



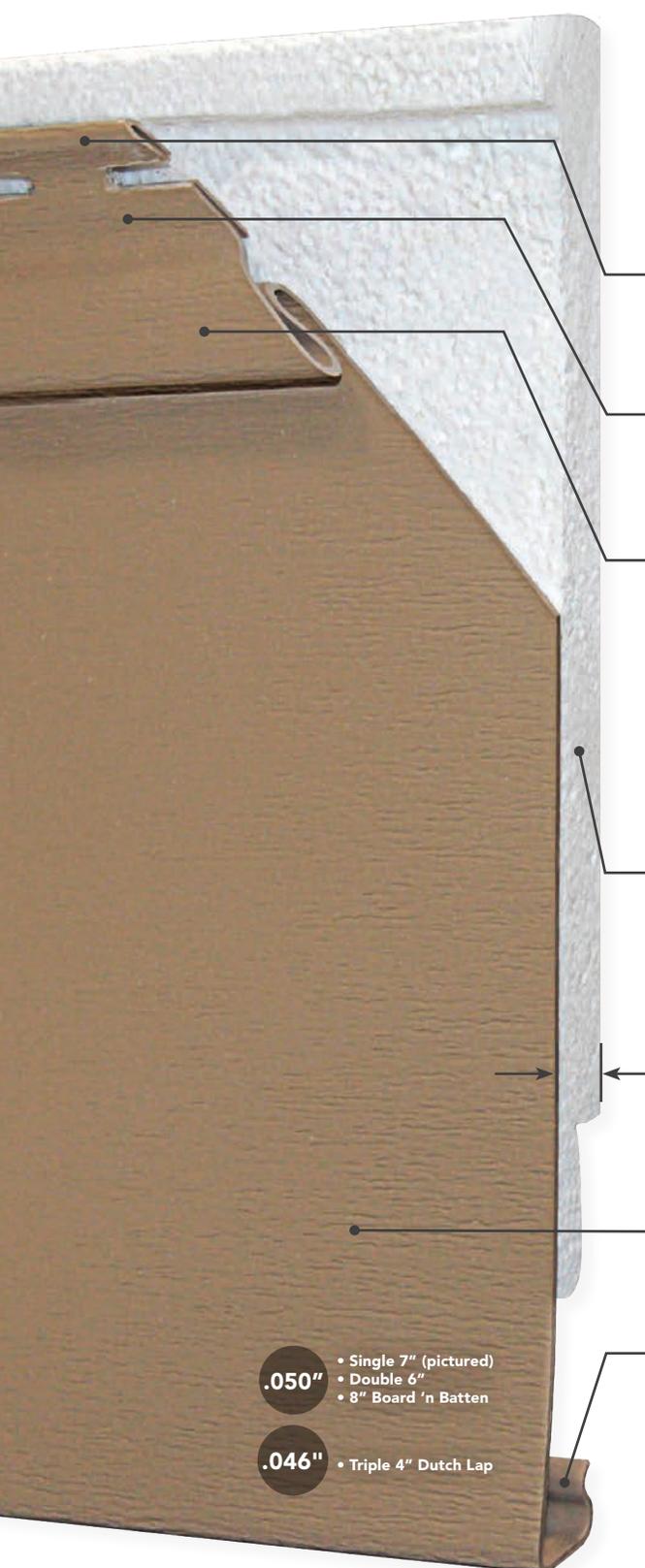
# CEDARMAX<sup>®</sup>

SUPER POLYMER INSULATED SIDING



# OUTSTANDING PERFORMANCE INSIDE AND OUT

#1 CedarMAX® Super Polymer Insulated Siding is an ASTM D7793 certified 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 ProVia's exclusive Super Polymer Formulation with rigid EPS foam insulation, topped with an authentic cedar woodgrain, and backed by a **Lifetime Limited Warranty**, makes CedarMAX the perfect choice of exterior insulated cladding for your home.



