

# UNIVERSAL™

*Steel Siding*



ULTRA-PREMIUM  
**STEEL  
SHIELD**

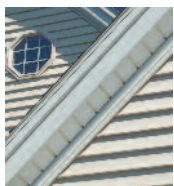
 **GENTEK®**





*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.



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.

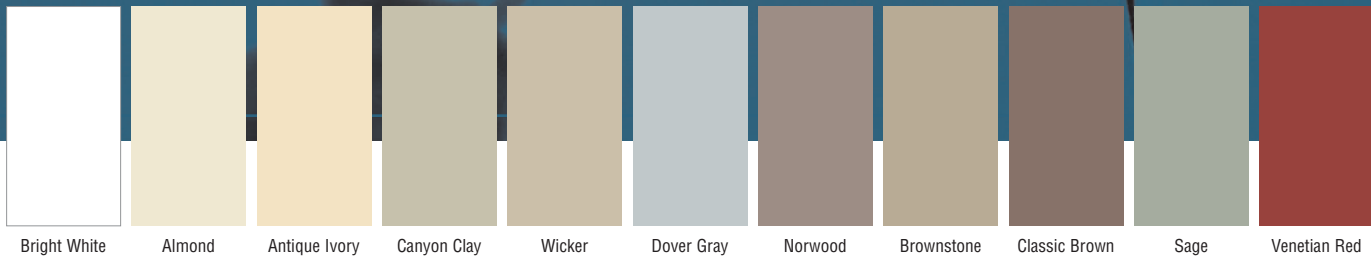
Double 5" Dutch



12" Vertical Board & Batten



## Colour Palette



*Exclusively Yours* Call upon the superior craftsmanship of Universal steel siding to give your home an exquisite finish. The versatile profiles and richly detailed woodgrain texture will beautifully complement a variety of architectural styles.

## Powerfully Protective

When you consider the punishing weather and other hazards that the exterior of your home must endure, you'll see why steel siding is an excellent choice. Universal's superior strength begins with a pretreated galvanized steel core that is primed and heat-fused with a thick coating of PVC (polyvinyl chloride). Your home will have a luxurious, high-performance steel shield that stands up strong against almost anything Mother Nature can dish out.



## Easy Upkeep



Taking care of Universal steel siding will require very little upkeep. Unlike fiber cement that may require periodic recaulking and repainting, or wood siding that typically needs repainting every five to seven years, Universal demands not much more than an occasional rinse with a garden hose—perfect for today's lifestyle.

## 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, Universal steel siding 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 Universal steel siding leaves a smaller environmental footprint on the earth. It's good for you and good for the environment!



## A Smart Choice

For many people, a home is a source of personal pride as well as an important investment. Siding your home with Universal steel not only will create an attractive, worry-free exterior, but will enhance its curb appeal. And in today's resale market, a beautiful, low-maintenance finish can be a valuable amenity.

## Siding with Perfection

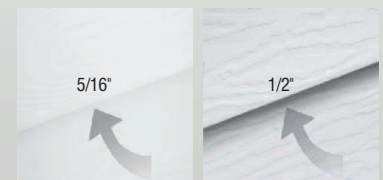


Perfection? It's never too much to ask. Our Colour Clear Through® system makes it easy to find the perfect colour match for your exterior design. This exclusive selection of customer-preferred colours ensures that all Gentek products—siding, soffit, fascia, trim and rainware—will beautifully match throughout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

## Commanding Steel Strength

Universal's rugged steel construction is virtually impervious to outdoor elements. And unlike wood, compressed particle board or fiber cement, it won't absorb moisture. It's also resistant to dents, warping, fire, termites, chalking, fading, and brittleness in cold weather.

**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. Universal steel siding also will subtly conceal flaws in the exterior's substructure, keeping wall lines exceptionally smooth and straight.



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



**Smooth Finished Look** While fiber cement and compressed particle boards typically require caulked joints, Universal's "seams" are crisp and clean.



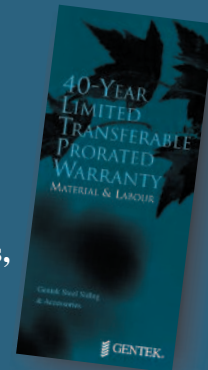
## Our Commitment to Quality

Universal 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 Universal 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 Universal steel siding warranty.**



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*Make us a part of your home.*

Colour Clear Through is a registered trademark and Universal is a trademark 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.