



SIERRA[™] STEEL

STEEL SIDING WITH KYNAR[®] PVDF



POWERFUL PROTECTION...ENDURING BEAUTY



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 50 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 warranties that deliver lasting protection and excellent value. Giving you the expertise and personal touch – that make us truly a part of your home.

Two of the world's best performing materials come together in Sierra Steel siding. This heavy-duty Galvalume® AZ-50 steel with Kynar® PVDF coating technology delivers on every promise for enduring beauty, impressive strength, uniform quality and a markedly refined appearance for your home.

A PREMIER HOME EXTERIOR

Distinguished for its superb durability and versatile design possibilities, metal is on the rise as a prime exterior cladding. Premium raw materials and cutting-edge technology merge with skilled craftsmanship and artistic vision to achieve the refined quality of our Sierra Steel siding. Featuring four distinctive profile designs, inviting woodgrain textures and luxurious colours, Sierra Steel makes it easy to achieve custom elegance that's also exceptionally strong and virtually maintenance-free.

SUPERIOR BEAUTY, DURABILITY AND PROTECTION

Sierra Steel siding creates the ultimate shield for your home. Pounding rain, severe wind, freezing temperatures and blistering heat are no match for the commanding strength of steel. Each Galvalume steel panel is virtually "weather-sealed" with a resilient Kynar PVDF finish, ensuring long-lasting beauty and protection.

ADVANCED TENSILE STRENGTH PROPERTIES

Tensile strength is the amount of stress a material can withstand and is measured in thousands of pounds of force per square inch (KSI).

- **Ultimate Tensile Strength** is the maximum force (tension, compression or shearing) applied to a material that results in material failure, such as cracking, splitting and deforming. Sierra Steel UTS is 45,000 pounds per square inch.
- **Yield Tensile Strength** is the force (tension, compression or shearing) that is applied to a material and results in some type of material deformity; the material does not fail and it may return to its normal shape when the force is removed. Sierra Steel YTS is 40,000 pounds per square inch.



Impact Resistant Constructed of roll-formed 29 gauge Galvalume AZ-50 steel for maximum resistance to hail damage and denting.



Built Weather-Tough Rugged steel construction is virtually impervious to outdoor elements. Unlike wood, compressed particleboard or fiber cement, it won't absorb moisture. Steel siding also resists warping, chalking, fading and brittleness in cold weather; independently tested to withstand hurricane-force winds, with wind speed exceeding 257 km/h (160 mph).



Smooth, Straight Wall Lines 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. The low thermal expansion is less than 1/8" over a 12' panel.



Beautifully Uniform Finish Tight joints keep overlaps neat and flat; rigid steel helps conceal imperfections in the exterior's substructure.



Upscale Appearance Deep 1/2" panel projection creates greater dimension and style with bold edges and dramatic shadow lines. The resilient PVDF finish resists dirt and dust buildup, staining and mildew.



Carefree Maintenance No need for time-consuming painting or scraping. Just a simple rinse with a garden hose will remove most airborne dust and dirt to restore the like-new beauty.



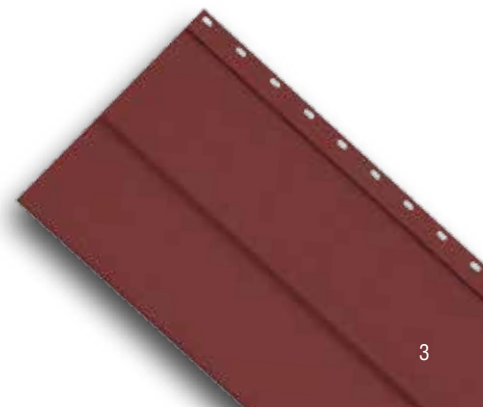
Environmentally Friendly! Steel siding is 100% recyclable, requires no additional painting or caulking and does not produce silica dust during installation.



Simple to Install Installs easily; unlike fiber cement, steel siding installation does not recommend a dust respirator or involve hazards from silica dust.



Insect Resistant Resists damage from wood-eating insects, such as termites.





