, **American Essence™** can bring your creative vision to life. Every panel is formulated for consistent color and finish, and designed to remain beautiful for years. We quality check to make sure, conducting lab tests and exposing panel samples to years of natural sunlight and hot weather to ensure their good looks stand up season after season.



No more painting or scraping — ever.

Maintaining your home's exterior just got easier. With **American Essence™**, you'll never have to scrape, paint or replace rotten cladding boards. All it takes is an occasional wash with water and mild detergent, and your home looks great. Our color compounds keep their luster, and our white siding stays bright. And unlike fiber cement cladding, you don't have to worry with caulking seams to keep water out.

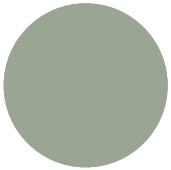
Quality, like success, can be beautiful.

For over 40 years, NAPCO® by Ply Gem has manufactured high-quality vinyl siding and exterior design products. All are subject to the toughest scrutiny: our own. We test the quality and performance of every product to assure that it will look great on and protect your home. Then we back it with our Limited Lifetime Transferable Warranty.

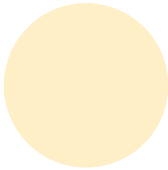


COLORS: 10 design-inspired options.

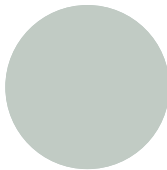
The color palette for NAPCO® **American Essence™** vinyl siding features 10 beautiful colors to complement any home. Every panel has a low-gloss finish and excellent color retention for a freshly painted look.



Cactus



Cream



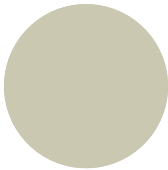
Graystone



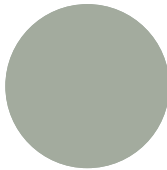
Herringbone Mist



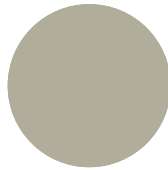
Ivory



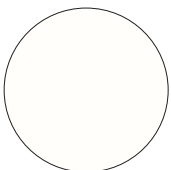
Mocha



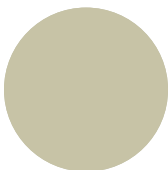
Slate



Stone Clay



White



Wicker

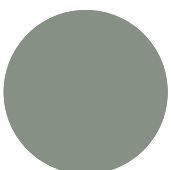


Premium Signature Series Colors with extra UV and sun protection for a fade-resistant finish.

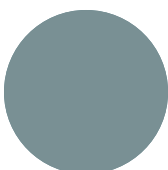
Signature
SERIES

Dramatic, dark hues that remain beautiful season after season — that's the essence of NAPCO® by Ply Gem Signature Series®

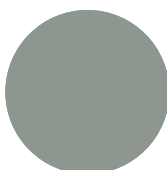
colors. Each panel is infused during manufacturing with Luran S ASA resin from BASF to increase color retention and consistency, ensuring a rich, beautiful finish that is equally fade- and weather-resistant. All wrapped up in one strong, yet striking package.



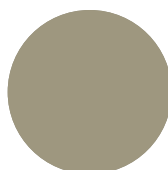
Aspen



Blue Ridge



Flagstone



Prairie

Due to printing limitations, product colors may not be exactly as shown. Contact your distributor for actual product samples.



COLORS

AMERICAN Essence™

Quiet Contentment

Enhance your home with **American Essence™** premium insulated vinyl siding from NAPCO® by Ply Gem, available in Double 6" and Single 7" Traditional profiles.



Single 7" Traditional

Double 6" Traditional

Last look: It's all in the details.

NAPCO® by Ply Gem offers a full line of attractive, durable, maintenance-free vinyl and metal exterior design products to complete the look of your home. From our weather-resistant Aluminum collection to our authentic Cedar Select® Shingle or Round Cut siding, we have everything you need. And that's not all. Our coordinated enhancements including Monticello Columns®, Richwood® Exterior Finishings, Ply Gem Stone® veneer and Leaf Relief® gutter protection — all by Ply Gem — provide the perfect finish with minimum maintenance. More looks. Less work. That's Ply Gem.



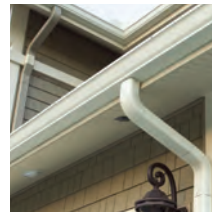
Cedar Select® Round Cut Siding



Aluminum Trim Coil



Cedar Select® Shingle Siding



Elbows, Downspouts and Gutter



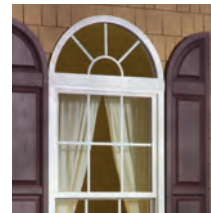
Ply Gem Stone



Woodgrain Embossed Fascia



Columns



Shutters, Vents, Mounting Blocks



Gutter Protection



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