



VENTURA® > HIDDEN VENT SOFFIT



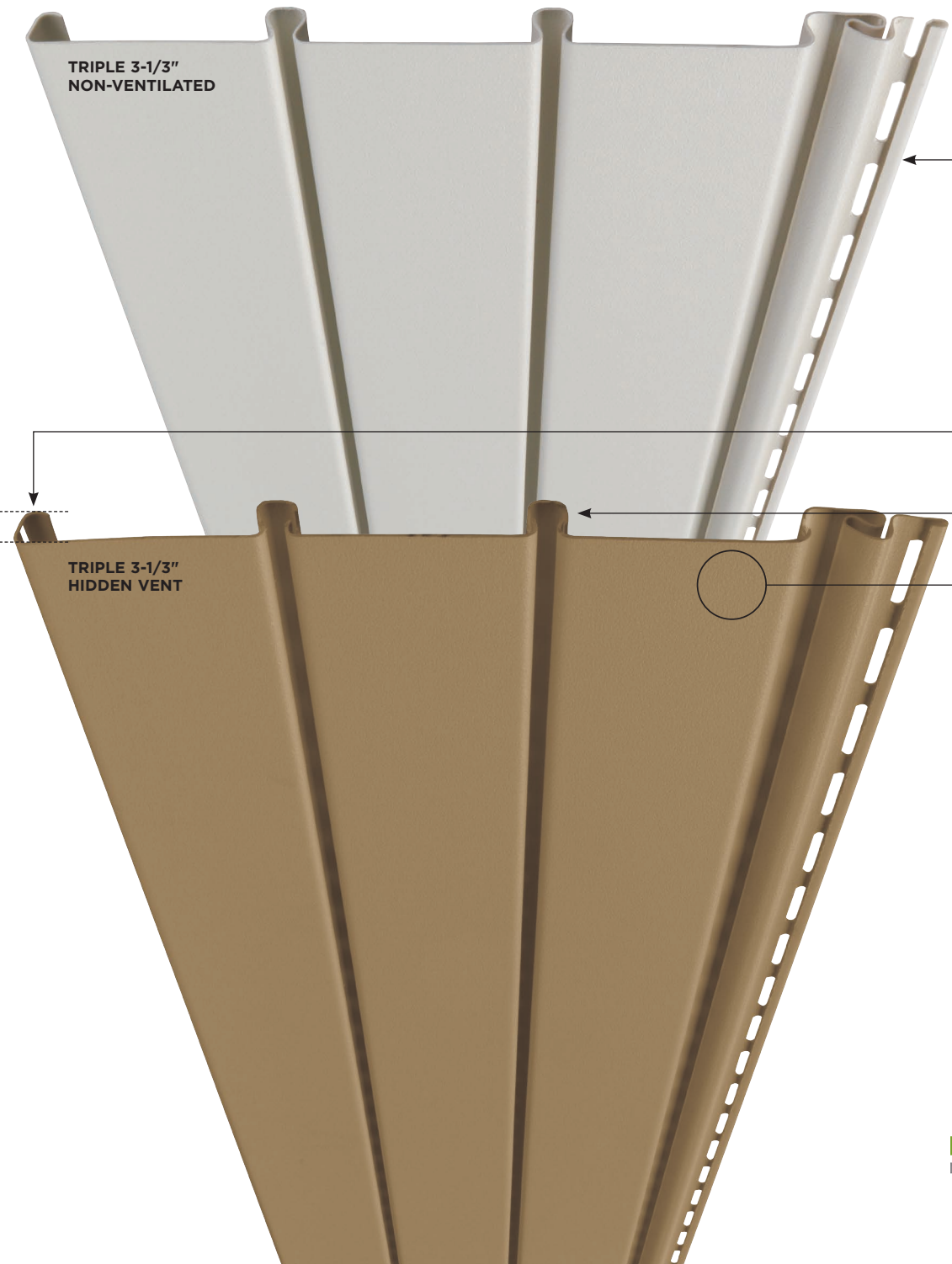
Mastic products are backed by Ply Gem — a 75-year leader in pioneering performance home exteriors, with a superior warranty for exactly the home you want for decades to come. Homeowners can feel confident knowing Ply Gem always goes the extra mile. From innovative engineering to trend setting design and industry leading warranties, we're a company you can trust with products you'll love.

