



# GENTEK STEEL SIDING

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THE SUPERIOR SIDING CHOICE VERSUS FRC SIDING

# Why Steel?

- Product of choice in the hail belt
- Perfect option for communities that do not allow vinyl siding



THE SIDING OTHER STEEL IS MEASURED BY



GENTEK®

# Fiber-Reinforced Cement Siding

## Attributes

- Fire rating
- Impact resistance
- Windload
- Rigidity
- Color palette
- Accessories

## Negatives

- Maintenance issues
  - May require caulking
  - May require painting
- Warranty
- Labor intensive
- Absorbs moisture
- Installation
- Traps moisture

INTRODUCING...



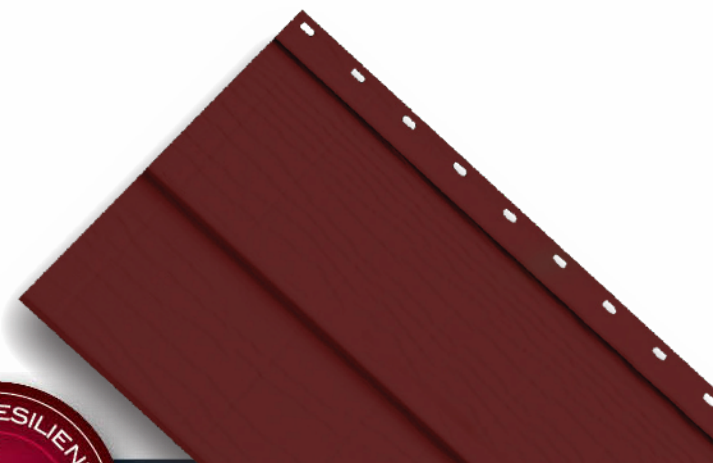
# STEELTEK™ SUPREME

STEEL SIDING WITH KYNAR® PVDF



# SteelTek Supreme Steel Siding

- Roll-formed 29 gauge Galvalume® AZ-50 steel for maximum strength – 95 lbs. per square
- Greater zinc content in the hot-dipped steel coating process provides excellent corrosion resistance
- Up to 4x better corrosion protection than G60 or G90 galvanized coatings
- Does not absorb moisture
- Class A fire rating
- Easy to install



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# SteelTek Supreme Steel Siding

- Low maintenance
- No issues with wood-boring insects
- Environmentally friendly
- Lifetime limited, non-prorated, transferable warranty for original owner
- 50 year hail and 35 year chalk and color change warranty; measured against an established standard



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# Kynar PVDF Coating Technology

- Best-in-class steel coating system
- Highly durable and weatherable
- Fluorinated polymer pigments ensure excellent color retention
- Low-gloss rating of 7 for a strong, luxurious appearance



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# Kynar PVDF Coating Technology

- Addition of nylon fiber in the Kynar PVDF coating increases durability
- Resists stains, airborne pollutants and dirt adhesion
- Resists scratches, chalking, pitting and chipping
- Resists mildew and fungus – does not have UV-sensitive organic material for mildew growth



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# FRC vs. Steel Siding – Beauty

## Fiber Cement

- Made of cellulose and cement
- If not prefinished it must be primed, painted and caulked
- Face-nailed, lies flat against the wall, 5/16" butt edge, minimum shadow line, forms to the shape of the wall

## SteelTek Supreme

- Galvalume AZ-50 steel with Kynar PVDF coating provides a superior finish
- Never needs to be painted and requires no caulk

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# FRC vs. Steel Siding – Maintenance

## Fiber Cement

- May require re-caulking to seal seams
- May require repainting every 3 - 5 years
- Pre-finished fiber cement has 15 year warranty on the finish

## SteelTek Supreme

- Simply rinse occasionally with a garden hose to restore the like-new beauty

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# FRC vs. Steel Siding – Durability

## Fiber Cement

- Absorbs moisture, swells and pulls nails from the studs
- Must be handled properly to avoid cracks and chips during shipping, delivery and installation
- Susceptible to delaminating in freeze/thaw conditions

## SteelTek Supreme

- Highly weatherable; withstands frigid cold, blistering sun, pounding rain, humidity, abrasion and more
- Resists staining, dirt and airborne pollutants
- Resists impact damage and hail damage

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# FRC vs. Steel Siding – Windload

## Fiber Cement

- Maximum basic wind speed test for James Hardie® HardiPlank® Lap siding is listed at 150 mph<sup>1</sup>

## SteelTek Supreme

- Tested to withstand wind speed exceeding 160 mph

<sup>1</sup>[www.jameshardie.com/pdf/technical-bulletins/12-installation-over-sips.pdf](http://www.jameshardie.com/pdf/technical-bulletins/12-installation-over-sips.pdf)

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# FRC vs. Steel Siding – Installation Ease

## Fiber Cement

- Labor intensive
- Precise cutting is required for a professional finish
- Dust mask/respirator is advised to avoid inhaling silica dust
- HEPA vacuums or wet cleanup methods are recommended<sup>2</sup>
- Installs flat against the wall; conforms to the wall shape

