

at last


EVERLAST™
Polymeric Cladding

Straight lines. Subtle textures. Bold Performance.
Welcome home.
Welcome **Everlast.**



After



Color Shown: Sand Dune



Before

From your very first look, you know it's something special. Something unique, different from any other siding product you've ever seen. From a distance, you'll notice the solid, thick plank construction that looks strong, durable. Up closer, the distinctive grain reminds you of a fresh cut board hewn from top quality cedar.

Then you pick up a plank. You can feel the strength of its construction; sense its toughness. Rubbing your hand across the board's face, you almost expect to come away with a splinter. We call it CedarTouch,[®] and in our opinion, you won't find a more natural, realistic look and feel in any man-made product.

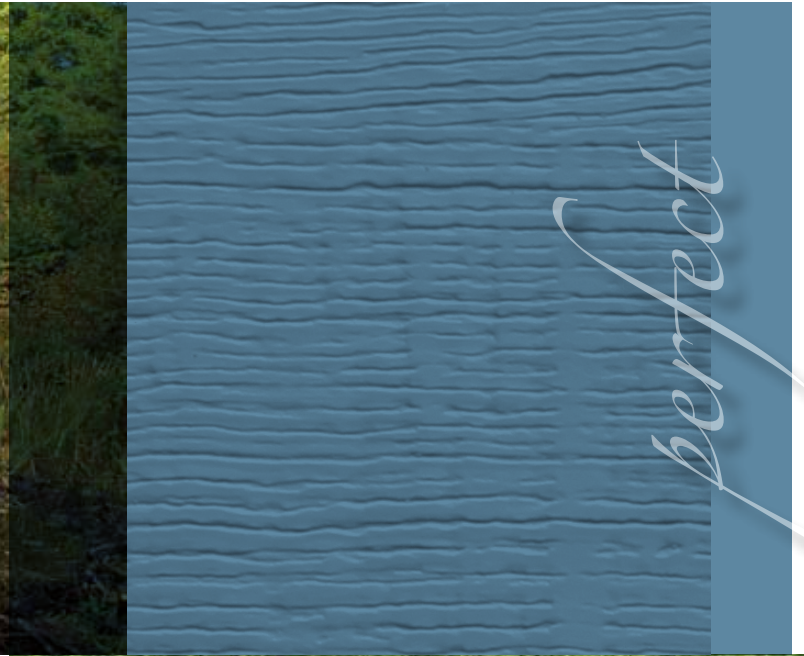
But where it really counts? Where the beauty and durability of this innovative cladding product truly shines through? It's here.

On your home. Enhancing the view. Protecting against the elements.



The look and feel of beautiful, hand cut cedar.

everlast



Inspired by Nature. Delivered through Technology.

Every plank of **Everlast** exhibits the perfect blend of natural beauty and rugged construction in a patent-pending design just different enough to make a huge difference in both looks and ease of installation. The patent-pending formulation starts with a resilient polymer base combined with an inorganic mineral for long-lasting durability.

Structural Attributes

- Single Clapboard style with a 6-7/8" face width
- 1/4" thick Planks, 12'-1" long
- Patent-pending design includes EZNail® hammer guide



Aesthetic Attributes

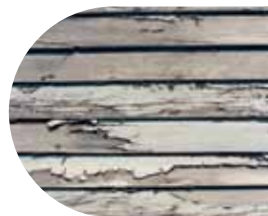
- CedarTouch® natural wood grain embossing
- Warm low gloss finish
- Deep, rich colors with various matching or contrasting composite or PVC trim board accessory options



Technological Attributes

- Patent-pending formulation
- Finished with ColorHold®, a UV-stable acrylic polymer with excellent fade-resistant properties
- Profile extruded for superior dimensional strength and stability
- **Everlast** is crafted to exacting standards within an ANSI-accredited AAMA Certified facility*

* ANSI = American National Standards Institute
AAMA = American Architectural Manufacturers Association



Unlike wood cladding, Everlast resists the effects of weathering.



Color Shown: Misty Taupe

It's called **Everlast** for a reason.

To create a truly unique product that brings a new level of function to exterior cladding, you start where you want to end up—with a long list of performance attributes that the product must meet. **Everlast** was designed to yield high performance and long lasting good looks, requiring low-maintenance and a minimal environmental impact.



Environmental Attributes

- Natural polymeric and inorganic mineral construction
- No natural wood fibers—won't absorb or retain moisture that can lead to warping or swelling
- When cut, no harmful silica dust is created as with some Fiber Cement siding products

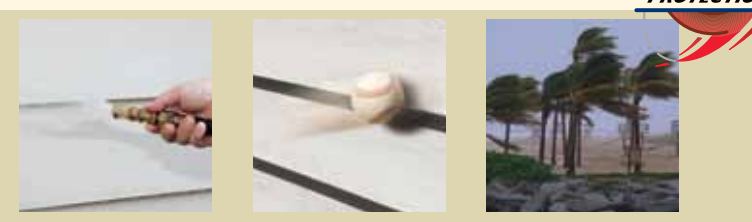
Performance Attributes

- Backed by a Lifetime Performance Warranty, with Lifetime Fade Protection*
- Will not support combustion
- Superior wind and impact resistance



- Low-maintenance—regular cleaning with a garden hose can help to maintain its original luster

* See actual warranty for details.



