



**ProVia**  
THE PROFESSIONAL WAY

CEDARMAX SIDING

**CEDARMAX<sup>®</sup>**  
SUPER POLYMER INSULATED SIDING

# OUTSTANDING PERFORMANCE INSIDE AND OUT

CedarMAX® Super Polymer Insulated Siding is an ASTM D7793 certified thermal cladding system that is recognized as a form of “continuous insulation,” or insulation installed on the outside of your home that helps reduce energy loss. Integration of ProVia’s exclusive Super Polymer Formulation with rigid EPS foam insulation, topped with an authentic cedar woodgrain, and backed by a **Lifetime Limited Warranty**, makes CedarMAX the perfect choice of exterior insulated cladding for your home.

1

## HIGH-TENSION STRUCTURAL RETURN & NAIL DEPTH GUIDE

- More rigid connection to the exterior wall
- Helps prevent nails from being nailed too tightly

2

## DOUBLE-PLY NAILING HEM

- Double the tear resistance
- Increased high wind performance

3

## PATENTED TWISTER LOCK AND CYCLONIC LOCKING SYSTEM

- Bolsters the lock
- Enhances overall rigidity of siding system on the wall
- Able to withstand winds of 160 (mph, ASD) 179 (mph, ASD)—8" Board 'n Batten\*
- Standard Design Pressure Rating: 62.1 psf (ASD); 77.7 psf (ASD)—8" Board 'n Batten\*



Florida Building Code FL#1712.5

4

## RIGID EPS FOAM INSULATION<sup>1</sup>

- Maximum thermal R-value<sup>2</sup> performance
- Increases panel rigidity
- Greater impact resistance than non-insulated siding
- Contains PREVENTOL® TM<sup>3</sup> termite protection

5

## 1 1/8" PANEL PROJECTION

- Enhanced shadow lines
- Added panel rigidity

6

## DROP GUARD

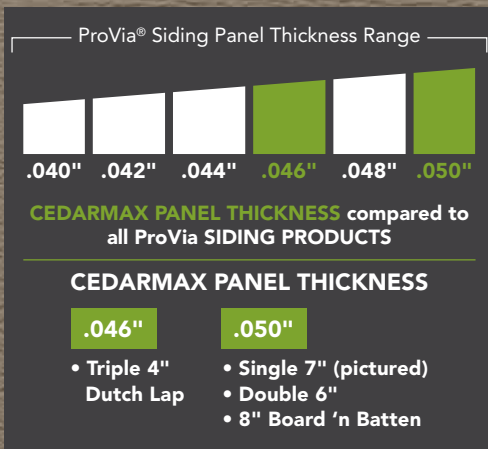
- Prevents the panel from dropping out of the lock during installation
- Secures the patented Twister Lock and Cyclonic Locking System

7

## TESTED AND CERTIFIED

- Meets or exceeds ASTM D7793
- Meets or exceeds VSI Product Certification

\*Rating per VSI Wind Speed Calculation Guidelines  
<sup>1,2,3</sup> See back cover for reference details



**SINGLE 7"**

- .050"
- 16' 2 1/2" Length
- 2.3 R-value

SHOWN IN PUEBLO

# WHAT'S INSIDE SUPER POLYMER?

A strong molecular chain that provides

**superior color retention** +

**weather resistance**

ProVia's Super Polymer formulation is comprised of our Tri-Pigment Reflective Technology, Weather Barrier Shield, SPX-2000 UV Protection and Color Keeper Anti-Fade Protection. Inorganic materials, anti-weathering ingredients, butyl and acrylic modifiers are melded together to create a strong molecular chain for superior color retention and weather resistance.

**THINK OF IT AS SUNSCREEN...  
FOR YOUR HOUSE!**



## SUPER POLYMER MEANS PEACE OF MIND

knowing your home is clad in the industry's best vinyl siding



### Tri-Pigment Reflective Technology

- A precise formulation of heat resistant inorganic pigments ensuring exacting deep colors.
- Reflects heat away from exterior walls and deflects damaging infrared solar rays to reduce solar heat build-up and unsightly weathering.



### Weather Barrier Shield

- A concentration of precisely formulated anti-weathering materials at the product surface.
- Helps ensure long-lasting color fidelity and maintenance freedom for your home's exterior.



### SPX-2000 UV Protection

- Helps block the destructive effects of the sun's UV rays.