true

COVER IMAGE: Ventura® Triple 3-1/3" Hidden Vent
THIS PAGE: Quest® Double 4" in Cameo and Ventura
Hidden Vent Soffit White



to life



OVERSIZED LOCKING SYSTEM
Superior locking system tightens — and stays secure — under pressure.

ROLLOVER, REINFORCED NAIL HEM
Minimizes sagging.

FASTER, EASIER CUTTING = FASTER, EASIER INSTALLATION

ENHANCED 5/8\"/>



DELIVERS UP TO 50 PERCENT MORE FREE AIRFLOW
Offers a smooth, clean profile with no visible vents. Delivers up to 50 percent more free airflow than some competitors' hidden vent soffits — and better ventilation than standard soffit.

ATTRACTIVE, SLEEK, SOFT MATTE FINISH



PREMIUM .044 NOMINAL THICKNESS
Greater strength and greater rigidity.



DURANYL 5000® PROTECTION SYSTEM
Proprietary technology adds extra UV protection to our deepest, most vivid colors — protects color against harsh elements and maximizes long-term weatherability.



HANG-TOUGH™ TECHNOLOGY
Exclusive formulation and process boosts durability so panels are more resistant to cracking, impact and thermal distortion. As an added benefit, rich color resides throughout the panel — virtually eliminating the appearance of nicks and minor surface scratches.



CLASS 1(A) FIRE RATING



V.I.P. LIMITED LIFETIME WARRANTY
Premium guarantee of lasting quality and peace of mind — backed by Ply Gem, a trusted industry leader for 75+ years (see warranty for complete details).



Home Innovation
NGBS GREEN CERTIFIED™

THIS PRODUCT HAS BEEN CERTIFIED BY HOME INNOVATION RESEARCH LABS.
This means you can be assured that this product complies with specific green practice criteria in the National Green Building Standard (NGBS). Visit HomeInnovation.com/GreenProducts for more details.

RESOURCE EFFICIENCY



METRO-DADE COUNTY APPROVED

**IT'S IN THE STYLE. IT'S IN THE STRENGTH.
AND IT'S IN WHAT YOU DON'T SEE...
THE VERY WAY IT BREATHES.**

Ventura Hidden Vent Soffit is forward fashion for the home, backed with advanced science for optimum airflow dynamics.

A HIDDEN SIGH OF RELIEF

Sculpted in clean lines and smooth surfaces, our unique hidden vent system secretly channels outside air in through the rafters and under the roof to help create a vital air circulation loop.

**THAT'S HIDDEN RELIEF FOR ATTIC
EXTREMES THAT CAN THREATEN RAFTERS
WITH ROT, WEATHER DAMAGE AND MORE**

- Invisibly ventilates entire soffit area
- Helps keep home cooler in summer
- Helps save money on utility bills
- Helps avoid mold and mildew damage related to moisture condensation

NATURAL ATTIC VENTILATION

At first it may seem odd to add insulation for warmth and then purposely allow cold air to enter the attic through vents, but this combination is the key to a durable and energy-efficient home. Here's why: in the winter, allowing a natural flow of outdoor air to ventilate the attic helps keep it cold, which reduces the potential for ice damming (snow that melts off a roof from an attic that is too warm and then re-freezes at the gutters, causing an ice dam that can damage the roof). Proper insulation and air sealing also keeps attics cold in winter by blocking the entry of heat and moist air from below. In the summer, natural air flow in a well-vented attic moves super-heated air out of the attic, protecting roof shingles and removing moisture. The insulation will resist heat transfer into the house.

