

**TruCedar®**  
Stronger Than Steel



Fresh Look.



Energy Efficient.



Sustainable.

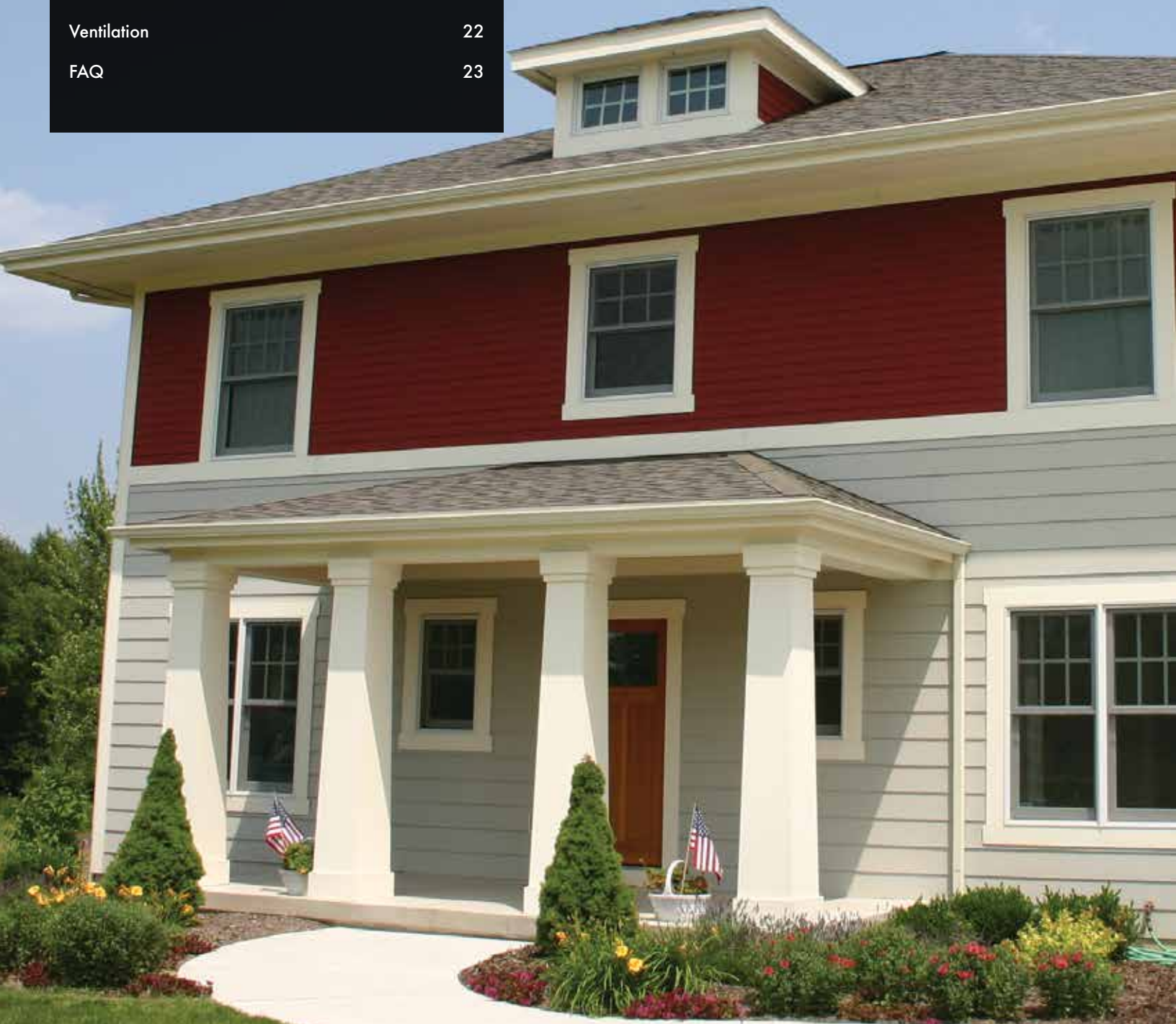


Worry Free Protection

**TruCedar®** Siding to last a lifetime.  
Rust, Hail and Color Guarantee

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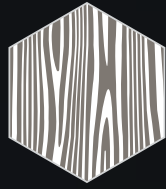