Lasting

Color Shown: Misty Taupe



Installed by Craftsmen...naturally!

Everlast Installation Technicians are true craftsmen with a history of customer satisfaction. But that doesn't mean a top quality installation needs to be challenging like it is with some competitive products. **Everlast** is lightweight, less than half the weight of a comparable profile in Fiber Cement siding, it's stackable and can be hard-nailed with a hammer or nail gun. And all of those features add up to a quick, easy installation that can save time and money over some competitive cladding products.



Professional contractors proudly install Everlast because it meets their high standards.

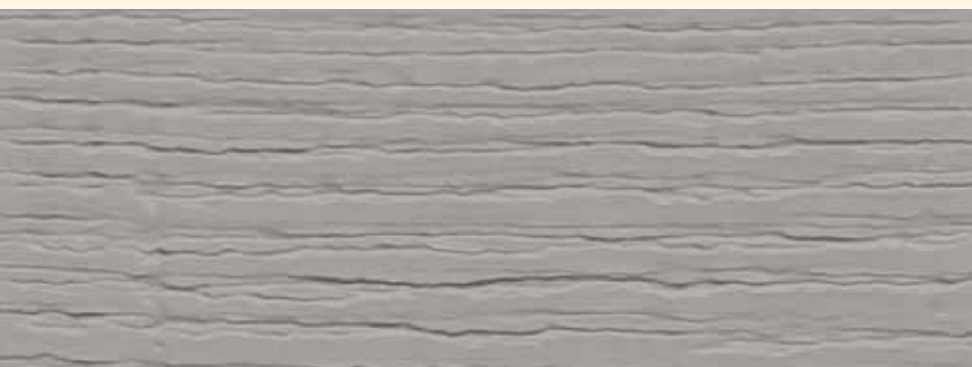
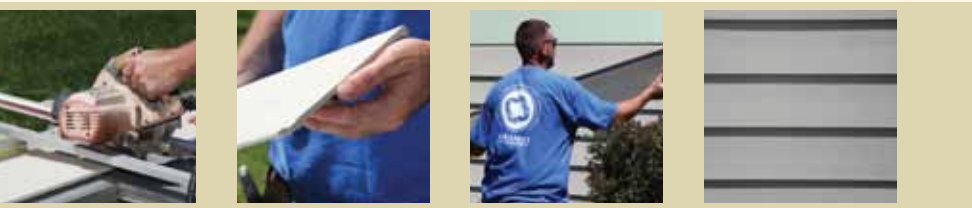
Installation Attributes

- EZStack installation, with no clips or other mechanical gimmicks required for a fast, smooth, secure application
- May be butted together, or caulked at the joints. It's your call, depending on the finished look you desire
- Hard-nailed right through the hammer guide for secure attachment to the wall



Finishing Touches

- **Everlast** is compatible with any type of trim. It can be butted into existing trim, or accentuated with the wide variety of PVC and composite trim products on the market. Be creative; match the color of the siding or use a contrasting color for a more decorative touch.



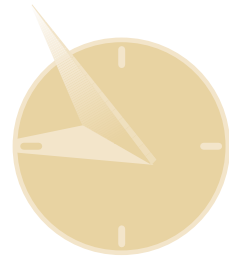
Naturally Beautiful Colors for Inspirational Designs.



POLAR WHITE



ANTIQUE IVORY



CANVAS



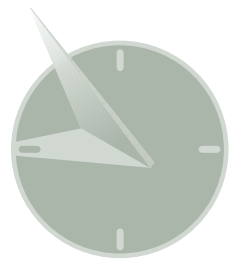
SAND DUNE



MISTY TAUPE



CHESTNUT



SPANISH MOSS



SEASIDE GREY



CABERNET RED



HARBOR BLUE

From bold to subtle, striking to soothing, **Everlast** has the color you're looking for. What's more, every shade includes our ColorHold® UV-stable acrylic polymer and is backed by a Lifetime Fade Protection warranty, so years from now, you'll love it just as much as you do today.

To accommodate changing styles and tastes, your **Everlast** cladding is paintable, allowing you or a future owner to change the color of your home's exterior.

Colors are mechanically reproduced. For color accuracy, please see actual product sample.

COLORHOLD®
Styled for Living, Designed for Life





at last



For more information on this innovative new cladding product, contact your local **Everlast** Dealer.


EVERLAST[™]
Polymeric Cladding

www.everlastcladding.com

Bringing Your Dreams Home![®]