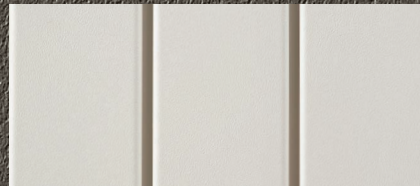
The most common mistake homeowners make when installing insulation is to block the flow of air at the eaves. NEVER COVER ATTIC SOFFIT VENTS WITH INSULATION. Use rafter vents and soffit vents to maintain airflow.

Source: EnergyStar.gov

NO HIDING THE FACTS: LESS IS MORE

The less you see of us, the more you'll like us. Our unique ventilation design, hidden deep within all six walls of the soffit panel, delivers up to 50 percent more ventilation than some competitor's hidden vent soffits. And better ventilation than standard soffit.

**It's a whole lot more,
with a whole lot less visible.**



**VENTURA HIDDEN
VENT SOFFIT**



**VENTILATED
SOFFIT**

VENTURA®

TRIPLE 3-1/3" HIDDEN VENT SOFFIT • TRIPLE 3-1/3" NON-VENTILATED SOFFIT

DEEP COLORS

MUSKET BROWN

PREMIUM

RUSSET RED

PREMIUM

RUGGED CANYON

PREMIUM

DEEP GRANITE

PREMIUM

ENGLISH WEDGEWOOD

PREMIUM

QUIET WILLOW

PREMIUM

MONTANA SUEDE

PREMIUM

LAKESHORE FERN

PREMIUM

MISTY SHADOW

PREMIUM

PORTSMOUTH BLUE

PREMIUM

VINEYARD GROVE

PREMIUM

AUTUMN HARVEST

PREMIUM

CLASSIC COLORS

HARBOR GREY

EVEREST

SCOTTISH THISTLE

PEBBLESTONE CLAY

CORN SILK

LIGHT COLORS

VICTORIAN GREY

TUSCAN OLIVE

WICKER

SANDTONE

SAGE

DESERT SAND

SILVER GREY

ALMOND

CLASSIC CREAM

LINEN

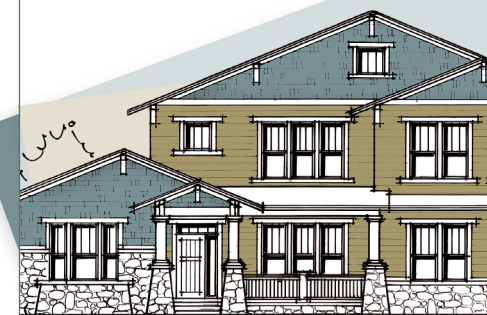
CAMEO

COLONIAL YELLOW

WHITE

Explore the possibilities.

With our interactive design tool, you can apply different combinations of colors and products to see how they look. Bring your vision to life at mastic.com/getstarted.



TEST OUR VINYL. WE DO. RIGOROUSLY. RELENTLESSLY.



OIL CAN TEST Siding panels are placed under heat strips and saturated to 120° – 140°F to make sure the siding doesn't warp or buckle.



WEATHERING Color retention (resistance to fading) is tested by subjecting products to real-time weather conditions and accelerated UV testing. This ensures that products will hold up in the most extreme environmental conditions.



RIGIDITY Panels are designed and engineered to be more rigid so the siding remains straight on the wall.



COLOR READ TEST Using a spherical spectrophotometer, a 10,000 watt xenon flash tube bounces light off a siding panel. This information is then analyzed to determine if the color falls within accepted ranges for color consistency and match.



VERTICAL HEIGHT IMPACT TEST Measures the product's durability and ability to resist impact forces — the result of proper thickness, formulation and impact modifiers.



GLOSS TEST A digital readout microgloss meter is used to scan siding to determine if its gloss falls within a target range. Gloss is important to the aesthetic appeal of the siding.