## 1 High-Tension Structural Return & Nail Depth Guide

- More rigid connection to the exterior wall
- Helps prevent nails from being nailed too tightly

## 2 Double-Ply Nailing Hem

- Double the tear resistance
- Increased high wind performance

## 3 Patented Twister Lock and Cyclonic Locking System

- Bolsters the lock in winds up to 227 mph
- Enhances overall rigidity of siding system on the wall



**Windload tested to 227 mph  
(223 mph - 8" Board 'n Batten)**

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

## 4 Rigid EPS Foam Insulation<sup>1</sup>

- Maximum thermal R-value<sup>2</sup> performance
- Increases panel rigidity
- 5 times greater impact resistance
- Contains PREVENTOL® TM<sup>3</sup> termite protection

## 5 1 1/8" Panel Projection

- Enhanced shadow lines
- Added panel rigidity

## 6 Tested and Certified

- Meets or exceeds ASTM standards and VSI Product Certification

## 7 Drop Guard

- Prevents the panel from dropping out of the lock during installation
- Secures the patented Twister Lock and Cyclonic Locking System

- **.050"** • Single 7" (pictured)
- Double 6"
- 8" Board 'n Batten
- **.046"** • Triple 4" Dutch Lap



<sup>1,2,3</sup> see back cover for reference details

# WHAT'S INSIDE SUPER POLYMER?

ProVia's Super Polymer formulation is comprised of our Tri-Pigment Reflective Technology, Weather Barrier Shield, SPX-2000 UV Protection and Color Keeper Anti-Fade Protection. Inorganic materials, anti-weathering ingredients, butyl and acrylic modifiers are melded together to create a strong molecular chain for superior color retention and weather resistance.

What does this mean to you? This means peace of mind knowing your home is clad in the industry's best vinyl siding.



## Tri-Pigment Reflective Technology

- A concentration of precisely formulated anti-weathering materials at the product surface.
- Helps ensure long-lasting color fidelity and maintenance freedom for your home's exterior.



## Weather Barrier Shield

- A precise formulation of heat resistant inorganic pigments ensuring exacting deep colors.
- Reflects heat away from exterior walls and deflects damaging infrared solar rays to reduce solar heat build-up and unsightly weathering.



## SPX-2000 UV Protection

- Helps block the destructive effects of the sun's UV rays.



## Color Keeper Anti-Fade Protection

- Meticulously engineered with the finest mix of ingredients that build a stronger molecular chain for superior color retention.



# EXCEPTIONAL PERFORMANCE



## IMPACT RESISTANCE?

Vinyl Siding impact resistance is the ability of the vinyl materials to withstand a high force or shock applied to it over a short period of time. A high force over a short time has a greater effect than a weaker force over a longer period of time. The impact is also proportionate to the relative velocity of the colliding materials.



## How does ProVia's Super Polymer Formulation provide industry-leading Impact Resistance?

Our Super Polymer formulation is engineered with high-grade impact modifiers that act as shock absorbers. These impact modifiers add strength, toughness and durability and provide our siding with the highest impact resistance for the life of the products.

CedarMAX® Super Polymer Insulated Siding with laminated rigid EPS foam provides **five times greater impact resistance** than hollow back siding.



Based on historical warranty analysis, ProVia's siding products had little to no hail damage warranty claims.

## Third Party Accreditation and Testing

ProVia's Super Polymer vinyl siding is ASTM 4226 certified and tested for impact resistance that exceeds 60 lb/ft.



## IMPERVIOUS TO MOISTURE

Unlike wood and fiber cement, ProVia's Super Polymer formulation is engineered with high-grade weathering defenses that enhance the inherent water resistance of vinyl. This ensures moisture management for your home's exterior and provides long-lasting performance for the life of the product.

## INHERENTLY FLAME RETARDANT

Our siding products are Class A fire rated based on ASTM E84, ASTM D635 and ASTM E119-88 testing and certification. ProVia's Super Polymer formulation is a PVC (vinyl) based product which does not ignite quickly and is inherently flame retardant.

Most home structure fires originate in the interior of the home. Only 4% of house fires start on the outside of the structure and fewer than 2% of house fires originate with the exterior wall surface.

*-National Fire Protection Association, Home Structures Fires, April 2013*



## LOW MAINTENANCE?

Homeowners want their home's siding to look great for as long as possible. That's why ProVia has not only engineered its Super Polymer Siding products to perform, but to be low-maintenance.

