

# STEELSIDE®

*Steel Siding*

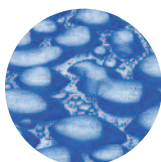


GENTEK®

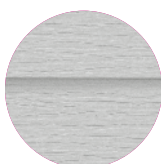
*Performance-Engineered for Superior Style and Strength* Choosing the best exterior for your home requires careful consideration. While beauty and easy upkeep may be at the top of your list, it's also important to think about structural integrity, strength and durability. How will the exterior look after years of exposure to harsh weather and other destructive elements?



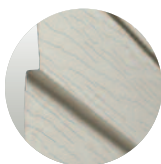
*SteelSide masterfully combines a distinctly upscale appearance with the exceptional strength of steel. Decades of time-honored craftsmanship and manufacturing expertise are built into each siding panel, ensuring an ultra-premium exterior for your home.*



**Commanding Steel Strength** Rugged steel construction is virtually impervious to outdoor elements, delivering unmatched protection for your home. Unlike wood, compressed particle board or fiber cement, SteelSide won't absorb moisture. SteelSide is also highly resistant to dents, warping, fire, termites, chalking, fading, and brittleness in cold weather.



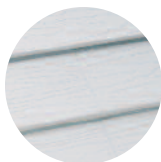
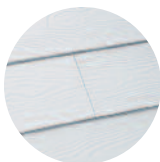
**Lasting Beauty** Highly weatherable, protective PVC (polyvinyl chloride) layer is heat-sealed onto the galvanized steel, locking in a luxurious top coat. The rich, beautiful finish won't chip, flake or peel like painted wood or other materials, and never needs to be painted or touched up.



**High Dimensional Stability** Rigid steel panels deliver high dimensional stability and resist buckling and the wavy appearance that can result from expansion and contraction caused by extreme weather changes. SteelSide also will subtly conceal flaws in the underlayment, keeping wall lines exceptionally smooth and straight for a beautifully uniform finish.



**Added Dimension** SteelSide's generously proportioned 1/2" butt height adds greater dimension and style with dramatic shadow lines.



**Crisp, Clean Lines** While fiber cement and compressed particle boards typically require caulked joints, SteelSide "seams" are crisp and clean.



**Easy-Care Maintenance** Unlike fiber cement that may require periodic recaulking and repainting, or wood siding that typically needs repainting every five to seven years, SteelSide demands not much more than an occasional rinse with a garden hose—perfect for today's lifestyle.



**Peace of Mind** SteelSide is backed by a 40 year limited, transferable, prorated warranty\*—further peace of mind you have chosen a superior product from a trusted manufacturer.





*Higher Expectations... Extraordinary Results* Industry-leading technology and innovation. Craftsmanship unrivaled in quality and performance. Outstanding products. Impeccable service. The confidence and trust of every customer, every day.

For more than 40 years, Gentek Building Products has manufactured siding and accessories in beautiful styles and exquisite colours. With durable finishes that are easy to maintain. Backed by exceptional warranties that deliver lasting protection and excellent value. Giving you the expertise and personal touch—that make us truly a part of your home.







## Colour Palette



## Exceptionally Crafted

Perhaps more than any other siding, SteelSide beautifully captures the timeless appeal of freshly painted clapboard. Its deep, rich colours embellished with an authentic woodgrain texture will lend the perfect measure of refinement to your home, while the heavy-duty steel construction delivers unmatched protection.

## The Power of Steel

SteelSide's impressive strength sets it apart. Each pretreated galvanized steel panel is virtually "weather-sealed" in a thick PVC finish that's three and one-half times thicker than most conventional coatings. This highly weatherable exterior will maintain its attractive appearance despite exposure to pounding rain, freezing temperatures, blistering heat and other harsh weather elements. SteelSide's powerful build and resilient finish promise lasting beauty and protection for your home.

You can also depend on SteelSide's rigid steel core to provide high dimensional stability for resistance to buckling and the wavy appearance that can result from extreme weather changes. Unlike other sidings, SteelSide will retain its crisp, uniform finish year after year.



## Built for Today's Lifestyle

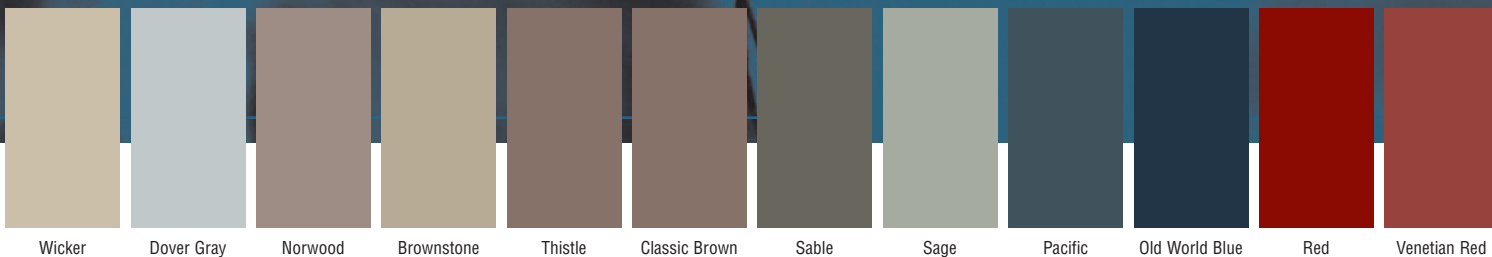
SteelSide is built with easy-care upkeep in mind. Not only is it exceptionally strong and beautiful, it's easy to maintain. There's no need for time-consuming scraping and painting or struggling with ladders. Just a simple rinse with your garden hose will remove most airborne dust and dirt. In most cases, your siding will clean up quickly and easily.