*Solid Finish Shown in Cottage Red and Pewter*

For more information visit [qualityedge.com/trucedar](http://qualityedge.com/trucedar)



# Siding Considerations



## Fresh Look

- Looks like freshly painted wood
- Freedom of color and design
- Adds value to your home and offers a high ROI



## Energy Efficient

- Helps to reduce energy costs
- Soffit that properly ventilates



## Sustainable

- Good for you, the environment and the world we live in
- Made from a recycled material and 100% recyclable
- Reduces the carbon footprint of your home



## Worry Free Protection

- No nonsense lifetime guarantee
- Beautiful and low maintenance solution
- High strength material that resists the elements

# Why TruCedar®?

Protecting your family and your investment



## Features



### Textured Definition and Dimension

Natural wood grain texture provides a more authentic and attractive look for lasting curb appeal.



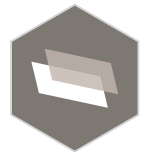
### Stain and Corrosion Resistant

CarbonTech90® Steel and ColorLock resists cracking, fire, termites, rust and decay.



### Lifetime Guarantee

Engineered out of one of the strongest construction materials in the world, TruCedar® offers a Rust, Hail, and Fade Guarantee.



### HD Woodgrain Finish

A hybrid Kynar® two tone finish that adds depth and definition to your siding.



### Water Management System

A continuous natural drainage plane preventing mold, rot, and moisture. Lock and overlap ensures tight seams for reduced water penetration and a straight, clean appearance.



### Simple Upkeep

Spend your time enjoying your home and not up on a ladder repainting.