**BREATHE
EASY**

BREATHE EASY

Unlike some fiber cement products, vinyl siding does not produce harmful silica dust — silica dust can cause lung disease.



V.I.P. LIMITED LIFETIME WARRANTY

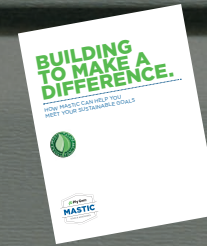
Premium guarantee of lasting quality and peace of mind — backed by Ply Gem, a trusted industry leader for 75+ years.

See warranty for complete details.

A HEALTHY RESPECT FOR THE PLANET — AND OUR CUSTOMERS.



Ply Gem can help you meet your sustainable building goals and earn points in leading green building certification programs. Our products offer features that positively contribute to sustainable practices, improved energy efficiency or lifecycle benefits of homes. All are foundational elements of sustainable building reflected in Ply Gem's Enviro initiative.



For more information on how Mastic products can help you meet your sustainable building goals, refer to our *Building to Make a Difference* white paper available at mastic.com.



SUSTAINABLE RESOURCES:

- Mastic vinyl siding is manufactured from two abundant natural resources: salt (57 percent) and natural gas (43 percent).¹
- During the manufacturing process of our vinyl siding, all unused material is reclaimed and reused, creating one of the most efficiently-produced exterior claddings available today.
- When installed and used properly, Mastic products never require paint or stain, which reduces VOCs released into the atmosphere.
- Mastic Performance Metals® have been third-party verified and Green Circle certified to contain a minimum of 67 percent recycled content.
- Ply Gem facilities reuse and recycle pallets and packaging material, reducing raw material needs and landfill use.



ENERGY EFFICIENCY:

- Vinyl siding requires less energy to manufacture per square foot than brick and mortar.²
- Mastic vinyl siding is lighter weight per square than other cladding options, so it requires less fuel to transport. Less fuel used means less pollution.
- When correctly installed, the Structure® Home Insulation System™ can reduce thermal bridging and help meet the requirements of an ENERGY STAR® Qualified new home. The Structure® Home Insulation System™ in a Double 6" profile has an R-value³ of R-3.0 using the testing method ASTM C1363, as specified by the Federal Trade Commission.
- Mastic Performance Metals® V-Groove soffit and roof and eave vents support proper attic ventilation efforts, which moderates attic temperatures and improves a home's energy efficiency. Mastic V-Groove metal soffit provides the most net free ventilation per linear foot of any aluminum soffit system.



LIFECYCLE BENEFITS OF HOMES:

- Mastic vinyl siding is durable and requires no site finish. Our Performance Metals® stand up to weather with virtually no maintenance. Our Designer Accents use thicker construction and a baked lacquer finish to ensure that they hold up season after season.
- When installed properly and under normal use, our products should never require painting or staining. They won't crack, peel, blister, or rot.
- All of our Performance Metals® aluminum accessories are easily recyclable. In fact, at the end of its lifecycle in building applications, 100 percent of the aluminum can be recycled.



VINYL SOFFIT ENVIRO SNAP SHOT:

LEED For Homes — Possible Points



LEED New Construction — Possible Points



NAHB Standards — Possible Points



¹ "A Dozen Things You Might Not Know That Make Vinyl Siding Green," page 9, Tad Radzinski, P.E., LEED AP, and VSI, October 10, 2009. <<http://www.vinylsiding.org/greenpaper/>>

² Ibid, page 10

³ R means resistance to heat flow. The higher the R-value, the greater the insulating power.



Looking for Mastic products with features that can contribute to overall energy savings, lower maintenance and reduced environmental impact? These logos identify products recognized by third parties as supporting green building practices.

