





# Invest in quality for a lifetime.



Trusted Brand



RigidForm™ Technology



Not all vinyl siding is the same. A building industry leader for over 100 years, CertainTeed offers a lifetime limited warranty based on Monogram's many industry firsts – RigidForm™ technology for reinforced performance, PermaColor™ for lifetime fade protection, TrueTexture™ for natural woodgrain finish and STUDfinder™ for precision installation.

Installing vinyl siding is a smart investment, with one of the highest returns of any major home remodeling project when it's time to sell.

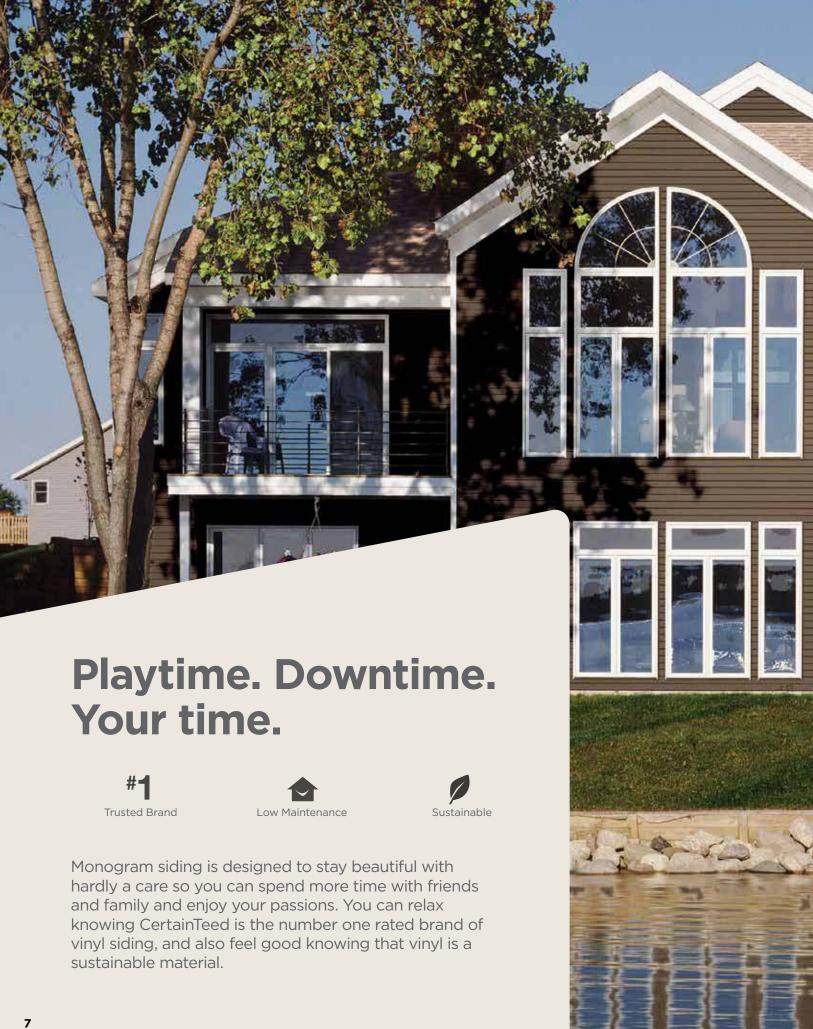
94.7%
Return on investment for vinyl siding

Source: Remodeling magazine 2023 Cost vs. Value Report









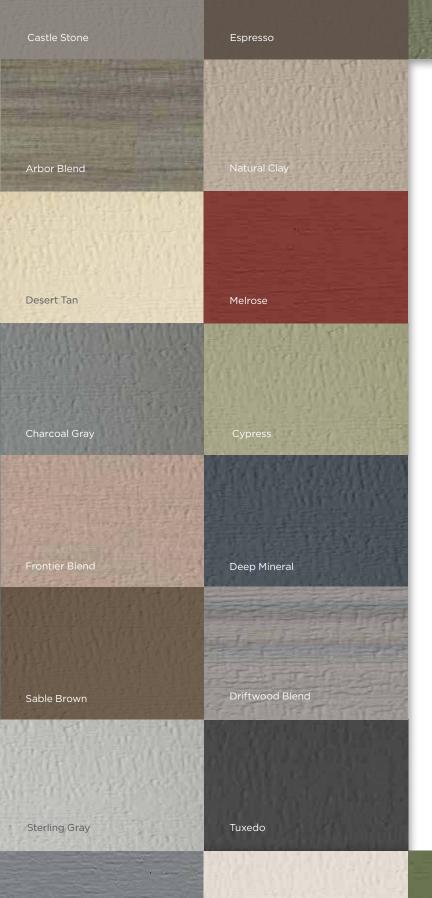




# 40 Colors.

With CertainTeed's color leadership, Monogram has the widest color spectrum in the vinyl siding industry. Choose from subtle tones, deep shades or rich blends, all of them with the highest color fade protection available anywhere. Color it your way. If you need help, check out page 15 for color tools to guide your decision making.