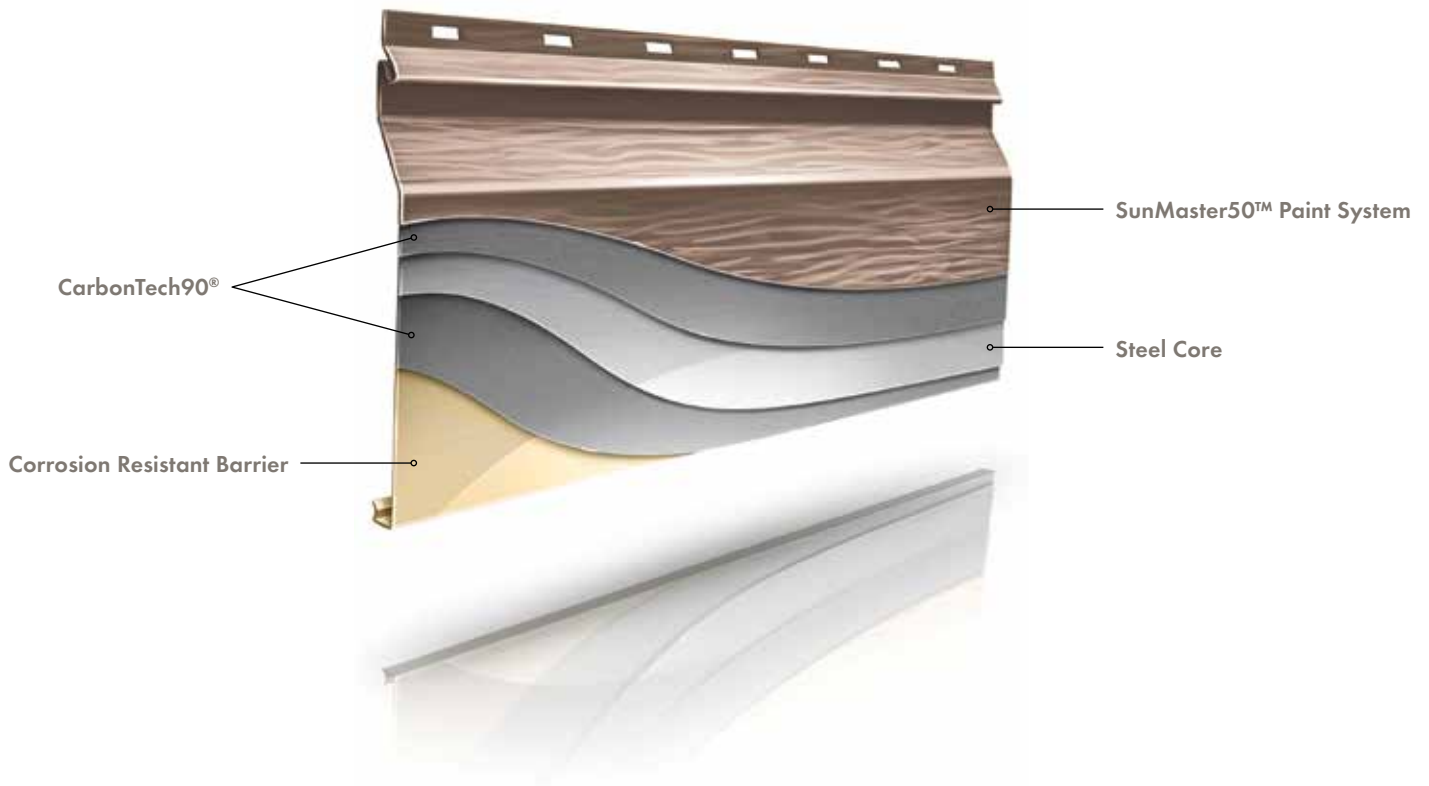


### Warp and Impact Resistant

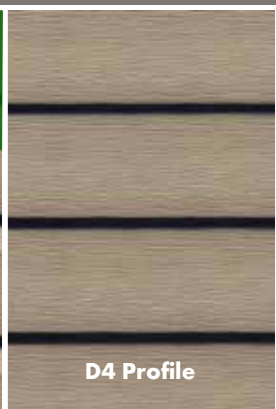
TruCedar® hides many imperfections of the wall and resists expansion/contraction, ensuring tight seams.

# The New Siding Experience

The Industry's best lifetime warranty with a Fade, Rust and Hail Guarantee



Now available in a wide variety of contemporary and historically correct profiles.



# Other Siding Options

## Vinyl

**A Surface Fix.** Often, vinyl siding is used as a short-term fix to cover existing bad siding. However, vinyl siding is not watertight. If the siding underneath is subject to constant wetting and inability to dry out fully, it can worsen existing problems.

**Flammable.** When enough heat or flame is applied to vinyl siding, the plastic will warp and melt. One fairly common issue is that vinyl siding can be melted or warped by a neighbor's window, a situation that is often specifically excluded from the manufacturer's warranty.

**Toxic.** Vinyl is a petroleum based product. Its primary component is PVC (polyvinyl chloride), a toxic chemical thought to cause cancer in humans. Many communities are moving away from vinyl siding due to its toxicity and the fact that it is not considered a green product.

## Fiber Cement

**Maintenance.** Fiber cement siding does periodically require repainting. Although fiber cement siding warranties may cover 50 years, most suppliers only guarantee their baked-on finish for 15. In the long run, most homeowners will eventually need to repaint.

**Fatal.** Installing fiber cement siding releases silica dust, which, in sufficient amounts, can cause a disabling and sometimes fatal lung disease called silicosis, in addition to other diseases. Smoking may increase these risks.

**Cost.** The extra weight of fiber cement siding makes it more expensive to install. Also, because it will be necessary to repaint the siding within the lifetime of the siding, the cost of repainting the entire house should be considered as well.



|   | QE | Vinyl                        | Fiber Cement                          |
|---|----|------------------------------|---------------------------------------|
| Appearance Seams                                | ●  | ○ – Not tight                | ⦿ – Caulked                           |
| Chalk and Fade Resistance                       | ●  | ⦿ – Fades                    | ⦿ – 5-7 Years                         |
| Ease of Maintenance                             | ●  | ⦿ – Crack/Fade               | ⦿ – Repaint in as little as 5-7 years |
| Environmentally Friendly                        | ●  | ○ – Petroleum                | ○ – Toxic (Silicosis)                 |
| Longevity                                       | ●  | ⦿ – Fades                    | ⦿ – Paint Peels                       |
| Realistic Appearance                            | ●  | ⦿ – Plastic                  | ●                                     |
| Warp Resistance                                 | ●  | ○ – Melts                    | ●                                     |
| Cold/Heat Resistance                            | ●  | ⦿ – Low Reflectivity         | ⦿                                     |
| Ability to Make Irregular Walls Appear Straight | ●  | ○ – Waving                   | ●                                     |
| Warranty Coverage                               | ●  | ⦿ – Poor Fade Coverage       | ⦿ – Poor Fade Coverage                |
| Moisture Resistance                             | ●  | ⦿ – Not Tight                | ⦿ – Cracks and Swells                 |
| Fire Resistance                                 | ●  | ○ – Melts                    | ●                                     |
| Range of Pre-Finished Colors                    | ●  | ○ – Limited Dark Colors      | ●                                     |
| Impact Resistance                               | ●  | ○ – Cracks to a Weed Whacker | ⦿                                     |
| Movement  | ●  | ○ – ≈ 1/2" Causing Warping   | ●                                     |

● : Excellent   ⦿ : Average   ○ : Poor





*HD Woodgrain Finish Shown in Napa Vine*

With TruCedar® enjoy  
the freedom of design.