<sup>2</sup>[www.jameshardie.com/pdf/best-practices/hz/hz5-2012-v6-1-hardiplank.pdf](http://www.jameshardie.com/pdf/best-practices/hz/hz5-2012-v6-1-hardiplank.pdf)

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# FRC vs. Steel Siding – Installation Ease

## SteelTek Supreme

- Easy to install; creates a neat, uniform finish
- Factory lock, nailing hem and pre-punched nailing holes
- Rigid, can be floated over irregular or non-level walls
- To cut steel siding, use approved steel siding electric snips, circular saw blade with a minimum of 50 teeth on a 7" blade, or a steel siding sheer (guillotine)
- Recommended circular saw blade: Tenryu 18548BW 7-1/4" Steel-Pro® metal-cutting blade with 48 TPI; blades cost approximately \$50

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# FRC vs. Steel Siding – Environmental Impact

## Fiber Cement

- Many fiber cement manufacturers send production scraps to landfills

## SteelTek Supreme

- Steel siding is 100% recyclable!



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# FRC – Potential Health Hazards

## The Dangers of Silica Dust<sup>3</sup>

- FRC contains respirable crystalline silica – considered by NIOSH to be a cause of cancer
- Inhaling excessive amounts of silica can cause silicosis lung disease
- NIOSH-approved dust mask is recommended during installation or handling
- HEPA vacuums or wet cleanup is recommended



<sup>3</sup>[www.jameshardie.com/pdf/best-practices/hz/hz5-2012-v6-1-hardiplank.pdf](http://www.jameshardie.com/pdf/best-practices/hz/hz5-2012-v6-1-hardiplank.pdf)

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# FRC vs. Steel Siding – Warranty Coverage

## Fiber Cement

- 30 year warranty on manufacturer's defects, hail and termite damage
- Warranty covers material only – no labor coverage
- 15 year limited finish warranty on prefinished products; prefinished warranty is prorated after 1 year at 6.67% per year
- Remedy for prefinished warranty failure is limited to \$1/sq. ft. in the first year



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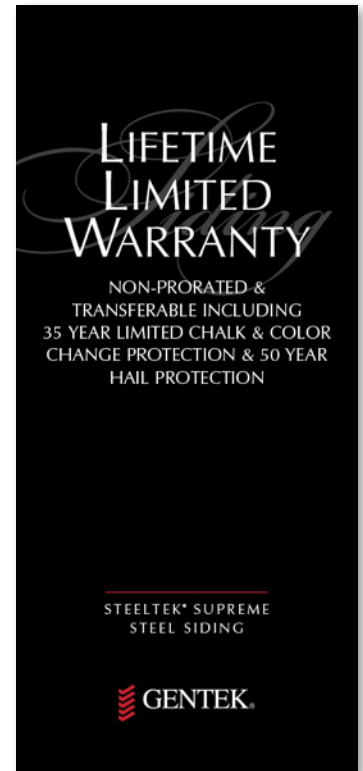
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# FRC vs. Steel Siding – Warranty Coverage

## SteelTek Supreme

- Industry-leading warranty
- Lifetime limited, non-prorated, transferable warranty for original owner
- 50 year hail protection
- 35 year chalk and color change coverage; measured against established standards



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# SteelTek Supreme – Versatile Profile Designs

- Four distinctive profiles for expanded design options
- Natural-looking wood textures
- Achieves the upscale beauty of freshly painted wood but without the maintenance

12" Vertical Board & Batten  
Medium Woodgrain Texture

8" Clapboard  
Roughsawn Texture

Double 5" Clapboard  
Roughsawn Texture

Double 4" Clapboard  
Roughsawn Texture

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# SteelTek Supreme – Architectural Color Palette



- Rich palette mimics the color of nature for eye-catching visual appeal
- Trim coil and engineered metal components in matching colors
- 3/4" and 1-1/8" J-channel, 3/4" OSCP, Snap-Lock trim, steel starter strip, 24" aluminum trim

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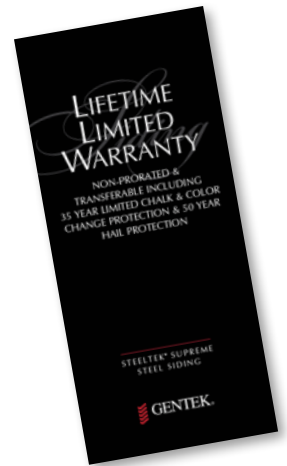
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# Marketing Support

Marketing support includes:

- Brochure
- Sell sheet
- Warranty
- Sample folder
- Fandeck
- Economy sample bag



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# Freight and Transportation Policy

The following freight and transportation policies apply to All Metal product lines shipping out of Avenel/Woodbridge, NJ, facility. For special requirements and questions, please call your account representative or one of our customer service team members.