### **CertainTeed Monogram Colors**

33

Spruce

40

Weathered Wood

solids

blends

coordinating trim colors

#### The Power of Color

Approximately 80% of what we absorb through the senses is visual, and color has the ability to distinctly influence our feelings and emotions in a unique way.

### Interior color decisions are far easier than exterior color decisions

**60**%

consumers are highly confident in picking interior colors

40%

consumers are highly confident in picking exterior colors

#### When making exterior color decisions...

50% say "I trust my own visual instincts, my #1 influence."

40% say "Magazines, TV shows and design websites are one of my biggest influences."

10% say "Neighbors, contractors, architects and other sources are influences."

#### **Today's intelligent homeowners**

- Understand that colors must work with neighborhood style and architectural style of the home
- Want small "pops" of color to lend personality and exhibit their style
- Want color coordination with hardscapes and landscapes
- Want to stand out "tastefully"
- Seek a "cohesive character" for their home, but are often perplexed on how to achieve it

Source: Brushfire Consumer Panel Survey, 12/11

### Choosing your color should be fun,

not intimidating.

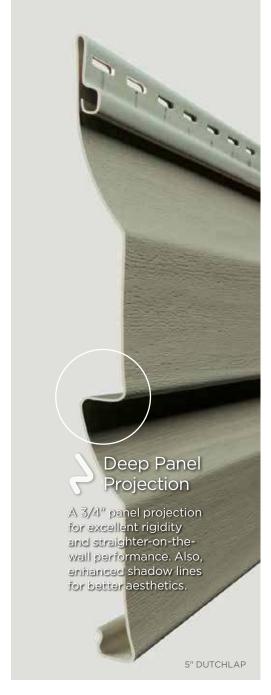
Olive Grove

See pages 15-16 for helpful guidelines.

Note: Colors throughout this brochure are simulated. Consult product samples before making final selection.







# 3 Styles. Many great features.

Monogram consists of traditional styles with European roots: Clapboard and Dutchlap. The Clapboard style is the most traditional and found in all parts of the United States. The Dutchlap style provides strong shadow lines and is highly popular in the Mid-Atlantic region.







### TrueTexture<sup>™</sup>



Monogram was the first siding produced utilizing a direct transfer system from real cedar boards for a natural TrueTexture woodgrain finish. Our decorative trim product line offers the look of true wood craftsmanship, too.



Weathered Wood

### 40 Long-Lasting Colors



PermaCOLOR™ System assures color performance, resistance and durability. Utilizing the newest technology and state-of-the-art formulations, CertainTeed backs their vinyl siding with PermaCOLOR Lifetime Fade Protection.



Midnight Blue

### 7 Blends

In addition to 33 solid colors, Monogram siding has a great selection of 7 blend colors, with the look of semi-transparent wood stains.

## Monogram is better...

### ...for less seams.

**XL** Monogram Extended Length siding comes in 16-, 20- and 25-foot lengths

siding comes in 16-, 20- and 25-foot lengths which can significantly reduce seams that occur with traditional lengths.

Traditional length 12 feet



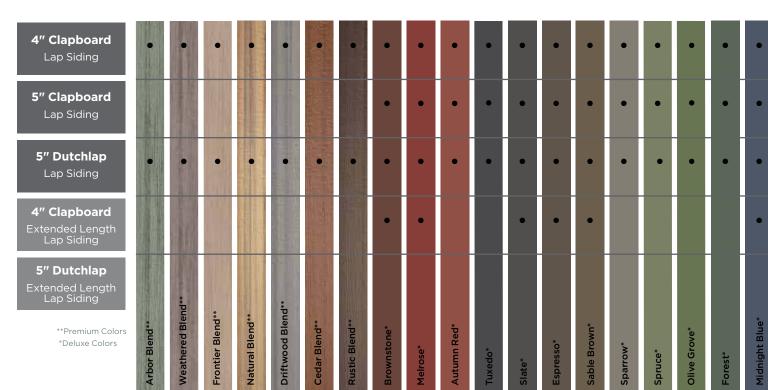
There can be up to 100% less seams if you use Monogram's 25-foot length on a 25-foot wide wall, 54% less seams if you use Monogram's 20-foot length.

Monogram XL 16 = 16 feet

Monogram XL 20 = 20 feet (Double 4" Clapboard Only)

> Monogram XL 25 = 25 feet (Double 4" Clapboard Only)

### ...for color availability.



### ...for safety.

STUDfinder™ is an installation system with letters on the Monogram panel nail hem to ensure proper nailing to wood studs, to protect you from unwanted dangers such as damaged pipes or wires, or exposed nails.







### ...for protection.

When installed with Monogram siding, CertaWrap™ Weather Resistant Barrier is the added layer of protection against air and moisture damage.

### ...for peace of mind.



Warranty

Monogram has a lifetime limited warranty.