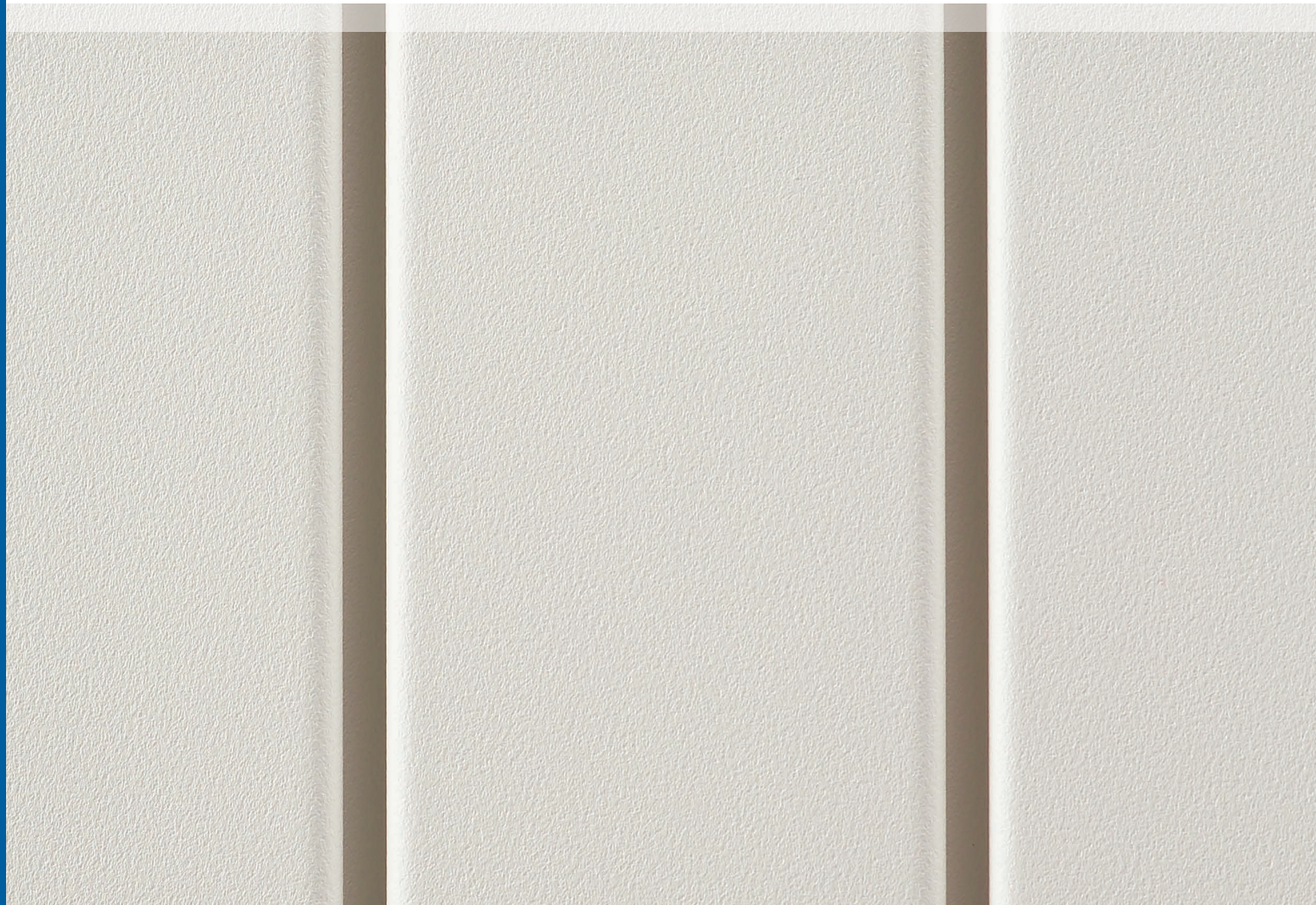


Mastic supports green building and it shows. We are active members of both the USGBC and NAHB — two key organizations that are working to define sustainable building practices.



THE PLY GEM PROMISE

Mastic products are backed by Ply Gem — a 75-year leader in pioneering performance home exteriors, with a superior warranty for exactly the home you want for decades to come.



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