### Color Keeper Anti-Fade Protection

- Meticulously engineered with the finest mix of ingredients that build a stronger molecular chain for superior color retention.

# EXCEPTIONAL PERFORMANCE

## IMPACT RESISTANT



Our Super Polymer formulation is engineered with high-grade impact modifiers that act as shock absorbers. These impact modifiers add strength, toughness and durability and provide our siding with the highest impact resistance for the life of the products.


CedarMAX® Super Polymer Insulated Siding with laminated rigid EPS foam provides **five times greater impact resistance** than non-insulated siding.

Based on historical warranty analysis, ProVia's® siding products had little to no hail damage warranty claims.

### THIRD PARTY ACCREDITATION AND TESTING

ProVia's Super Polymer vinyl siding is ASTM 4226 certified and tested for impact resistance that exceeds 60 lb/ft.

## IMPERVIOUS TO MOISTURE



Unlike wood and fiber cement, ProVia's Super Polymer formulation is **engineered with high-grade weathering defenses** that enhance the inherent water resistance of vinyl.

This ensures moisture management for your home's exterior and provides long-lasting performance for the life of the product.

## INHERENTLY FLAME RETARDANT

Our siding products are Class A fire rated based on ASTM E84, ASTM D635 and ASTM E119-88 testing and certification. ProVia's Super Polymer formulation is a PVC (vinyl) based product which does not ignite quickly and is inherently flame retardant.

Most home structure fires originate in the interior of the home. Only 4% of house fires start on the outside of the structure and fewer than 3% of house fires originate with the exterior wall surface.

- National Fire Protection Association, Home Structures Fires, April 2018



# + THE ADVANTAGES OF INSULATED SIDING



## CONTINUOUS INSULATION

Tested and proven to increase the R-value<sup>2</sup> of an exterior wall, CedarMAX foam backed vinyl siding is one of the most energy-efficient exterior claddings on the market. That's because unlike most wall insulation that resides only between studs, CedarMAX insulated siding covers the entire exterior wall, providing continuous insulation over studs that normally wouldn't be insulated. Wall studs comprise up to 25% of a wall's surface on an average home, and having them uninsulated equates to having one entire wall with no insulation at all!

## SOUND REDUCTION

Sometimes you want to open your windows and listen to certain noises outside, whether it's the gentle sound of the breeze blowing through the trees or the cheerful melody of birds announcing the arrival of spring. Other times, you'd prefer to block out certain sounds, such as your neighbor's chainsaw, a passing motorcycle, or a nearby plane taking off. The added foam insulation in CedarMAX insulated vinyl siding may help reduce outside noise transmission by as much as 39%, according to a study that Progressive Foam Technologies had conducted by a third-party test laboratory.



## DID YOU KNOW?

Since ProVia's vinyl siding does not require painting, staining, or caulking, no harmful solvents are released into the environment to maintain it. As a result, ProVia's vinyl siding can earn points in **leading green building certification programs.**

**Save money by reducing maintenance costs.**

Visit [provia.com/siding](http://provia.com/siding) for more information on how to clean vinyl siding.

- ✓ Energy efficient
- ✓ Lightweight
- ✓ Minimal maintenance required
- ✓ Available in larger profiles
- ✓ Saves money on utilities
- ✓ Beneficial in all climates

QUALITY  
SECOND TO **NONE**

**LIFETIME**  
LIMITED WARRANTY



ASTM INTERNATIONAL

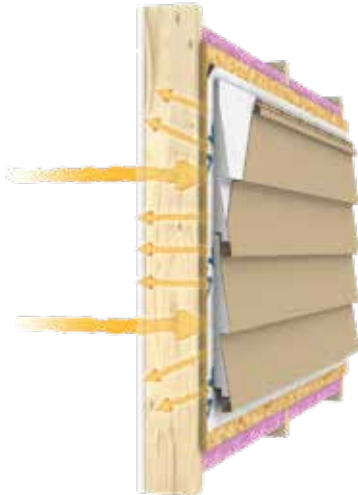


ProVia's insulated vinyl siding products are meticulously engineered to meet or exceed ASTM standards set forth by the Vinyl Siding Institute (VSI).