## Double 4" Horizontal Lap

Traditional horizontal lap siding is a natural fit for any style home. Whether your home is colonial or cape cod, you'll find horizontal lap siding to be a great aesthetic choice.

Our **Double 4 (D4)** profile has a narrow 4" exposure and is very popular on colonial style homes. It can be used as a whole house application or as an accent.





*Solid Finish Shown in Pewter*



*HD Woodgrain Finish Shown in Mountain Laurel*

## Features

- Double thick rolled over nailing hem is designed to resist wind uplift
- Over 1/2 " panel projection adds strength for a straighter wall and natural shadow lines
- 12' panels offer the aesthetic advantage of less seams over 10' panels
- Material: Carbon Tech90® Steel
- SunMaster50™ Hybrid Kynar® finish that offers Lifetime Fade Protection







## Single 8" Horizontal Lap

**Single 8" (S8)** offers a wide 8" exposure and can give a larger home a modern look. It can be used as a whole house application or as an accent where wide lap panels are used to add visual weight.





*HD Woodgrain Shown in Cider Mill*



*Solid Finish Shown in Sahara*

## Features

- Double thick rolled over nailing hem is designed to resist wind uplift
- Over 1/2 " panel projection adds strength for a straighter wall and natural shadow lines
- 12' panels offer the aesthetic advantage of less seams over 10' panels
- Material: Carbon Tech90® Steel
- SunMaster50™ Hybrid Kynar® finish that offers Lifetime Fade Protection







## 6" Board & Batten (Narrow)

**6" Board & Batten** or Vertical Siding offers a narrow 6" exposure with 3/4" battens which recreates historical charm and a rustic cedar look. Unlike the horizontal lines of lap siding, board and batten puts a visual emphasis on the vertical panels and creates a taller appearance for the home. Vertical siding is often used as an accent, but can be used on whole house applications. Accurately replicate the true board and batten look by alternating wide (10") and narrow (6") panels. Lap siding combined with board and batten can create a comfortable, rurally inspired look.





*Solid Finish Shown in Bennington Beige*



*HD Woodgrain Shown in Napa Vine*

## Features

- Straight edged battens for a sharp, carpentered look
- $\frac{3}{4}$ " batten height,  $\frac{1}{4}$ " thicker than competitive panels
- 12' panels offer the aesthetic advantage of less seams over 10' panels
- Material: Carbon Tech90® Steel
- SunMaster50™ Hybrid Kynar® finish that offers Lifetime Fade Protection







## 10" Board & Batten (Wide)

**10" Board & Batten** or Vertical Siding offers a wide 10" exposure adding visual weight to your home.

Vertical siding is often used as an accent, but can be used on whole house applications. Accurately replicate the true board and batten look by alternating wide (10") and narrow (6") panels. Lap siding combined with board and batten can create a comfortable, rurally inspired look.





*Solid Finish Shown in Bennington Beige*



*HD Woodgrain Shown in Napa Vine*

## Features

- Straight edged battens for a sharp, carpentered look
- 3/4" batten height, 1/4" thicker than competitive panels
- Material: Carbon Tech90® Steel
- SunMaster50 Hybrid Kynar finish that offers Lifetime Fade Protection







## Single 6" Horizontal Dutch Lap

**Dutch Lap** was popular in the Mid-Atlantic region of the US during early settler days, but can be traced back to northern Europe. The dutch lap reflects the light that stands out when using darker colors. This grove improves strength, creates narrow reveal lines that add visual interest and deeper shadow lines.





