

Installation Efficiency.

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.

INSTALLATION EFFICIENCY, THE NEXT GENERATION.

Celect cellular siding has no butt joints. Instead, individual boards interlock with a patent-pending seam system, installing faster than fiber cement. There's no need for special equipment or gear and both boards and trim can be easily machined with standard woodworking tools.

Celect has a superior strength-to-weight ratio. So there is no heavy lifting on the job site, no difficulty loading products onto scaffolding. The result is faster installation, higher productivity and a happier job crew.

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



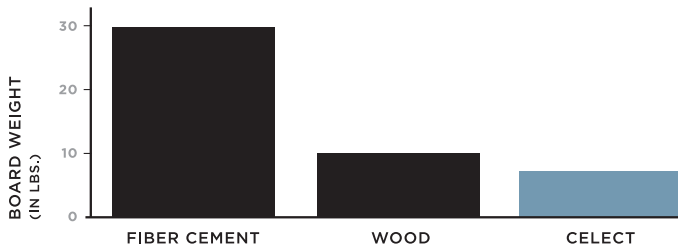
Benefits of Celect Cellular Exteriors

Installation Efficiency

- Boards interlock
- Gravity lock keeps courses straight
- Large increase in crew efficiency
- Works like wood
- Manufacturer coating in the touch-up kit — no problems with compromised coating
- Installs faster than a fiber cement panel
- Strong and lightweight

Lightweight but strong.

Celect is lighter than comparable products. Finish a job faster than a standard fiber cement installation. Increase in crew efficiency can significantly boost production while gratifying customers. Chart below assumes a standard 12'4" board length.



A typical 35-square fiber cement installation requires crew to move more than 10,000 extra pounds of material from storage to scaffold!

No special tools.

Fiber cement typically requires diamond blades for cutting. Celect is engineered for speed and precision. Cuts like wood, allows crew to use the same tools used for wood. Can even be scored with a knife and snapped.



No extra gear and apparel.

Unlike some products which generate quantities of noxious dust, Celect requires no masks or special apparel when cut. It's a low VOC product which emits no harmful particles or workplace hazards.

Easy to work and shape.

Celect boards and trim are easily machinable with no special tools. Trim pieces accommodate custom cuts and job site fabrication of architectural details.



No additional steps with clips or caulking.

Celect's seam system requires no stabilizing clips. Seams require no caulking. Gravity lock feature keeps individual courses straight, helps reduce installation time, gives permanent architecturally correct appearance.