### Easily cleaned with

- ✓ Mild detergent
- ✓ Brush
- ✓ Garden Hose

### What does this mean?

- ✗ No painting
- ✗ No staining
- ✗ No caulking
- ✗ No sealing
- ✗ No re-pointing of mortar



### Save money by reducing maintenance costs.

Visit [provia.com/siding](http://provia.com/siding) for more information on how to clean vinyl siding.

### Did you know?

Since ProVia's vinyl siding does not require painting, staining, or caulking, no harmful solvents are released into the environment to maintain it. As a result, ProVia's vinyl siding can earn points in leading green building certification programs.

## QUALITY SECOND-TO-NONE



ProVia's insulated vinyl siding products are meticulously engineered to meet or exceed ASTM standards set forth by the Vinyl Siding Institute (VSI). As a result, contractors, installers and homeowners benefit from product durability, longevity and performance for a lifetime.

## PEACE OF MIND

# LIFETIME

LIMITED WARRANTY

Unlike fiber cement, wood or stucco, ProVia's Super Polymer formulation is engineered with high-grade weathering defenses that enhance the inherent water resistance of vinyl. This ensures moisture management for your home's exterior and provides long-lasting performance for the life of the product.

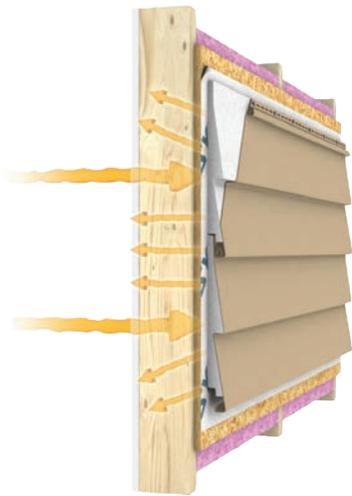


# CEDARMAX<sup>®</sup> IS DESIGNED TO PROTECT YOUR HOME

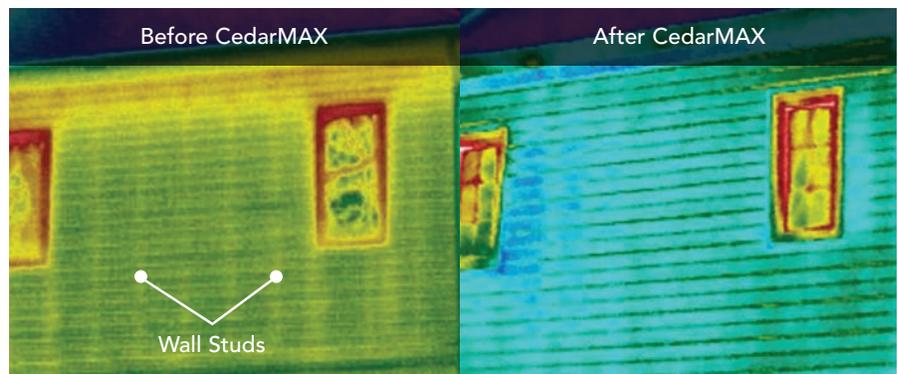
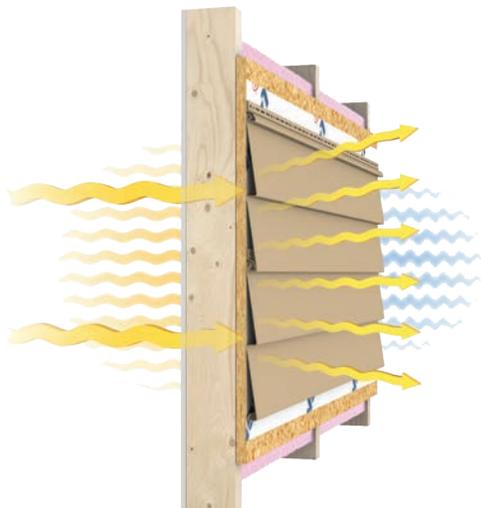
CedarMAX insulated siding performs an important function in a home's energy performance: breaking the "thermal bridge" between the home's studs and exterior cladding. Thermal bridging occurs when materials with poor insulating properties contact each other, allowing heat to flow through them.

