

Energy and Recyclability.

Why Celect Cellular Exteriors is the select choice for today. And tomorrow.

Technology never sleeps. What was a good solution yesterday is surpassed today. True in electronics. True in home exteriors.

Celect Cellular Exteriors is today's — and tomorrow's — intelligent design solution to several major problems that have plagued homeowners for decades. No matter whether the home they're remodeling is brand new — or has withstood nature's assault for decades.

ENERGY AND RECYCLABILITY, THE NEXT GENERATION.

Celect Cellular Exteriors are made from cellular PVC, a material that provides twice the R-value of fiber cement. And, it insulates 70% more efficiently than wood! Further, it's protected by a Kynar Aquatec® coating, originally used in commercial buildings, that reflects energy back into the atmosphere rather than absorbing it.

Celect cuts cleanly, emits no VOCs and is 100% recyclable.

See how Celect matches up against the other current choices when it comes to issues that matter.

THE PAST

Wood

- High-end Look
- Needs Caulking
- Needs Repainting
- Mildew Damage
- Insect Damage

1950s

Vinyl

- Maintenance Free
- Easy to Install
- Value Priced
- Mature Technology

1990s

Fiber Cement

- Sturdy
- Coating Can Break Down
- Needs Recaulking
- Low Energy Savings

TODAY

Celect Cellular Exteriors

Withstands Nature's Assaults



Energy and Recyclability

- Designed not to absorb heat, reducing energy demand
- The combination of the Celect substrate and the Kynar Aquatec® coating allows sunlight to reflect back into the atmosphere, keeping your walls cool
- Almost twice the R-value of fiber cement
- Insulates 70% better than wood
- Product is 100% recyclable
- Light substrate keeps exterior cooler
- Made with no chemicals of concern
- No VOCs emitted
- Lower energy cost than alternatives
- Cuts cleanly
- Interlocking system reduces escape of energy through seams

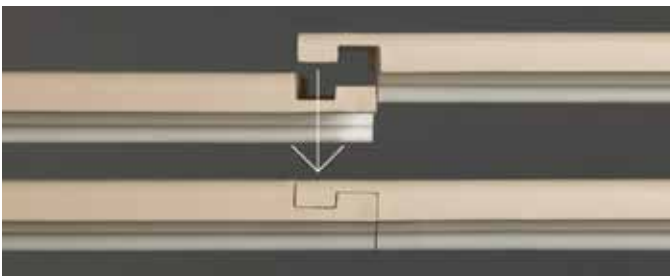
Light substrate keeps cooler.

Celect is composed of a unique light colored substrate which reflects rather than absorbs heat, helping to keep house cooler in summer, warmer in winter.



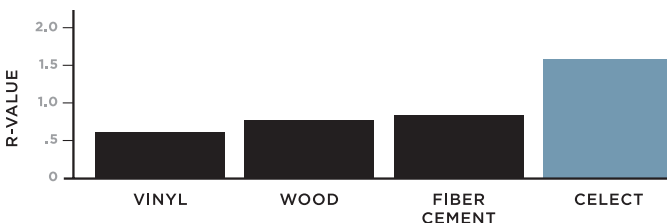
Seams reduce energy loss.

Celect's unique, interlocking seam and gravity-lock features work together to reduce energy exfiltration through the exterior wall. Helps reduce energy consumption year-round.



Superior R-value.

Celect has higher insulating value than other building envelope options. Measured by ASTM 1363, Celect was shown to have an R-value nearly twice that of wood and fiber cement.



Reflective coating reduces heat absorption.

The Kynar Aquatec® based coating that protects the Celect surface was originally formulated for use on commercial roofing. Its superior light reflective properties actually bounce sunlight into the atmosphere rather than absorbing it.



Celect is recyclable, no VOCs.

The cellular substrate is 100% recyclable and the Kynar Aquatec coating is water-based. Celect cellular exteriors emit no chemicals of concern or VOCs.

