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Summer 2022



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The New Hardie™ Architectural Collection

Introducing the Hardie™ Architectural Collection by James Hardie. Offering a brand-new suite of premium Hardie® Architectural Panels in distinctive textures inspired by nature, this innovative portfolio empowers homeowners and trades to reimagine what's possible for home exteriors.



Designed in collaboration with architects, the Hardie™ Architectural Collection enables home designs featuring fresh, modern exterior looks. The first generation of products in the Collection offers a modern, integrated solution of fiber cement panels and proprietary metal trims that deliver fresh looks with the added benefit of improved installation efficiency. The panels may be oriented vertically or horizontally for true design flexibility, with the same trusted protection and lasting beauty you've come to expect from Hardie® fiber cement products.

The full suite of products included in the Hardie™ Architectural Collection are:

- Hardie® Architectural Panel:
 - Fine Sand
 - Fine Sand-Grooved
 - Mounded Sand
 - Sea Grass
 - Sculpted Clay
- Hardie™ Architectural Trims

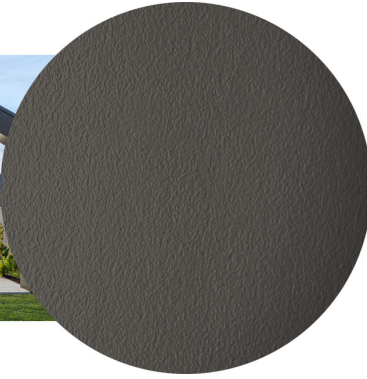
The New Hardie™ Architectural Collection



Hardie® Architectural Panels



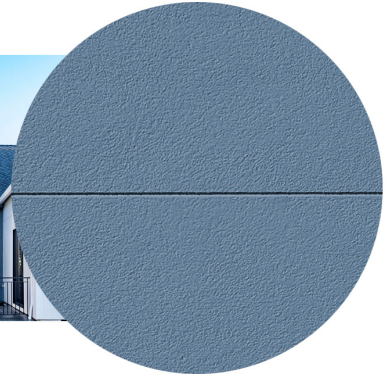
Fine Sand



Hardie® Architectural Panels



Fine Sand-Grooved



Hardie® Architectural Panels



Mounded Sand



Hardie® Architectural Panels



Sea Grass



Hardie® Architectural Panels



Sculpted Clay



Note: Hardie™ Architectural Panels in Fine Sand, Fine Sand-Grooved, Mounded Sand and Sea Grass textures are currently available in select West Coast markets and will be coming to markets across the South later in 2022. Hardie® Architectural Panels in the Sculpted Clay texture will debut in market later in 2022.



As a trusted partner, we are thrilled to offer Lansing Green to our customers. Close more sales and grow your business by offering consumer financing options directly to homeowners so they can make their home improvement dreams a reality.

The fast, paperless application process and variety of payment plans give your potential customers spending power, and more importantly, gives you a competitive advantage. Learn more about Lansing Green here.

Lansing Green Financing

As a trusted partner, we are thrilled to offer Lansing Green to our customers directly to homeowners so they can make their home improvement dreams a reality, give your business potential customers spending power, and more importantly, give you a competitive advantage.

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ProVia's New Website Enables Users to Create Design Portfolios

ProVia has launched a new website that empowers homeowners to create distinctive Home Exterior Designs using free interactive tools and resources. The new ProVia.com has innovative features that stimulate fresh ideas so homeowners can preview their design choices, collect favorite looks, and assemble ideas for a singular exterior style.



These online tools enable remodelers and builders to communicate design concepts and ideas more clearly to homeowners, who may struggle with decisions on selecting products and styles. Building professionals are then able to better manage customer expectations and reduce callbacks, and homeowners can feel more confident and comfortable with their selections.

The site's "For the Pros" section includes information on partnerships for each product line – doors, windows, siding, manufactured stone and metal roofing. These partnerships are customer-focused and mutually beneficial, and ProVia sees them as relationships, not merely transactions.