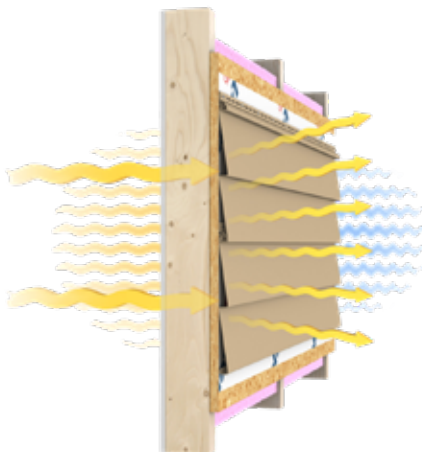
As a result, contractors, installers and homeowners benefit from product durability, longevity and performance for a lifetime.

# CEDARMAX<sup>®</sup> IS ENGINEERED TO PROTECT YOUR HOME

## INSULATED SIDING



## NON-INSULATED SIDING

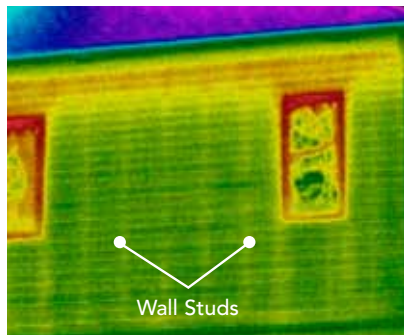


CedarMAX insulated siding performs an important function in a home's energy performance: breaking the "thermal bridge" between the home's studs and exterior cladding. Thermal bridging occurs when materials with poor insulating properties contact each other, allowing heat to flow through them.

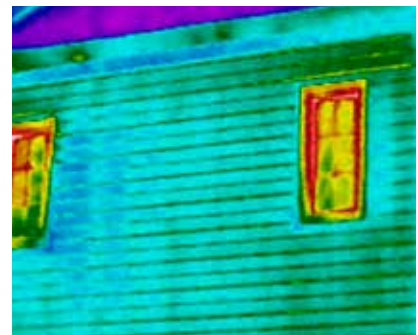
Most wall insulation is placed between the studs. Wall studs, both wood and metal, conduct heat. And since wall studs represent up to 25% of the wall surface of an average home, that's like having one entire wall with no insulation. Insulated siding blankets the home, providing continuous insulation to help increase the total wall R-value of a home.

These thermal images show how a home's studs allow heat to pass through a wall. **Insulated siding creates a barrier over the studs**, interrupting the flow of heat.

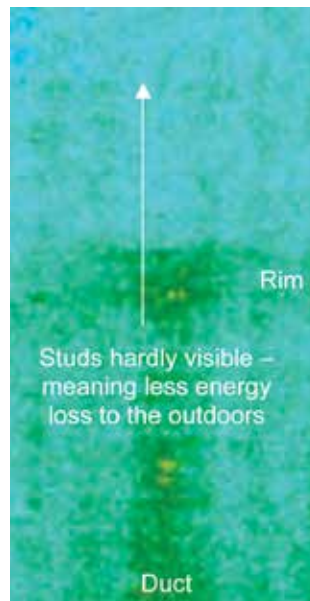
### BEFORE CEDARMAX



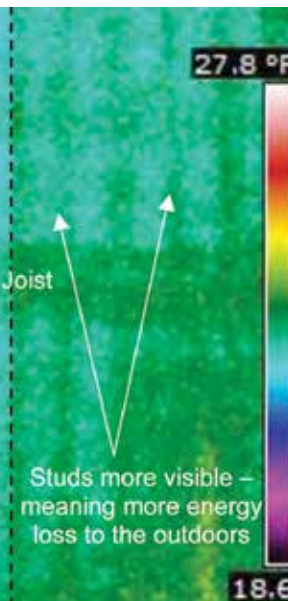
### AFTER CEDARMAX



### INSULATED SIDING



### FIBER CEMENT SIDING



These thermal images from the NYSERDA study show how a home's studs allow heat to pass through a wall. **Insulated siding creates a barrier over the studs**, interrupting the flow of heat.

