

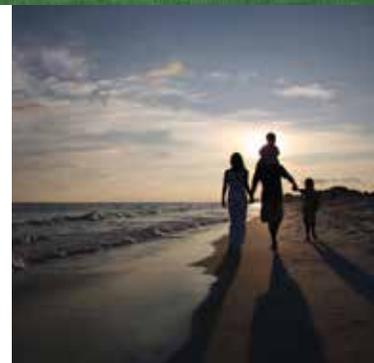
Driftwood[®] *Steel Siding*





Higher Expectations...Extraordinary Results Industry-leading technology and innovation. Craftsmanship unrivaled in quality and performance. Outstanding products. Impeccable service. The confidence and trust of every customer, every day.

For more than 40 years, Gentek Building Products, Inc. has manufactured siding and accessories in beautiful styles and exquisite colors. With durable finishes that are easy to maintain. Backed by warranties that deliver lasting protection and excellent value. Giving you the expertise and personal touch—that make us truly a part of your home.



Accent the architecture of your home with coordinating soffit, fascia and trim. Beautifully crafted exterior accessories will give your home a distinctive touch of personality and visual appeal.

Double 5"
Clapboard



Color Palette



A Natural Beauty Rich, earthy colors and a handsomely embossed texture. The formidable strength and durability of steel. The quiet elegance of a natural-looking wood finish. Masterfully combined in Driftwood steel siding.

At first glance, you may think you are looking at real cedar. The difference is virtually imperceptible to the eye—thanks to our patented Color Fusion coating process. This unique color system blends warm browns and natural hues in non-repeating patterns to achieve the distinctive variegated coloring and luxurious appeal of ocean-tossed wood.

Premium Protection

Compare Driftwood to other sidings and you'll soon discover the benefits that only steel siding can provide. Each panel of pretreated galvanized steel is primed and then heat-fused with a highly durable PVC coating to create a resilient, long-lasting finish. Your home will be well-prepared for even the most punishing weather. Blasting winds, hail storms, frigid temperatures and searing sun are no match for Driftwood's superior strength.



Easy to Maintain



Let Driftwood steel siding simplify your life. Unlike fiber cement that may require periodic recaulking and repainting, or wood siding that typically needs repainting every five to seven years, Driftwood demands not much more than an occasional rinse with a garden hose—perfect for today's lifestyle.

Environmentally Friendly

Did you know that approximately 88% of all steel products are recycled into new steel products at the end of their useful life? Unlike some building materials such as fiber cement, Driftwood steel siding is a recyclable product. It also promotes energy conservation by creating a tight building envelope for more efficient heating/cooling performance year-round. "Building green" with Driftwood steel siding leaves a smaller environmental footprint on the earth. It's good for you and good for the environment!



A Wise Investment

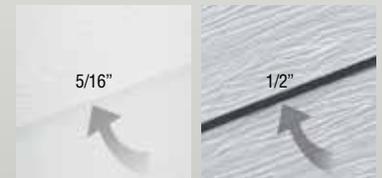
Like many people, your home may be your single most important investment. When you consider the time and money spent repainting year after year, you'll see why steel siding is a smart choice. Driftwood's easy upkeep and attractive appearance can enhance the curb appeal of your home while enhancing its overall value. And in today's resale market, a beautiful, low-maintenance exterior can be an important amenity.



Commanding Steel Strength

Driftwood's rugged steel construction is virtually impervious to outdoor elements. And unlike wood, compressed particle board or fiber cement, it won't absorb moisture. It's also resistant to dents, warping, fire, termites, chalking, fading, and brittleness in cold weather.

High Dimensional Stability Rigid steel panels deliver high dimensional stability and resist buckling and the wavy appearance that can result from expansion and contraction caused by extreme weather changes. Driftwood steel siding also will subtly conceal flaws in the exterior's substructure, keeping wall lines exceptionally smooth and straight.



Added Dimension Driftwood steel siding's generously proportioned 1/2" butt height adds greater dimension and style with dramatic shadow lines.



Smooth Finished Look While fiber cement and compressed particle boards typically require caulked joints, Driftwood's "seams" are crisp and clean.

A Word About Quality

Gentek delivers the confidence and value only a true leader can provide. We proudly stand behind our products with the full faith of our more than 40 years of manufacturing expertise and some of the strongest warranties in the industry. Our voluntary participation in rigorous quality certifications and independent testing are further assurance you have made an excellent selection for your home.

A Lifetime of Protection

Driftwood steel siding is backed by a lifetime limited, non-prorated, transferable warranty with 50 year hail and 15 year chalk and color change protection. Not only is it a premier siding product, it also carries one of the strongest warranties in the industry.

For complete warranty information, including limitations, ask your dealer for a copy of the Driftwood steel siding warranty.



GENTEK®

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