## Environmentally Friendly

Did you know that approximately 88% of all steel products are recycled into new steel products at the end of their useful life? Unlike some building materials such as fiber cement, SteelSide is a recyclable product. It also promotes energy conservation by creating a tight building envelope for more efficient heating/cooling performance year-round. "Building Green" with SteelSide leaves a smaller environmental footprint on the earth. It's good for you and good for the environment!







*Be Inspired* Something happens when beautiful colours, inviting texture and personal chemistry mix. A home develops character, a sense of style that reflects the conversations at the breakfast table, the together time at the end of the day or the spirited hours in between. From warm and classic to casual and contemporary—your home is all about you.

## A Smart Investment

Like many people, your home may be your most important investment. If you consider the time and money spent repainting year after year, you'll see why steel siding is a smart choice. Not only will SteelSide create an attractive, worry-free exterior, but will heighten your home's curb appeal as well. And in today's resale market, a beautiful, low-maintenance finish can be an important amenity.

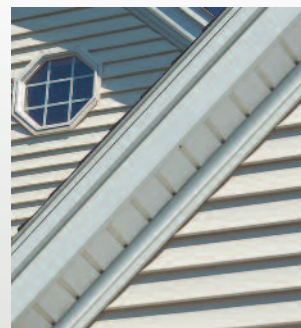
## Siding with Perfection



Perfection? It's never too much to ask. Our Colour Clear Through® system makes it easy to find the perfect colour match for your exterior design. This exclusive selection of customer-preferred colours ensures that all Gentek products—siding, soffit, fascia, trim and rainware—will beautifully match throughout our vinyl, aluminum and steel product lines.



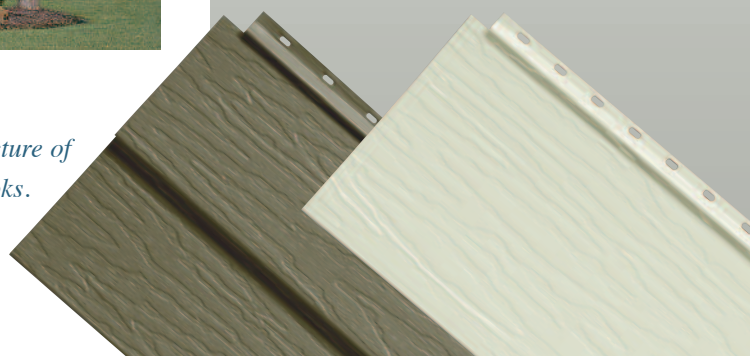
*The subtle elegance of these traditional profiles will enhance the architecture of your home while conveying a clear-stated preference for classic good looks.*



Accent the architecture of your home with coordinating soffit, fascia and trim. Beautifully crafted exterior accessories will give your home a distinctive touch of personality and visual appeal.

Double 5"

Single 8"



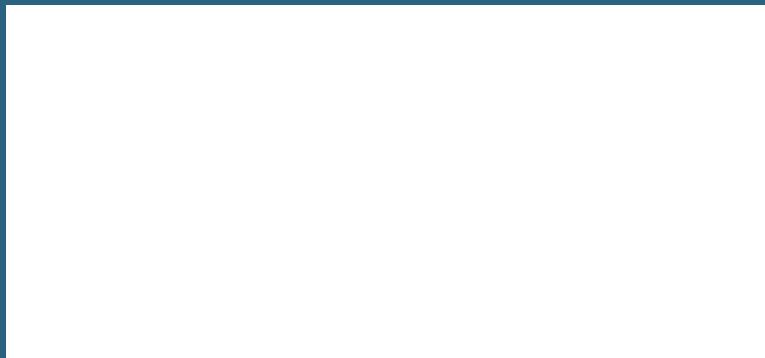
## Our Commitment to Quality

SteelSide steel siding is manufactured exclusively by Gentek Building Products—a leader in the building products industry for more than 40 years. We are dedicated to providing superior building materials and unparalleled customer service. When it comes to performance, quality and value, you can depend on Gentek for complete satisfaction.

## Strong Warranty Protection

Your investment in SteelSide siding is backed by a 40 year limited, transferable, prorated warranty. Not only is it a premier siding product, it also carries one of the strongest warranties in the industry.

**For complete warranty information, including limitations, ask your dealer for a copy of the SteelSide steel siding warranty.**



# GENTEK®

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*Make us a part of your home.*

Colour Clear Through and SteelSide are registered trademarks of Gentek Building Products Limited. The Steel Recycling Institute logo is a registered trademark of the Steel Recycling Institute.  
Product improvement policy: Gentek Building Products Limited is constantly improving product designs and manufacturing processes. We therefore must reserve the right to change specifications without notice.  
Colours may not be exactly as shown due to lithographic process. Please consult Gentek Building Products Limited for current details.