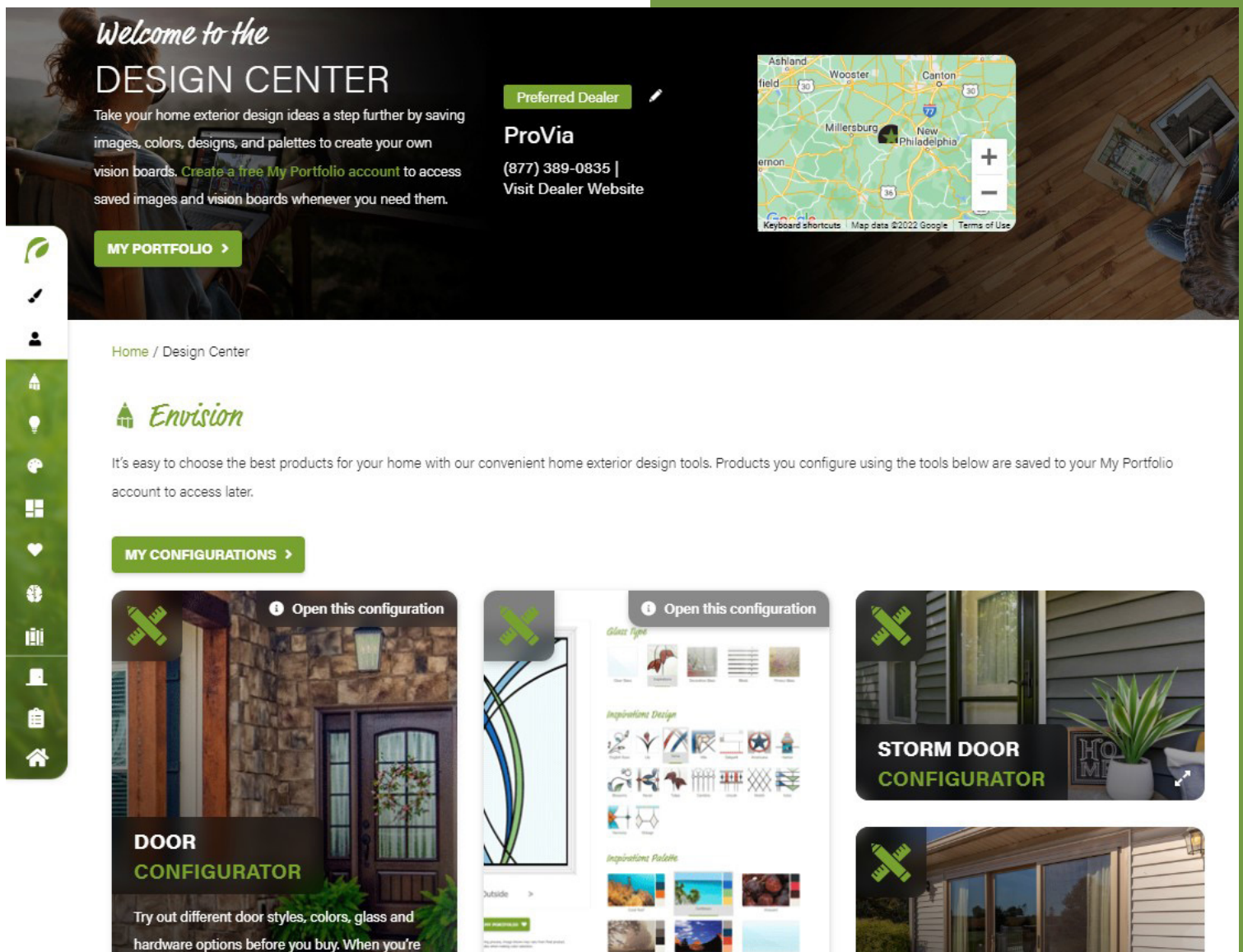
"This new website represents a significant step forward in the way we serve our customers and the industry," Creative Director Jerome Zenoby remarked. "Our goal for the site was to provide a platform to educate, inspire, and help homeowners visualize all the possibilities that our products bring to home exterior design. It's a great resource for our dealers and for contractors to help their customers review options and select products."