Trusted Brand

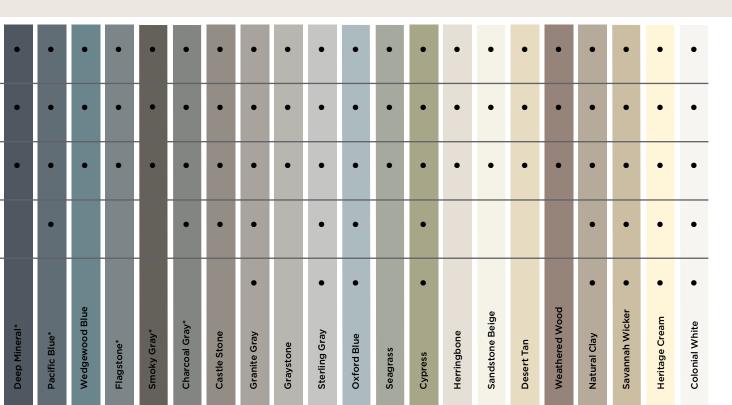
CertainTeed siding is the brand preferred by building professionals and homeowners, from surveys conducted by national trade magazines. CertainTeed is an industry leader for over 100 years.



Sustainable

CertainTeed vinyl siding offers significantly lower environmental impact than other cladding options.<sup>†</sup>

Based on life cycle assessment studies conducted through the National Institute of Standards and Technology (NIST)





# We can help

What is your color and design comfort level?

#### **NOVICE**

You are not sure about colors and are not sure where to start.

#### INTERMEDIATE

You understand color and enjoy experimenting with color combinations but aren't exactly sure which color direction you want to go.

#### **EXPERT**

You already know what colors you want to use, but would like to see how the products available in your color theme will look together on your home.



#### **Online**

Mix and match colors and styles on a wide variety of pre-populated





#### DIY

Immediately begin designing by uploading a project picture

and quickly mix and match products on your own project.





#### Pro

Have a photo of your home professionally masked in a few days so you can visualize in ColorView tool.



### **ColorCoach™**

Gives you a virtual swatchbook to get started.



# with your decisions.

### Want More Ideas?

### No Place Like Home Brochure

This brochure helps inspire ideas (pub. no. 04-00-78-US-EN).

Go online for the PDF version or call 800-782-8777 for the brochure.





If your home's architectural style is very distinct (Colonial, Greek Revival, etc.) you will get best results

if your color selection and treatment complements its original design.





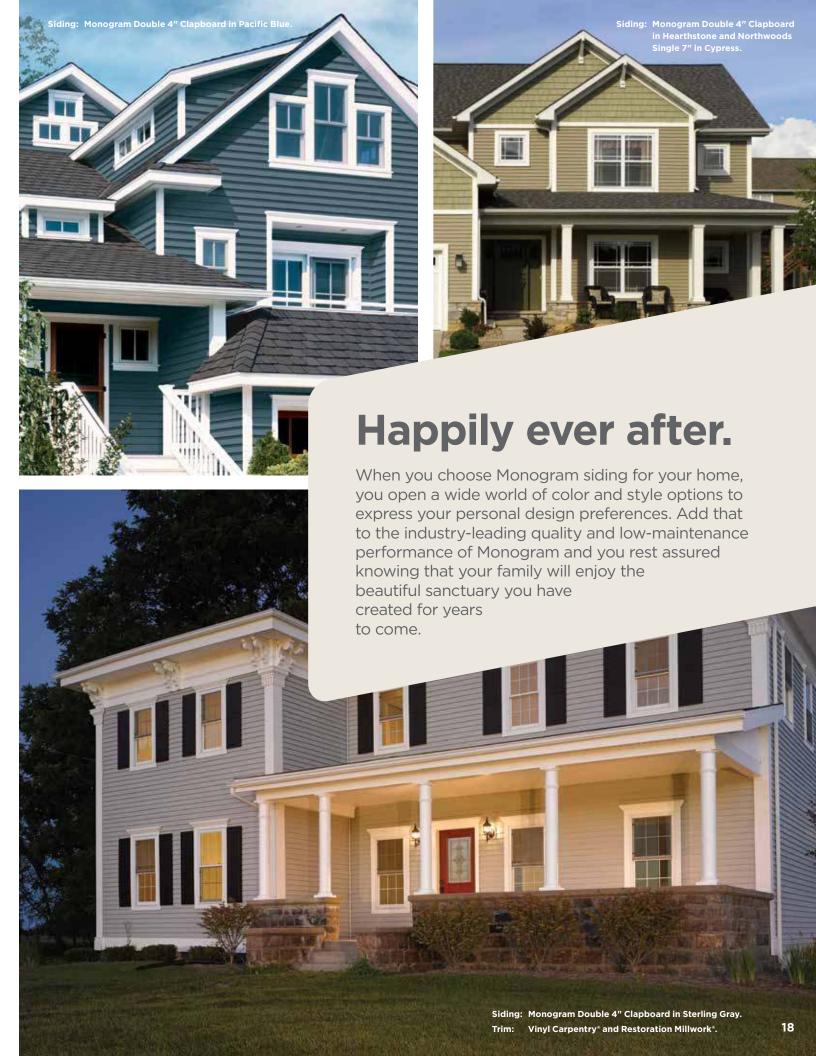
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### CertainTeed products are designed to work together and complement each other in color and style to give your home a beautiful finished look.