**Freight Table – Freight/Drop Charges**

| Order Size in Pounds → | 10,000 and Up       | 9,999 to 5,000      | 4,999 to 2,500      | 2,499 to 1,500      | Less than 1,500     |
|------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| <b>Zone 1</b>          | Pre-Paid            | \$100               | \$200               | \$300               | Actual Freight Cost |
| <b>Zone 2</b>          | Pre-Paid            | \$150               | \$300               | \$400               | Actual Freight Cost |
| <b>Zone 3</b>          | Pre-Paid            | \$250               | \$400               | \$600               | Actual Freight Cost |
| <b>Zone 4</b>          | Pre-Paid            | \$350               | \$600               | Actual Freight Cost | Actual Freight Cost |
| <b>Zone 5</b>          | Actual Freight Cost | Actual Freight Cost | Actual Freight Cost | Actual Freight Cost | Actual Freight Cost |

**Zone 1 :** DE, IL, IN, KY, MD, MI, NJ, NC, OH, PA, TN, VA, WV, WI

**Zone 2 :** AL, AR, CT, GA, IA, KS, LA, MA, ME, MN, MO, MS, ND, NE, NH, NY, OH, RI, SC, SD, VT

**Zone 3 :** CO, FL, ID, MT, TX, UT, WY

**Zone 4 :** AZ, CA, NM, NV, OR, WA

**Zone 5 :** AK, HI, Canada and All Other Export Orders

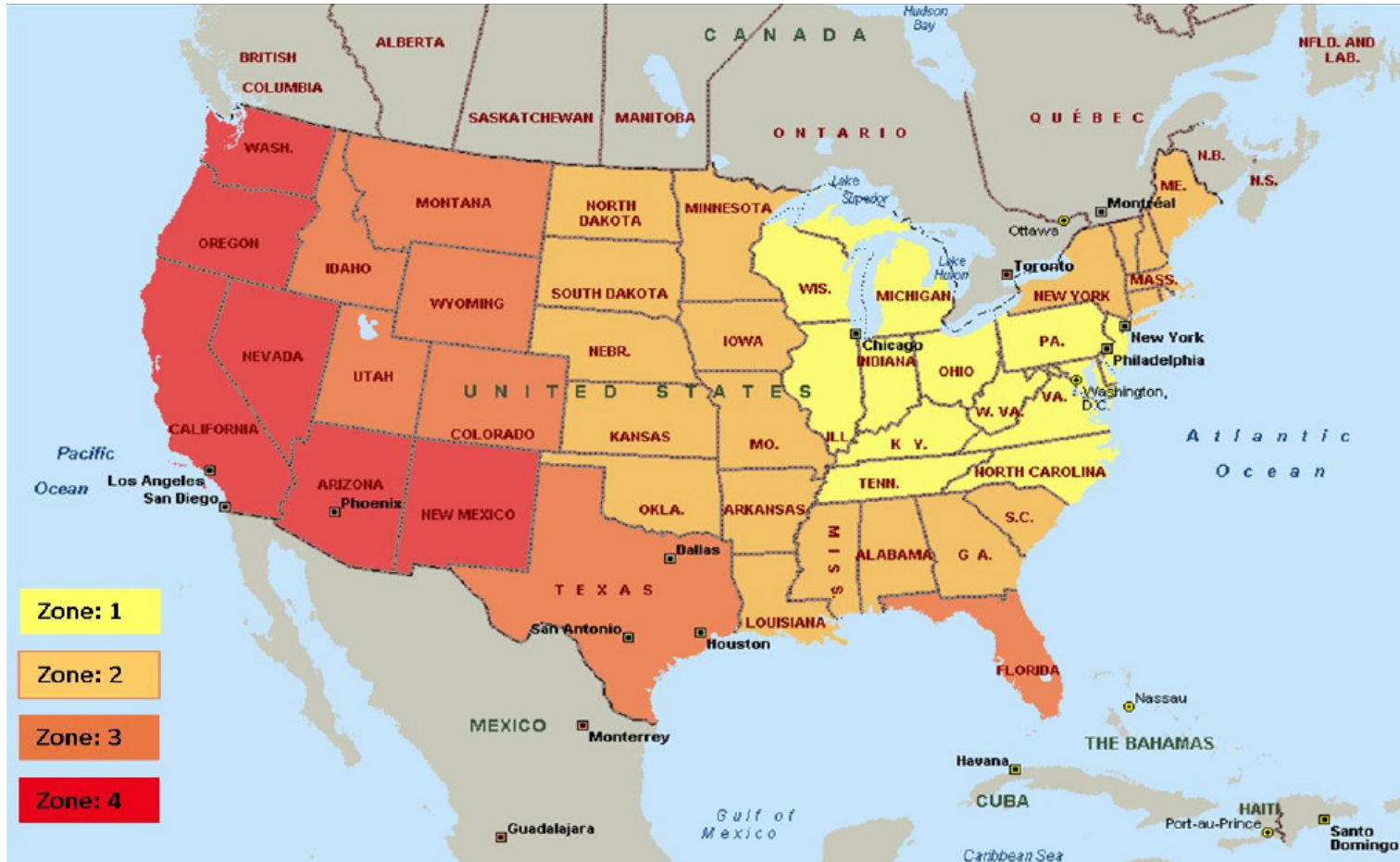
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# Freight and Transportation Policy



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