

at last

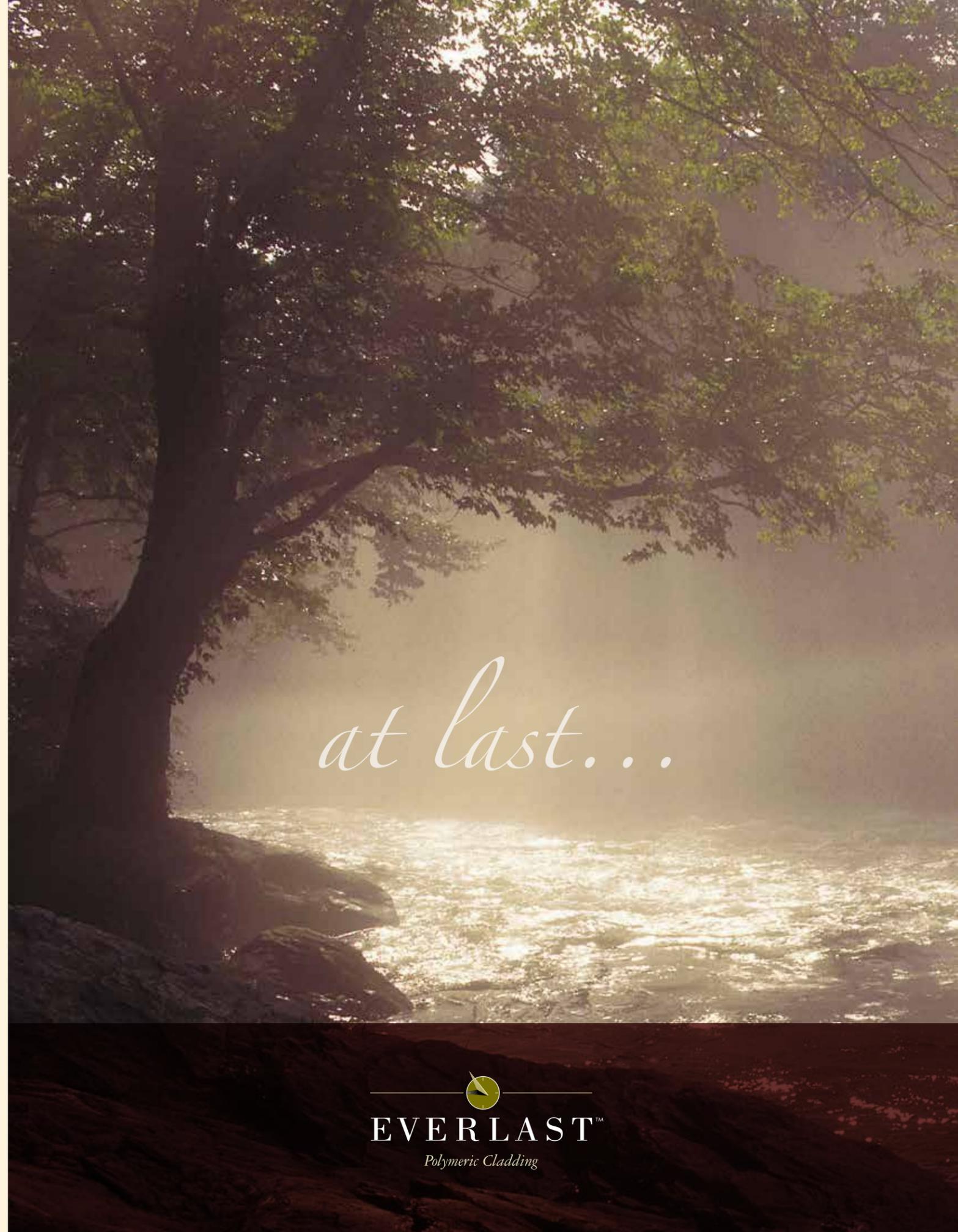


For more information on this innovative new cladding product, contact your local **Everlast** Dealer.



www.everlastcladding.com

Bringing Your Dreams Home!®



at last...



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

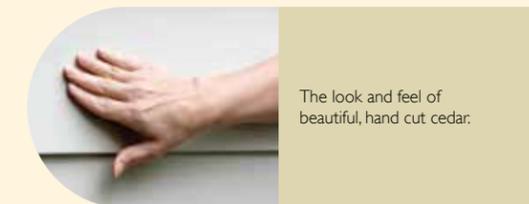
After

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[™]
Polymeric Trim Collection

Profile & Color Shown: 6-7/8" Sand Dune



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.



lasting

Inspired by Nature. Delivered through Technology.

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

Structural Attributes

- 2 Profiles; 4-1/2" and 6-7/8" Single Clapboard
- 1/4" thick Planks, 12' long
- Patented design includes EZNail® hammer guide



Aesthetic Attributes

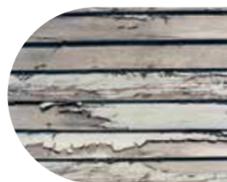
- CedarTouch® natural wood grain embossing
- Warm low gloss finish
- Deep, rich colors with various matching or contrasting composite or PVC trim board accessory options



Technological Attributes

- Proprietary 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.



Profile & Color Shown: 6-7/8", Misty Taupe

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.





4-1/2" face width

6-7/8" face width



Profile & Color Shown: 6-7/8", Misty Taupe



Everlast Trim Collection

Everlast can be used with existing trim, or accentuated with the wide variety of PVC and composite trim products on the market. But, when you want exact color match, and the same benefits of **Everlast's** unique polymeric construction, choose from the **Everlast** Trim Collection.



Installed by Craftsmen...naturally!

Everlast is a revolutionary product intended to be offered exclusively through **Everlast** Preferred Dealers, an elite group of building and remodeling professionals expected to maintain the highest level of craftsmanship and integrity.



And what do you get when you add superior installation expertise to the most natural-looking, best-performing product on the market? A showcase **Everlast** home—naturally!



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

Installation Attributes

- It's called **Everlast** for a reason. Once your panels are securely fastened to your home, your new **Everlast** cladding will withstand wind, hail, rain, snow, and literally anything nature or your family may throw its way!
- **Everlast** panels are butted together for a natural, wood cladding appearance at the seams
- It's less than half the weight of Fiber Cement, so **Everlast** puts far less stress on your home's exterior walls, without sacrificing structural integrity
- The EZStack design assures that each panel seats firmly on the panel below for a smooth, straight, solid installation



EZSTACK



14 Naturally Beautiful Colors for Inspirational Designs.



POLAR WHITE



ANTIQUE IVORY



HERITAGE CREAM



CANVAS



SAND DUNE



MISTY TAUPE



CHESTNUT



WILLOW



SPANISH MOSS



SEASIDE GREY



SLATE



FLAGSTONE



HARBOR BLUE



CABERNET RED

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

From subtle to bold, striking to soothing, **Everlast** has the color you're looking for. What's more, every shade includes ColorHold® a highly-durable capstock that resists fading and discoloring and is backed by a Lifetime Fade Protection warranty, so specify the most brilliant and rich hues with absolute confidence.