

# UNIVERSAL™

STEEL SIDING



A Premier Choice for Beauty and Strength



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## GALVALUME® AZ-50

### High-Performance Galvalume AZ-50 Steel

Universal is built tough from the inside out. The Galvalume AZ-50 steel core prevents corrosion with greater zinc in the coating process, outperforming other steel sidings.

ULTRA-PREMIUM  
**STEEL  
SHIELD**



House shown in Dover Gray.

## 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.

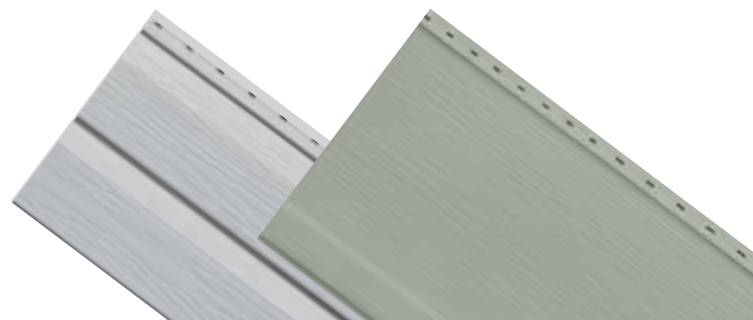
For more than 50 years, Gentek Building Products has manufactured siding and accessories in beautiful styles and exquisite colors. With durable finishes that are easy to maintain. Backed by warranties that deliver lasting protection and excellent value. Giving you the expertise and personal touch – that make us truly a part of your home.



With special pride, we champion our “Made in the U.S.A.” steel siding production, fully supported by our long-standing commitment to excellence in materials testing, design, manufacturing and installation. When you choose Universal siding for your home, you can be assured of an exceptional finish that will stand the test of time.

Double 5”  
Dutch Lap  
Woodgrain Texture

12” Vertical  
Board & Batten  
Medium Woodgrain Texture



## COLOR PALETTE



## EXCLUSIVELY YOURS

Call upon the superior craftsmanship of Universal steel siding to give your home an exquisite finish. The versatile profiles and richly detailed woodgrain texture will beautifully complement a variety of architectural styles.

## POWERFULLY PROTECTIVE

When you consider the punishing weather and other hazards that the exterior of your home must endure, you'll see why steel siding is an excellent choice. Universal's superior strength begins with a heavy-duty Galvalume AZ-50 steel core that is primed and heat-fused with a thick coating of PVC (polyvinyl chloride). Your home will have a luxurious, high-performance steel shield that stands up strong against almost anything Mother Nature can dish out.



## EASY UPKEEP

Taking care of Universal steel siding will require very little upkeep. Unlike fiber cement that may require periodic recaulking and repainting, or wood siding that typically needs repainting every five to seven years, Universal demands not much more than an occasional rinse with a garden hose – perfect for today's lifestyle.

## A SMART CHOICE

For many people, a home is a source of personal pride as well as an important investment. Siding your home with Universal steel not only will create an attractive, worry-free exterior, it will enhance its curb appeal. And in today's resale market, a beautiful, low-maintenance finish can be a valuable amenity.

## SIDING WITH PERFECTION



Perfection? It's never too much to ask. Our Color Clear Through® system makes it easy to find the perfect color match for your exterior design. This exclusive selection of customer-preferred colors ensures that all Gentek products – siding, soffit, fascia, trim and rainware – will beautifully match throughout our vinyl, aluminum and steel product lines.



## DETAILS THAT MAKE THE DIFFERENCE

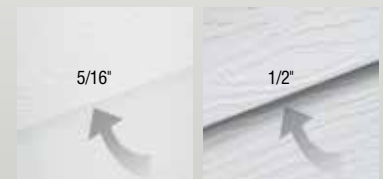
Accent the architecture of your home with coordinating soffit, fascia and trim. Masterfully crafted exterior accessories will give your home a distinctive touch of personality and visual appeal.

## COMMANDING STEEL STRENGTH

Universal'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. Universal steel siding also will subtly conceal flaws in the exterior's substructure, keeping wall lines exceptionally smooth and straight.



## ADDED DIMENSION

Universal 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, Universal's "seams" are crisp and clean.



## BETTER PRODUCTS FOR A BRIGHTER FUTURE

You may not realize it, but building green begins long before the materials are ready for installation on your home. It begins with a strong commitment to “source reduction” by the manufacturer. This means that all aspects of production are designed to help reduce the volume and environmental impact of waste, while also achieving optimum material use to create products with a longer service life. At Gentek, we strongly promote best practices for environmental stewardship and proudly offer a wide variety of eco-friendly steel, aluminum and vinyl products.



Built to shield your home from even the most punishing weather, Gentek steel siding also promotes energy conservation by creating a tight building envelope for more efficient heating and cooling performance year-round. In terms of strength and stability, steel offers many advantages for residential home building – and has long been North America’s most recycled material!<sup>4</sup> The uncompromising endurance of this heavy-gauge siding promises exceptional beauty and lasting protection for your home.

### Gentek Steel Siding...

- Helps take the pressure off renewable resources. A typical 2,000-sq.-ft. home requires approximately 40 to 50 trees (about an acre’s worth) to build with wood. With steel, only the equivalent of six scrapped automobiles is needed.<sup>5</sup>
- Is completely recyclable! Approximately 88% of all steel products are recycled into new steel products at the end of their useful life.<sup>6</sup>

## 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 50 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

Universal 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 Universal steel siding warranty.



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*Make us a part of your home.*



<sup>1</sup> www.vinylsiding.org/media/uploads/2014/02/A5\_-\_Side\_by\_Side\_Fiber\_Cement\_April\_20122.pdf

<sup>2</sup> www.jameshardie.com/pdf/technical-bulletins/12-installation-over-sips.pdf

<sup>3</sup> www.jameshardie.com/pdf/best-practices/hz/hz5-2012-v6-1-hardieplank.pdf

<sup>4</sup> Steel: The Clear Cut Alternative for Building Homes. Steel Recycling Institute, www.recycle-steel.org

<sup>5</sup> Jim Woods, Sustainability and Steel Construction, Steel Recycling Institute © 2007-2008. (www.sustainable-steel.org/susconst.html)

<sup>6</sup> Steel takes the LEED® with Recycled Content. Steel Recycling Institute, American Institute of Steel Construction (AISC), and American Iron and Steel Institute. March 2009

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