*Solid Finish Shown in Woodland Cream*



Available in Noise & Thermal Insulation



Saves energy, stops hidden energy leaks



Adds higher R-Value (approx. 1)



Insulates from exterior noises



Creates a mold and moisture barrier

*Solid Finish Shown in Cottage Red*

## Features

- Double thick rolled over nailing hem is designed to resist wind uplift
- Over 1/2 " panel projection adds strength for a straighter wall and natural shadow lines
- 12' panels offer the aesthetic advantage of less seams over 10' panels
- Material: Carbon Tech90® Steel
- SunMaster50 Hybrid Kynar finish that offers Lifetime Fade Protection







## Single 6" Horizontal Lap

**Single 6** offers about 25% more siding panel exposure on the wall than 4" siding and a narrower reveal than 8", and can give a larger home a more modern look. It can be used as a whole house application or as an accent where wide lap panels are used to add visual weight.





*Solid Finish Shown in Norwood*



Available in Noise & Thermal Insulation



Saves energy, stops hidden energy leaks



Adds higher R-Value (approx. 1)



Insulates from exterior noises



Creates a mold and moisture barrier

*HD Woodgrain Finish Shown in Coastal Redwood*

## Features

- Double thick rolled over nailing hem is designed to resist wind uplift
- Over 1/2 " panel projection adds strength for a straighter wall and natural shadow lines
- 12' panels offer the aesthetic advantage of less seams over 10' panels
- Material: Carbon Tech90® Steel
- SunMaster50 Hybrid Kynar finish that offers Lifetime Fade Protection





# TruCedar® Siding Colors

## HD Woodgrain Colors >



Captiva [M12]

Cider Mill [M16]

Coastal Redwood [M14]

English Saddle [M17]

Mountain Laurel [M18]

Napa Vine [M15]



Rocky Tundra [M13]

Shade Tree [M11]

## Solid Colors >



Bennington Beige [401]

Cottage Red [411]

Dune [404]

Foothill Blue [405]

Thatch [410]

White [280]



Norwood [509]

Pewter [805]

Sahara [407]

Sycamore [409]

Woodland Cream [412]



# Trim and Ventilation Colors

With TruCedar® enjoy the freedom of color.



Autumn Leaf [560]



Black [518]



Brown [502]



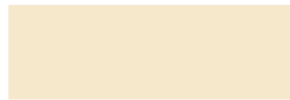
Cactus [200]



Champagne [827]



Clay [807]



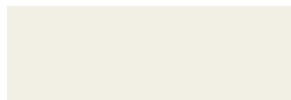
Cozy Cottage [606]



Cypress [559]



Desert Tan [327]



Eggshell [503]



Eldridge Gray [605]



Forest [522]



Granite [204]



Heather [506]



Herringbone [819]



Mocha [507]



Musket [508]



Navy [521]



Norwood [509]



Pewter [805]



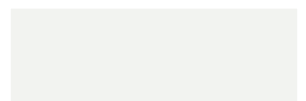
Prairie Sand [549]



Sable [538]



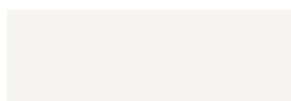
Sandy Beige [177]



Snowmist [523]



Terratone [511]



White [280]



Wicker [809]



Wineberry [604]

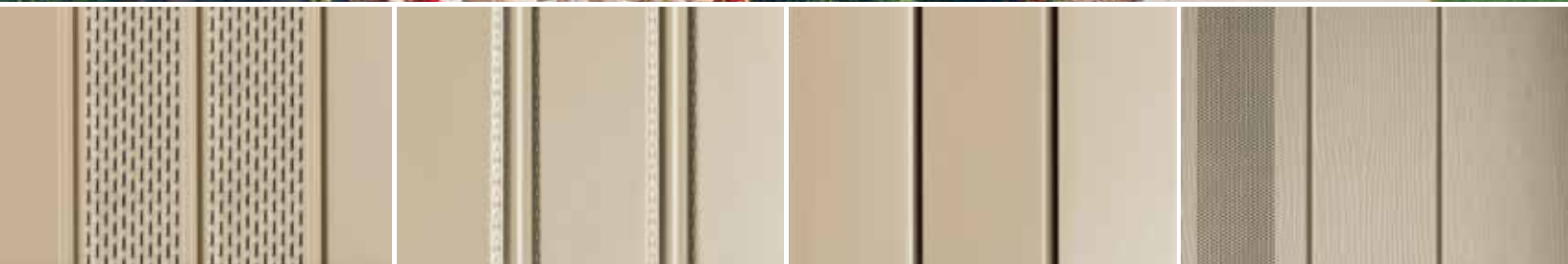




#### US Building Recommendations:

Your home must:

- Have more intake than exhaust
- Follow the 1/50 Code
- Have a minimum of 10 NFA
- Include continuous ventilation



**TruLine®**

Maximum Airflow

**TruBead®**

Adds Character and Curb Appeal

**TruVent®**

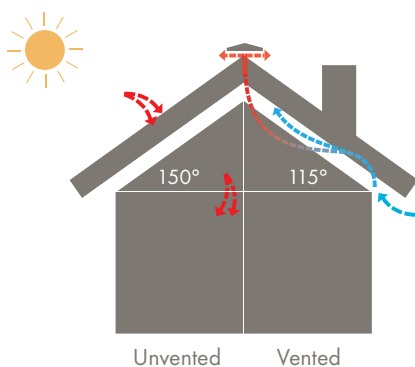
Sharp and Clean Look

**TruLegacy™**

Pure Wooden Look

## Ventilation

Summer



**70%**

of homes don't meet basic ventilation requirement

**50°**

Proper ventilation can lower temperature your attic up to 50°.

**\$3,300**

Save up to \$3,300 in energy savings over a 15 year mortgage

**Protect**

Your insulation and shingles



# FAQ

## Will steel siding rust?

TruCedar's rust resistance comes from the galvanizing process, where steel is alloyed with zinc, a metal that is less likely to corrode. When steel is galvanized, it is submerged in molten zinc, and the subsequent chemical reaction permanently bonds the zinc to the steel. The zinc is more than just a sealant or coating for the steel – the zinc and steel are permanently bonded. The exterior layer is entirely zinc, inner layers are a mixture of zinc and iron, and the interior layer is pure steel.

## Will TruCedar® fade?

TruCedar's SunMaster50™ coating is one of the most advanced coatings available today and has excellent color performance. Although you will find that any siding product may fade under certain conditions, TruCedar's lifetime limited warranty includes fade protection.

## Can TruCedar® be damaged by hail?

Yes, although steel is much more durable than other siding materials, even TruCedar® can be dented by large hailstones. TruCedar® is remarkably hail resistant, and is backed by a Lifetime limited warranty with a 50 year limited hail protection warranty.

## Will my TruCedar® siding need to be cleaned?

The average rainfall in most residential areas will keep the siding surfaces clean. We do recommend washing your TruCedar® siding every year, or more often as needed. For more information, please refer to the back of the warranty.

## What if I have a problem with my TruCedar® siding?

If at any point you have a problem with your TruCedar® siding, please contact our Customer Service department by mail, phone, or electronically.

## How does the cost of steel siding compare to other types of siding?

The up-front cost of steel siding will normally save you money over the life of your home. Our steel siding is coated with our durable SunMaster50™ coating with CoolWallPaint Technology to reduce the home's energy consumption.

## Do I need to tear off existing siding before re-siding?

Not necessarily. Your contractor will need to make sure that the existing siding is in good condition and will hold nails. During the bidding process, ask your contractor to assess your existing siding to determine whether it is suitable.

## How does the cost of new siding compare to the added resale value it provides?

Replacement of siding has long been considered one of the smartest investments you can make in the resale value of your home. New siding contributes to the home's all-important curb appeal, and helps ease potential home buyers' concerns about maintenance costs. New siding also makes an older home more comparable to a newer home, and therefore provides an excellent return on investment.

## Can I change the color of my TruCedar® siding at some point?

Yes, TruCedar's SunMaster50™ coating provides an excellent base for latex paint. If at any point you choose to change the color of your siding, simply repaint with any quality latex paint.

## Is TruCedar® available in more than one profile?

Yes, we have one of the largest selections in the industry. You can choose from Single 8", Single 6", Single 6" Dutch Lap, Double 4", Board & Batten 6", or Board & Batten 10" profiles.

## Do you offer soffit and gutters to match my TruCedar® siding?

Quality Edge offers roofing accessories, gutters, soffit, and fascia in colors to match or complement your TruCedar siding. For details about color and availability, ask your dealer for a color selector guide.

For installation instructions, go on to [qualityedge.com/tcinstall](http://qualityedge.com/tcinstall)





Design your home on  
the iPad or computer at  
[qualityedge.com/trucedar](http://qualityedge.com/trucedar)