HIGH-PERFORMANCE KYNAR PVDF COATING SYSTEM

The power of Kynar PVDF stands clear: no other steel coating system resists the challenges of nature and time like those based on Kynar resins. Protecting and preserving the steel core, the resilient fluoropolymer resin provides a luxurious, low-gloss colour that resists scratches, fading, chalking, pitting, chipping and more. Sierra Steel's proprietary coating also is specially formulated for enhanced texture.

- Highly durable and weatherable
- Fluorinated polymer pigments keep colours true and help prevent fading
- Low-gloss rating of 7 creates a beautifully strong finish with superior scratch resistance
- High-performance coating protects panels from staining and helps prevent dirt and other airborne pollutants from adhering to the siding
- Resists mildew and fungus growth – Kynar does not have UV-sensitive organic material needed for mildew growth





Best-in-Class Galvalume AZ-50 Steel Protection At the core of Sierra Steel’s impressive performance is Galvalume AZ-50 steel. The superior Galvalume AZ-50 steel prevents corrosion with greater zinc in the coating process, outperforming other steel sidings.

FOR YOUR CAREFUL CONSIDERATION

When selecting the best exterior cladding for your home, it’s important to understand the facts. Fiber cement often gains attention for its appearance of freshly painted wood, but when you compare it side by side with steel siding, you’ll see why Sierra Steel is an excellent choice.

	Sierra Steel Siding	Fiber Cement ¹
Beauty	Heavy-duty steel panel with Kynar PVDF coating – never needs to be painted.	Made of cellulose and cement; if not prefinished, it must be primed, painted and caulked.
Maintenance	Simply rinse with a garden hose to remove most airborne dust and dirt.	Requires caulking and re-caulking to seal seams; may require repainting to maintain appearance.
Durability	Highly durable Kynar PVDF formula resists staining, dirt and airborne pollutants; stands up strong to almost any weather. Resists impact and hail damage.	Absorptive – must be handled properly from the very start to avoid cracks and chips during shipping, delivery and installation; can be susceptible to delaminating in freeze/thaw conditions.
Windload Capabilities	Tested to withstand wind speed exceeding 257 km/h (160 mph).	Maximum basic wind speed tested for James Hardie® HardiPlank® Lap Siding is listed at 241 km/h (150 mph). ²
Installation Ease	Easy to install; creates a neat, uniform finish.	Labor intensive; precise cutting is required for a professional finish. Installers are advised to wear a dust mask or respirator to avoid inhaling silica dust.
Resists Mould or Mildew	Won’t absorb moisture; Kynar PVDF coating does not have UV-sensitive organic material needed for mildew growth.	Fiber cement is absorptive, creating the potential for moisture penetration that can lead to rot, mould and/or poor indoor air quality.
Eco-Friendly	Steel is 100% recyclable.	Many fiber cement manufacturers send production scrap to landfills.
Warranty	Sierra Steel siding is backed by a lifetime limited, non-prorated, transferable warranty with 50 year hail and 35 year chalk and colour change protection. See printed warranty for complete details.	Warranties range from 30-50 years; 15 year limited finish warranty on prefinished products. Warranties are prorated after the first year. No coverage for hail, mould or mildew.

THE DANGERS OF SILICA DUST

Silica-based fiber cement, such as James Hardie HardiPlank Lap Siding, contains respirable crystalline silica, which is considered by NIOSH (National Institute for Occupational Safety and Health) to be a cause of cancer from some occupational sources. Breathing excessive amounts of respirable silica dust can cause a disabling and potentially fatal lung disease, such as silicosis. During installation or handling, a properly fitted, NIOSH-approved dust mask or respirator is recommended. Recommended cleanup includes the use of HEPA vacuums or wet cleanup methods to further limit exposure.³



YOUR HOME WITH A STYLE ALL ITS OWN

With an artful balance of form and function, Sierra Steel presents four distinctive profiles: Double 4", Double 5", 8" Horizontal and 12" Vertical Board & Batten. The high-style warmth of each panel is further enhanced with natural-looking wood textures and colours that mimic nature. Matching and complementing trim and accessories complete the design, inspiring a perfectly pulled-together finished look that truly stands apart.



The traditional elegance of our Double 4", Double 5" and 8" Horizontal is accentuated with an inviting roughsawn texture.

