

# Moisture Protection.

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.

## MOISTURE PROTECTION, THE NEXT GENERATION.

Celect Cellular Exteriors are made from cellular PVC, a dimensionally stable material that shrugs off the elements. To that technical base, we've engineered an interlocking seam system and a Kynar Aquatec® based coating that protects the Celect surface to keep moisture out while allowing the home to breathe.

What's more, Celect accommodates expansion and contraction in the design, so the joints and the material do not break down due to moisture.

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

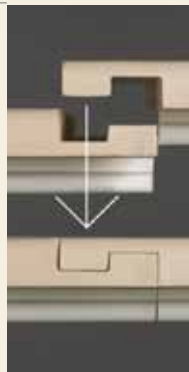
## Fiber Cement

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

TODAY

## Celect Cellular Exteriors

Withstands Nature's Assaults



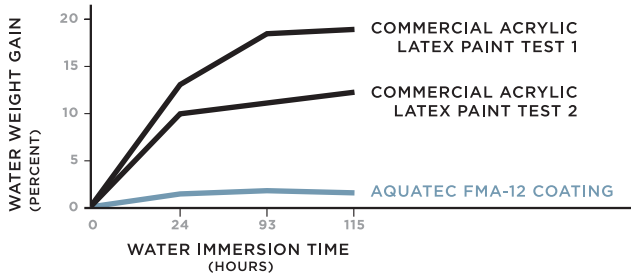
# Benefits of Celect Cellular Exteriors

## Moisture Protection

- Engineered interlocking seam keeps moisture out
- Low water absorption due to closed cell technology.
- Superior coating flexibility resists cracking so moisture cannot penetrate.
- Engineered joints accommodate expansion/contraction — no cracked caulk or space for moisture damage
- Slicker surface from coating allows water to run off easily due to non-stick formulation
- Can be installed at grade level
- Cellular PVC is highly resistant to the elements
- Coating stays strong — resists film erosion or decay

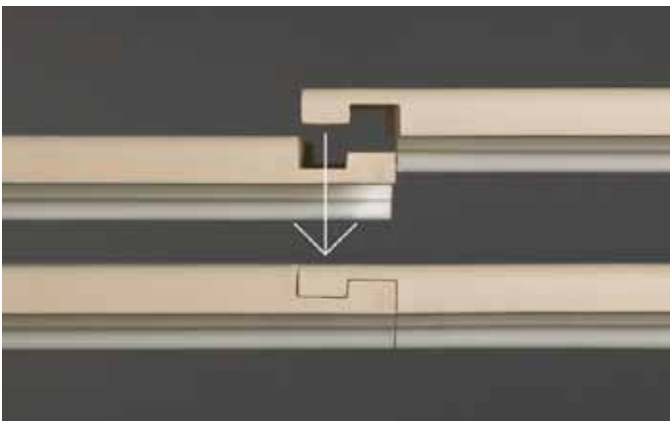
### Celect coating resists moisture.

Celect, which is protected by a Kynar Aquatec® based coating, has been engineered for commercial application and exhibits superior water repellency. Chart below shows how the Celect coating (Aquatec FMA-12) shows little absorption compared to acrylics, continues to outperform coatings tested over extended period of time.



### Seam system provides passive moisture defense.

Celect's patent-pending seam system offers a better alternative to caulked seams, which can fail due to expansion and contraction. Individual boards interlock. Cellular PVC is not damaged like wood or fiber cement due to water penetration. Seasonal expansion and contraction is designed into the joint. Caulking — and periodic recaulking — is unnecessary.



### Flexible surface resists damage.

The Kynar Aquatec based coating that protects the Celect surface remains strong and flexible even under the duress of nature and accidental impacts. This flexibility was designed into the coating to offer superior resistance to the cracking which precedes moisture infiltration. Images below reveal coating of fiber cement showing impact fracture at 16 in-lbs, while Kynar Aquatec based coating shows no cracking even at 24 in-lbs.



### Celect substrate fights moisture penetration.

Testing shows Celect performs better against moisture absorption and during freeze/thaw cycles. Even if the coating is compromised, Celect permits less than 3% water absorption.