# THE **ADVANTAGES** OF VINYL SIDING

	CedarMAX Insulated Vinyl Siding	Fiber Cement Board
<p>DURABILITY</p> 	<ul style="list-style-type: none"> <li>• Industry-leading formulation engineered for maximum strength and stability</li> <li>• Double-ply windload nailing hem</li> <li>• Meets or exceeds ASTM standards</li> </ul>	<ul style="list-style-type: none"> <li>• Susceptible to freeze/thaw conditions</li> <li>• Absorbs moisture</li> <li>• Potential for rot, mold and/or poor indoor air quality</li> </ul>
<p>BEAUTY</p> 	<ul style="list-style-type: none"> <li>• Ever-evolving spectrum of colors, including traditional and trending color palettes</li> <li>• Variety of profiles and coordinating accessories available to create unique curb appeal</li> </ul>	<ul style="list-style-type: none"> <li>• Higher cost for pre-finished color options</li> <li>• Limited colors available from manufacturer</li> <li>• Periodic repainting necessary</li> </ul>
<p>MAINTENANCE</p> 	<ul style="list-style-type: none"> <li>• Virtually maintenance free; easily cleaned with mild detergent, a brush, and a garden hose</li> <li>• No time-consuming priming, caulking, or painting</li> </ul>	<ul style="list-style-type: none"> <li>• Must be repainted to maintain appearance and moisture resistance</li> <li>• Caulking and periodic re-caulking are necessary to prevent moisture damage</li> </ul>
<p>INSTALLATION</p> 	<ul style="list-style-type: none"> <li>• Starts performing from the moment of installation</li> <li>• No labor-intensive priming, caulking or painting</li> </ul>	<ul style="list-style-type: none"> <li>• If not prefinished (at added cost), must be primed</li> <li>• Must be painted</li> <li>• Requires caulking</li> </ul>
<p>ENVIRONMENTAL IMPACT</p> 	<ul style="list-style-type: none"> <li>• Requires no additional finish resources</li> <li>• Can be recycled</li> <li>• We offer CedarMAX insulated siding to reduce heat loss</li> </ul>	<ul style="list-style-type: none"> <li>• Earns relatively low points in the ICC 700 National Green Building Standard™</li> </ul>
<p>VALUE</p> 	<ul style="list-style-type: none"> <li>• Lower total installed cost (includes material and labor)</li> <li>• Never requires painting</li> <li>• No long-term maintenance costs</li> <li>• Lifetime Limited Warranty</li> </ul>	<ul style="list-style-type: none"> <li>• More than 51% higher initial purchase price (includes labor and finish costs) than vinyl siding</li> <li>• Requires priming and 1-2 coats of paint</li> <li>• Up to 15% upcharge for preprimed and prefinished boards</li> </ul>

# CEDARMAX® COLORS



**LIFESTYLE** COLLECTION

White	Linen	Antique White
Cream	Alabaster	Chateau
Sandalwood	Gray	Pewter
Clay	Everest	Prairie
Premium Blue	Sage	



**SIGNATURE** COLLECTION

Canyon	Granite	Aspen
Pueblo	Nautica	Mountain Berry
Timberline	Sea Slate	Nightfall
Neptune	Myst Gray	Harvest Red
Pine		

## COMPLETE THE LOOK!

Coordinate CedarMAX with ProVia's extensive portfolio of exterior products!



