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# EVERLAST™

*Polymeric Cladding*

## **Structural Attributes**

- Single Clapboard style with a 6-7/8" face width
- 1/4" thick Planks, 12' long, 3/4" panel projection
- Patent Pending Design includes EZNail™ hammer guide

## **Aesthetic Attributes**

- CedarTouch™ natural wood grain embossing
- Warm low gloss finish
- Deep, rich colors with matching or contrasting trim

## **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

## **Installation Attributes**

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

## **Environmental Attributes**

- 100% recyclable content
- Natural polymeric and inorganic mineral construction
- No natural wood fibers—won't absorb or retain moisture that can lead to warping or swelling
- No harmful silica dust created in cutting like 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 hail resistance
- Low-maintenance—regular cleaning restores original luster

## **Finishing Touches**

- Three profiles of trim for matching or contrasting colors; provides the perfect finishing touch to any installation



**EVERLAST™**  
*Polymeric Cladding*  
**Continued**

**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.

**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.

**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 panel of 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.

**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? It's on your home. Enhancing the view. Protecting against the elements.



*at last...* EVERLAST™

*Polymeric Cladding*



# Evolution of Cladding



## VINYL SIDING

- Susceptible to cracks and dents
- Visible overlap and unsightly seams
- Warping and buckling due to poor installation
- Not as authentic as wood, shiny “plastic” look



## FIBER CEMENT

- Heavy and time-consuming to install, requires at least 2 installers
- High-maintenance, requires re-painting and caulking
- Absorbs moisture
- Conforms to imperfections in wall surfaces
- Contains hazardous silica



## EVERLAST™

- Solid, thick plank construction
- Lightweight, about 1/3 the weight of Fiber Cement Siding
- Will NOT absorb moisture
- Virtually maintenance free
- Authentic wood appearance

# APPEARANCE

So natural looking, they'll think it's wood



## WOODGRAIN

- CedarTouch® natural wood-look embossing
- Warm low-gloss finish

## THICKNESS

- Thick planks
- Long lasting strength & durability

## WEATHERABLE FINISH

- ColorHold® UV-stable acrylic polymer
- Lifetime Fade Protection



# COMPOSITION

It's called Everlast™ for a reason



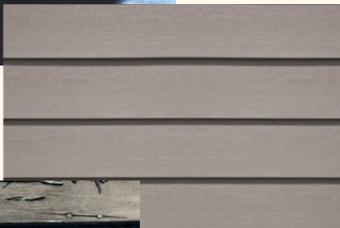
## Patent-pending formulation for:

- Long lasting durability
- Dimensional strength & stability
- Minimal expansion & contraction
- Weather resistance

WOOD

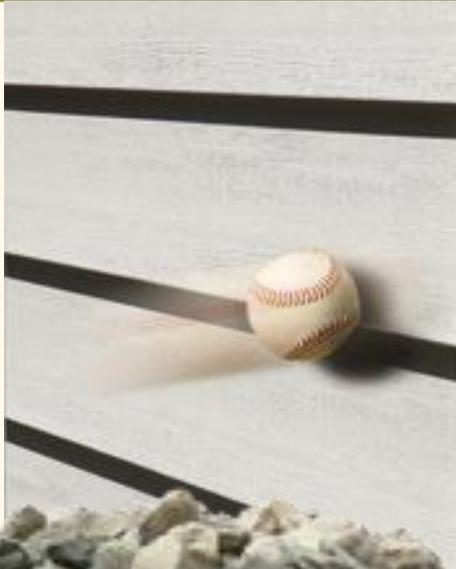


EVERLAST



# DURABILITY

It's a rock-solid investment!



- The patent-pending formulation includes crushed rock—it's the secret to Everlast's long-lasting toughness against the elements
- There is no wood or other materials that absorb moisture, so it absolutely will not rot like wood or delaminate like fiber cement



# COLORS & STYLES

10 rich, warm colors & 2 profiles to choose from



*seaside grey*

chestnut

4-1/2"

6-7/8"

misty taupe

ANTIQUE IVORY

*white*

SAND  
DUNE

*cabernet red*

*canvas*

harbor blue

SPANISH MOSS

