

UNIVERSAL™

Steel Siding

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 more than 40 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

Universal steel siding is backed by a lifetime limited, non-prorated, transferable warranty with 50 year hail and 15 year chalk and color change protection. 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.



All Gentek siding is manufactured at plants that have earned ISO 9001:2000 certification for meeting or exceeding quality management standards recognized by more than 140 countries.

This achievement translates into better consistency and higher quality products while also increasing overall cost efficiency.



GENTEK BUILDING PRODUCTS, INC.
P.O. Box 110 • Akron, Ohio 44309
www.gentekinc.com

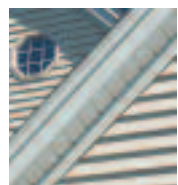
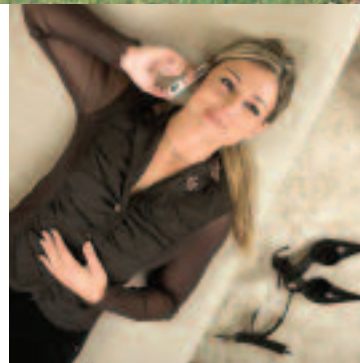
Make us a part of your home.





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, Inc. has manufactured siding and accessories in beautiful styles and exquisite colors. 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.



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.

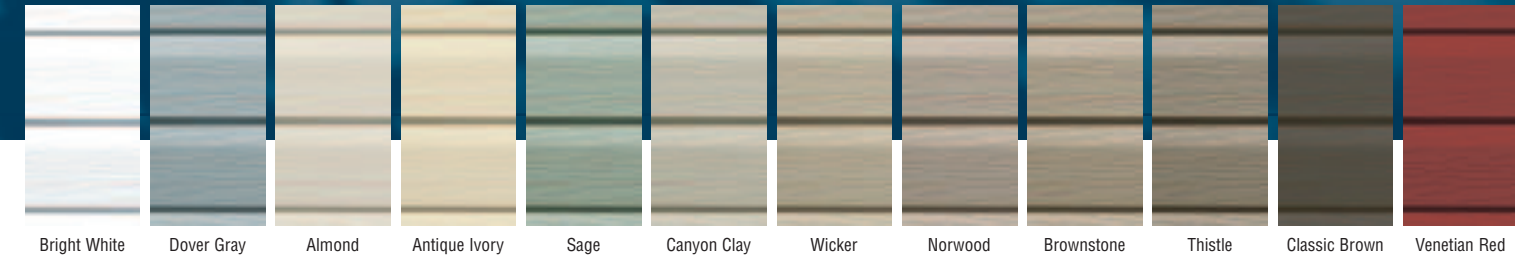
Double 5" Dutch Lap



12" Vertical Board & Batten



Color Palette



Bright White Dover Gray Almond Antique Ivory Sage Canyon Clay Wicker Norwood Brownstone Thistle Classic Brown Venetian Red

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

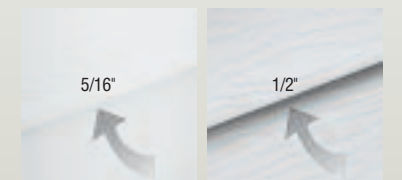
Perfection? It's never too much to ask. Our Color Clear Through® system makes it easy to find the perfect color match for your exterior design. This exclusive selection of customer-preferred colors ensures that all Gentek products—siding, soffit, fascia, trim and rainware—will beautifully match throughout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