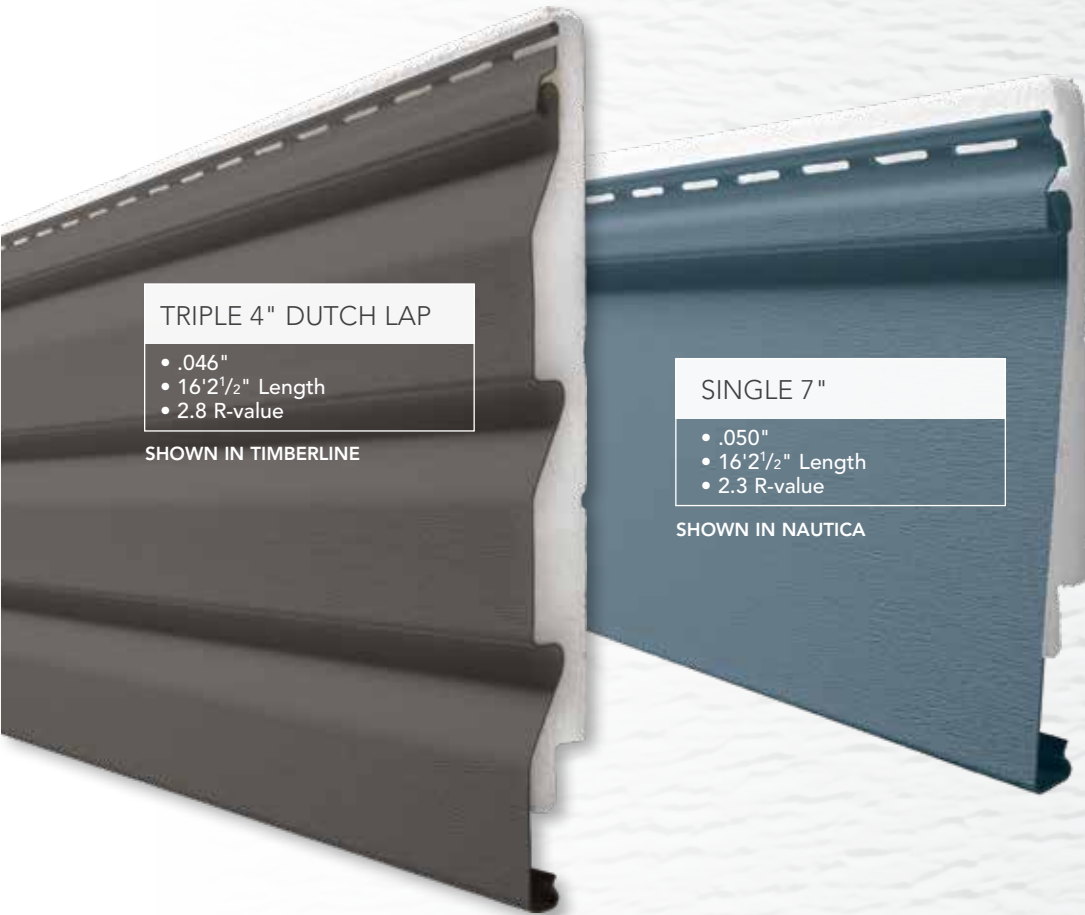
GRAY SIDING	MOUNTAIN BERRY SHAKE	ASPEN SIDING	CLAY SHAKE	SEA SLATE SIDING	GRAY SHAKE
ERIE DRY STACK	SOUTHBRIAR LEDGESTONE	SLATE TERRA CUT			

Always refer to our color selector for accurate color representation.



# CEDARMAX PROFILES

Style options that add to your unique **curb appeal!**



## TRIPLE 4" DUTCH LAP

- .046"
- 16'2 1/2" Length
- 2.8 R-value

SHOWN IN **TIMBERLINE**



## SINGLE 7"

- .050"
- 16'2 1/2" Length
- 2.3 R-value

SHOWN IN **NAUTICA**



## 8" BOARD 'N BATTEN

- .050"
- 10' Length
- 2.2 R-value

SHOWN IN **SEA SLATE**



## DOUBLE 6"

- .050"
- 12'6" & 16'2 1/2" Lengths
- 2.4 R-value

SHOWN IN **PUEBLO**



TRIPLE 4" DUTCH LAP  
SHOWN IN **SAGE**



DOUBLE 6"  
SHOWN IN **EVEREST**



8" BOARD 'N BATTEN  
SHOWN IN **MOUNTAIN BERRY**



SINGLE 7"  
SHOWN IN **ASPEN**

# COORDINATING ACCESSORIES



**A - Round Vent**



**A - Octagon Vent**



**A - Rectangle Vent**



**B - Board 'n Batten**



**B - Polypropylene Shake**



**C - Vented Soffit**



**C - Solid Soffit**



**D - Trim Coil**



**E - Outside Corner Post**



**F - Inside Corner Post**



**G - Window/Door Surround**



**H - Light Block**



**I - J-Channel**



**J - F-Channel**



**K - Undersill Finish Trim**



**L - Starter Strip**



SINGLE 7"  
AND BOARD 'N BATTEN  
SHOWN IN WHITE



“To serve, by caring for details in ways others won’t.” It’s not just our mission, but a way of letting our light shine every day at ProVia®. We continually strive to put these words into action by providing unmatched quality and service. The heart-shaped weep hole symbolizes each employee’s commitment to devoting the utmost care, pride and quality into each building product we manufacture...it’s The Professional Way.

1. Progressive Foam Technologies, Inc’s Fullback Insulation
2. R-values are based on Federal Trade Commission requirements under the ASTM C1363 standard, which provides stringent, repeatable and reproducible results. While R-values for some profiles produced through ASTM C1363 testing may result in lower R-values than simulation modeling, the home insulating performance of insulated siding has not changed. ASTM C1363 testing provides added assurance of its energy efficiency performance and R-value results.
3. PREVENTOL® TM is a registered trademark of Progressive Foam Technologies, Inc.

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