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



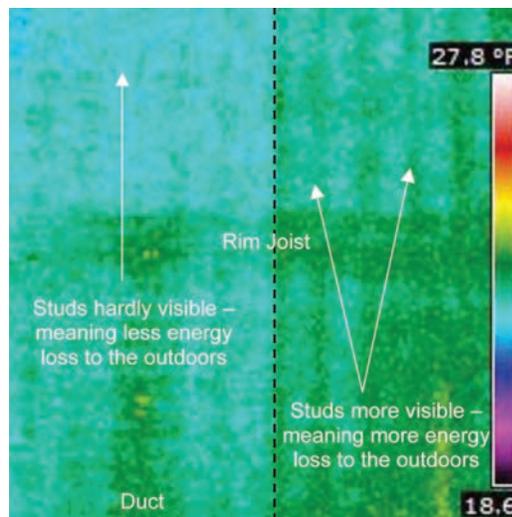
Hollow Siding



These thermal images 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.

Insulated Siding

Fiber Cement Siding



These thermal images from the NYSERDA 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.

# THE ADVANTAGES OF VINYL SIDING

	CedarMAX Insulated Vinyl Siding	Fiber Cement Board
<b>Durability</b>	<ul style="list-style-type: none"> <li>• Engineered for optimum stiffness and stability</li> <li>• Lightweight</li> </ul>	<ul style="list-style-type: none"> <li>• Susceptible to freeze/thaw conditions</li> <li>• Absorbs moisture</li> <li>• Potential for rot, mold and/or poor indoor air quality</li> </ul>
<b>Beauty</b>	<ul style="list-style-type: none"> <li>• Ever-increasing spectrum of colors</li> <li>• Dark, periodic and historic color options</li> </ul>	<ul style="list-style-type: none"> <li>• Higher cost for prefinished color options</li> <li>• Limited colors available from manufacturer</li> <li>• Periodic repainting necessary</li> </ul>
<b>Maintenance</b>	<ul style="list-style-type: none"> <li>• Simple cleaning once annually</li> <li>• Mild soap and a garden hose</li> <li>• Does not require caulking</li> </ul>	<ul style="list-style-type: none"> <li>• Must be repainted to maintain appearance and moisture resistance</li> <li>• Caulking and periodic re-caulking are necessary to prevent moisture damage</li> </ul>
<b>Installation</b>	<ul style="list-style-type: none"> <li>• Starts performing from moment of installation</li> <li>• No labor-intensive priming, caulking or painting</li> </ul>	<ul style="list-style-type: none"> <li>• If not prefinished (at added cost), must be primed</li> <li>• Must be painted</li> <li>• Requires caulking</li> </ul>
<b>Environmental Impact</b>	<ul style="list-style-type: none"> <li>• Points toward green building programs</li> <li>• Requires no additional finish resources</li> <li>• Inherent rain screening characteristics</li> <li>• May contain recycled content</li> </ul>	<ul style="list-style-type: none"> <li>• Earns relatively low points in the ICC 700 National Green Building Standard™</li> </ul>
<b>Value</b>	<ul style="list-style-type: none"> <li>• Lower total installed cost (includes material and labor)</li> <li>• More efficient at the job site</li> <li>• Never requires painting</li> <li>• No long-term maintenance costs</li> </ul>	<ul style="list-style-type: none"> <li>• More than 51% higher initial purchase price (includes labor and finish costs) than vinyl siding</li> <li>• Requires priming</li> <li>• Requires one or two coats of paint</li> <li>• Up to 15% upcharge for preprimed and prefinished boards</li> </ul>

For more information about insulated vinyl siding vs. fiber cement, visit [vinylsiding.org](http://vinylsiding.org).

# CEDARMAX® COLORS

## Lifestyle Collection



## Signature Collection



Complete the look of your home's exterior by coordinating CedarMAX insulated vinyl siding with ProVia's extensive portfolio of products.



Always refer to our color selector for accurate color representation.