Double 4"
Roughsawn Texture

Double 5"
Roughsawn Texture

8" Horizontal
Roughsawn Texture

12" Vertical Board & Batten
Medium Woodgrain Texture

DESIGNER TRIM AND ACCESSORIES

Whether they blend in or stand out, decorative details will infuse your home with custom elegance. Choose from our versatile selection of accessories, trim coil and other engineered metal components in matching colours to achieve a striking finish that beautifully reflects your personal taste.

Select Double 5" colours are special order. Double 4", 8" Horizontal and 12" B&B profiles are special order only.

Colour Palette



Our masterfully crafted 12" Vertical Board & Batten profile speaks to a variety of today's architecture, adding greater dimension and visual appeal.

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 collection of select colours ensures that all Gentek products – siding, soffit, fascia, trim and rainware – will beautifully match throughout our vinyl, aluminum and steel product lines.



From our home to yours! Visit gentek.ca to learn more about Sierra Steel siding and Gentek Building Products. From siding and accessories to windows and patio doors, our products are tested and certified to industry standards and consistently earn high marks for superior quality and performance.



DID YOU KNOW...

Sierra Steel's Kynar PVDF coating system has a nylon additive that results in a 48% improvement in scuff resistance over polyvinyl chloride (PVC) finishes.

Steel siding can now be cut with an approved saw blade, making installation faster and easier.

Because steel siding is "hung," it floats better on the exterior for a smoother appearance; fiber cement installs tightly to the exterior wall and thus can show unevenness or imperfections in the substructure.



BETTER PRODUCTS FOR A BRIGHTER FUTURE

You may not realize it, but building green begins long before the materials are ready for installation on your home. It begins with a strong commitment to “source reduction” by the manufacturer. This means that all aspects of production are designed to help reduce the volume and environmental impact of waste, while also achieving optimum material use to create products with a longer service life. At Gentek, we strongly promote best practices for environmental stewardship and proudly offer a wide variety of eco-friendly steel, aluminum and vinyl products.

Built to shield your home from even the most punishing weather, Gentek steel siding also promotes energy conservation by creating a tight building envelope for more efficient heating and cooling performance year-round. In terms of strength and stability, steel offers many advantages for residential home building – and has long been North America’s most recycled material!⁴ The uncompromising endurance of this heavy-gauge siding promises exceptional beauty and lasting protection for your home.

Gentek Steel Siding...

- Helps take the pressure off renewable resources. A typical 2,000-sq.-ft. home requires approximately 40 to 50 trees (about an acre’s worth) to build with wood. With steel, only the equivalent of six scrapped automobiles is needed.⁵
- Is completely recyclable! Approximately 88% of all steel products are recycled into new steel products at the end of their useful life.⁶

A WORD ABOUT QUALITY

Gentek delivers the confidence and value only a true leader can provide. We proudly stand behind our products with the full faith of our 50 years of manufacturing expertise and some of the strongest warranties in the industry. Our voluntary participation in rigorous quality certifications and independent testing are further assurance you have made an excellent selection for your home.

A LIFETIME OF PROTECTION

Sierra Steel siding is backed by a lifetime limited, non-prorated, transferable warranty with 50 year hail and 35 year chalk and colour change protection. For complete warranty information, including limitations, please see the Sierra Steel siding warranty.



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gentek.ca

Make us a part of your home.



¹ www.vinylsiding.org/media/uploads/2014/02/A5_-_Side_by_Side_Fiber_Cement_April_20122.pdf

² www.jameshardie.com/pdf/technical-bulletins/12-installation-over-sips.pdf

³ www.jameshardie.com/pdf/best-practices/hz/hz5-2012-v6-1-hardieplank.pdf

⁴ Steel: The Clear Cut Alternative for Building Homes. Steel Recycling Institute, www.recycle-steel.org

⁵ Jim Woods, Sustainability and Steel Construction. Steel Recycling Institute © 2007-2008. (www.sustainable-steel.org/susconst.html)

⁶ Steel takes the LEED® with Recycled Content. Steel Recycling Institute, American Institute of Steel Construction (AISC), and American Iron and Steel Institute. March 2009