A few examples of the resources available to visitors at the new website:



- “My Portfolio” – a collection of saved items, including images, projects, vision boards and contact info for a preferred ProVia dealer.
- Various coordinated palettes of complementary and contrasting hues to inspire homeowners.
- An idea-generating blend of product and lifestyle images sorted by ProVia’s most popular colors.
- Innovative online tools that help homeowners visualize their design choices and save desired choices.
- Interactive quizzes that help homeowners identify their home’s architectural style and their personal color preferences and palettes.

Together, the resources at ProVia.com will help inspire homeowners to choose home exterior product styles and colors that reflect their personal style and add beautiful curb appeal, and provide building professionals with tools to make their job easier.



Mastic SolarDefense Adds New Colors, Style

The collection's bold, dark colors
stand up to heat, sun — guaranteed*



For 2022, Mastic has unveiled exciting, new choices for one of its most popular lines of exterior vinyl siding, SolarDefense Reflective Technology™. The patented, next-generation siding features advanced heat-dispersing technology to protect even the darkest colors from sun fading and distorting.

New Board+Batten

SolarDefense is now available in a classic Board+Batten style. It can be installed vertically as is traditional or horizontally for a more contemporary look that's fresh and surprisingly different. The distinctive style is especially beautiful on historic French Country and Cottage-style homes.

The new 7-inch Board+Batten style measures 5 1/2 inches across the board with a 1-1/2-inch batten. Its realistic cedar woodgrain texture and dramatic shadows created by the batten make Board+Batten ideal as an accent and as a statement finish for an entire home. In addition to the new 7-inch Board+Batten, SolarDefense is exclusively available on Mastic Carvedwood-44® and Ovation™ in Double 4-inch and Double 4-1/2-inch Dutch Lap profiles.

*Warranted against (i) fade in excess of a Delta E of 1 Hunter unit and (ii) heat distortion from normal climate conditions or normal reflective light sources. See product warranty for details and terms and conditions.

Four New Colors

Homeowners wanting rich, dark colors with Mastic's SolarDefense Reflective Technology now have even more color choices. The four new colors — Deep Cavern, Natural Slate, Newport Bay and Rock Harbor — add more deep, earthy greens and blues to the collection along with the ever-popular seaside-inspired hue, Newport Bay. For a harmonious look, homeowners can choose color-matching accents such as Mastic Cedar Discovery® shakes and shingles and aluminum trim coil for window and door casings, porch posts and fascia.

While the sun's intense heat and UV rays can take a toll on dark colors causing them to fade over time, SolarDefense's breakthrough color formula, advanced light-reflecting properties, and strong, heat-resistant base layer ensures these deep, dark hues stay vibrant for years to come. With this advanced protection against heat and sun, Mastic SolarDefense is the most resilient vinyl siding on the market.

DEEP
CAVERN

NATURAL
SLATE

NEWPORT
BAY

ROCK
HARBOR

Mastic added four new colors with SolarDefense Reflective Technology — Deep Cavern, Natural Slate, Newport Bay and Rock Harbor.