# CEDARMAX<sup>®</sup> PROFILES



- .046"
- Triple 4" Dutch Lap
- 16'2 1/2" Length
- 2.8 R-value



- .050"
- Double 6"
- 12'6" & 16'2 1/2" Lengths
- 2.4 R-value



- .050"
- Single 7"
- 16'2 1/2" Length
- 2.3 R-value



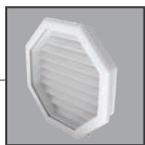
- .050"
- 8" Board 'n Batten
- 10' Length
- 2.2 R-value

# COORDINATING ACCESSORIES



**A - Round Vent**

OR



**A - Octagon Vent**



**B - Board 'n Batten**

OR



**B - Polypropylene Shake**



**C - Vented Soffit**

OR



**C - Solid Soffit**



**D - Trim Coil**



**E - Outside Corner Post**



**F - Inside Corner Post**



**G - Window/Door Surround**



**H - Light Block**



**I - J-Channel**



**J - F-Channel**

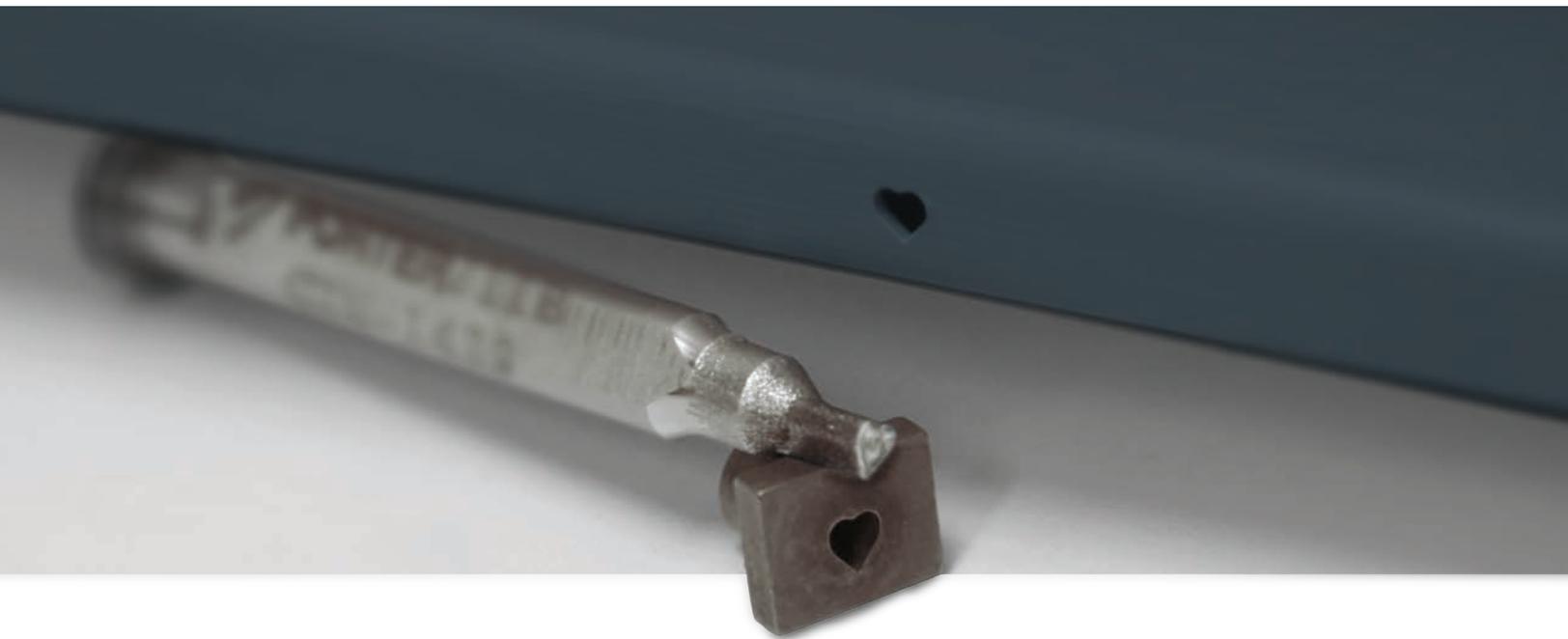


**K - Undersill Finish Trim**



**L - Starter Strip**





“To serve, by caring for details in ways others 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.

1. Progressive Foam Technologies, Inc's Fullback Insulation
2. 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.
3. PREVENTOL® TM is a registered trademark of Progressive Foam Technologies, Inc.



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