Choose With Confidence

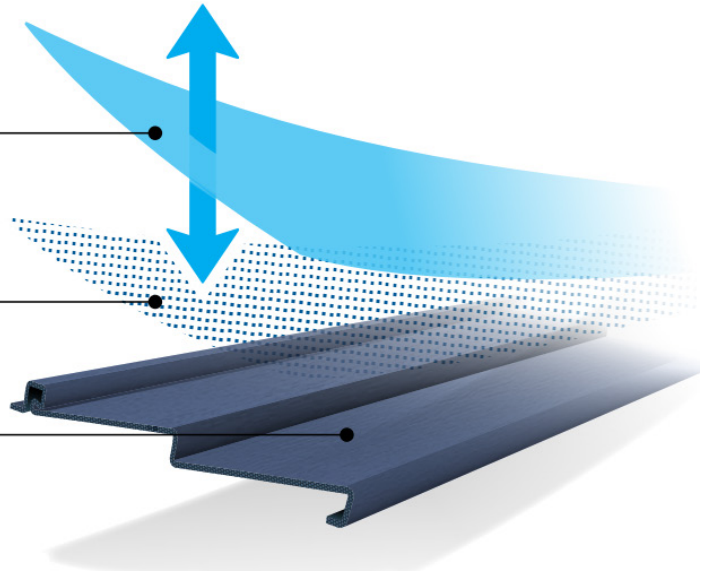
With the warmer weather, sun fading and distortion are top of mind for professional installers and homeowners. SolarDefense is perfect for summer home exterior projects and renovations. It's backed by the industry's only No Fade, No Distortion Promise and the Ply Gem V.I.P. Limited Lifetime Warranty*, the only one of its kind in the industry. For more information about SolarDefense, contact your Lansing representative.



Top layer disperses heat and helps resist fading by allowing light energy to flow both ways.

Cooling compound scatters light, reflecting heat away, keeping panels cooler.

Base layer stands up to heat, preventing distortion.



Gutter Products

Want to know more about Boss J2 Hanger? Call today for free samples and discount coupons!



QUALITY

All corners have been rounded to prevent scratches to gutters and applicators

STRENGTH

Made in America using heavy duty .060 recycled aluminum

PERFORMANCE

Holds the season's heaviest snow and ice loads

LEARN MORE!



The Boss J2 Hanger is designed to offer a higher level of quality, strength and performance

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Westlake Royal Building Products™ Adds Five New Vinyl Siding Colors to Royal Siding® and Exterior Portfolio® Lines

Westlake Royal Building Products™

Westlake Royal Building Products™

has added five new on-trend colors to its [Royal® Siding](#) and [Exterior Portfolio®](#) vinyl siding lines. Inspired by colors found in nature, the newly added colors in tones of gray, blue-gray, brown and green, reflect the latest trends in modern exterior home design.

Royal Siding and Exterior Portfolio's wide range of colors are informed by leading residential architects and design trends. Both lines feature Chromatix™ technology color protection to resist fading. Exterior Portfolio includes shades in SmartStyles™ Premium and SmartStyles Expressions, while Royal Siding's palette includes Colorscapes® Premium and Colorscapes Dark.

To learn more about vinyl siding from Westlake Royal Building Products, please visit www.westlakeroyalbuildingproducts.com/siding-solutions or talk to your sales representative.

SILVER MIST

The three new **Exterior Portfolio** colors are:

Stone Harbor

SmartStyles Expressions



A cool gray (available in CraneBoard® Solid Core Siding®, Premium Pointe®, Board & Batten, Market Square®, Portsmouth™ Shake & Shingles)

Spruce

SmartStyles Expressions



A cool green (available in CraneBoard Solid Core Siding, Premium Pointe, Board & Batten, Market Square, Portsmouth Shake & Shingles)

Smoky Ash

SmartStyles Premium

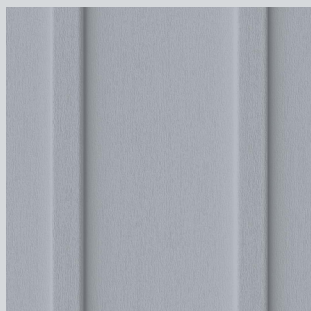


A warm brown-gray (available in CraneBoard Solid Core Siding, Premium Pointe, Board & Batten, Market Square, Portsmouth Shake & Shingles)

The two new **Royal Siding** colors are:

Silver Mist

Colorscapes Premium



A neutral light gray (available under Residential, Estate™, Board & Batten, Woodland and Portsmouth Shake & Shingles)

A light blue-gray (available under Estate, Board & Batten, Woodland and Portsmouth Shake & Shingles)

Riverway

Colorscapes Dark

