





# Invest in quality for a lifetime.



Trusted Brand



RigidForm™ Technology

for natural woodgrain finish and STUDfinder™ for



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™

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.

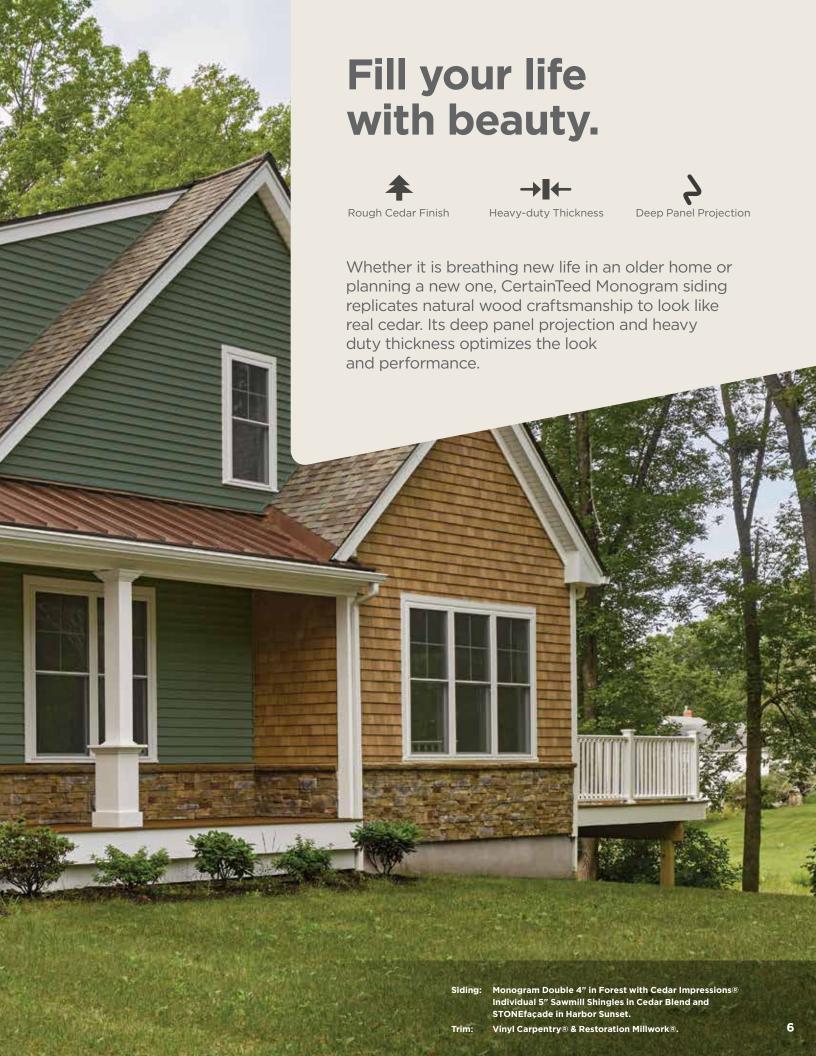
97%

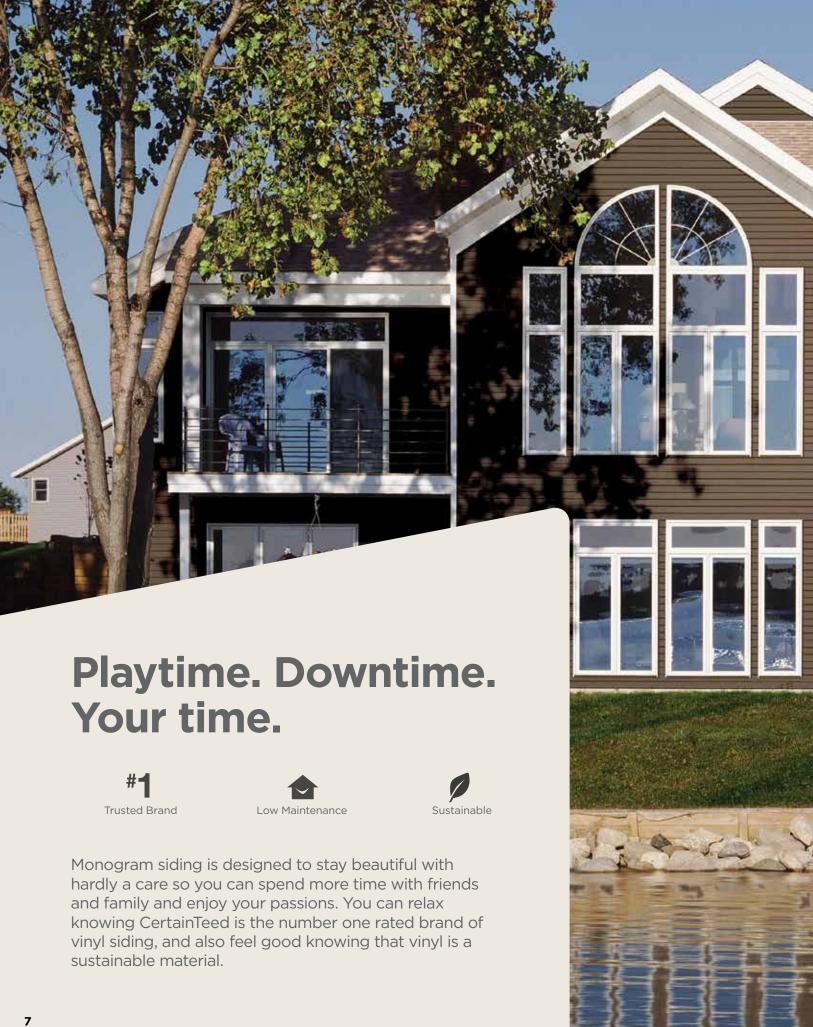
Return on investment for vinyl siding

Source: Journal of Light Construction 2025 Cost vs. Value Report









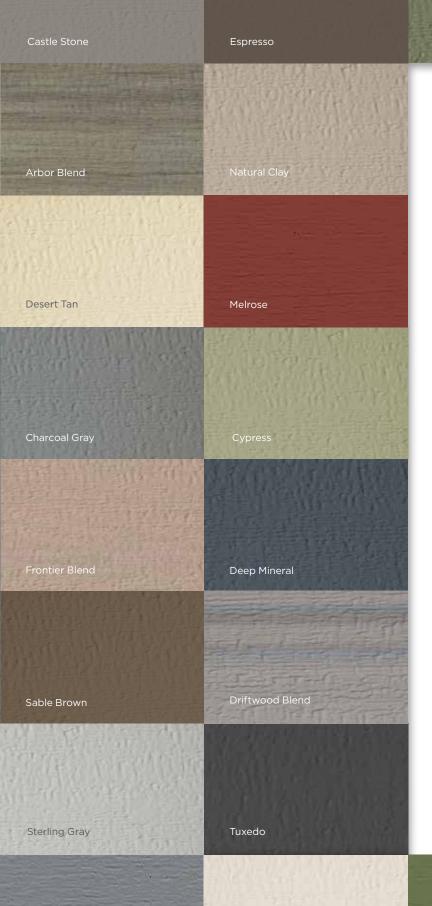




# 40 Colors.

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

7

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

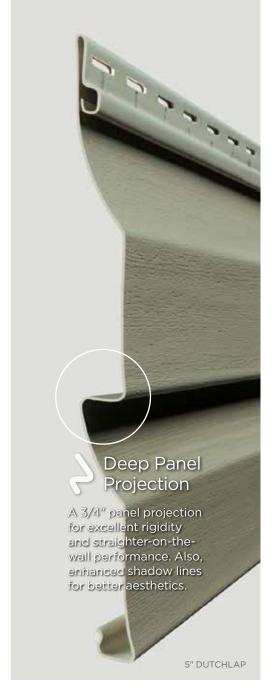
#### Choosing your color should be fun,

not intimidating.

See pages 15-16 for helpful guidelines.







## 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™



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 which can significantly reduce seams that occur with traditional lengths.



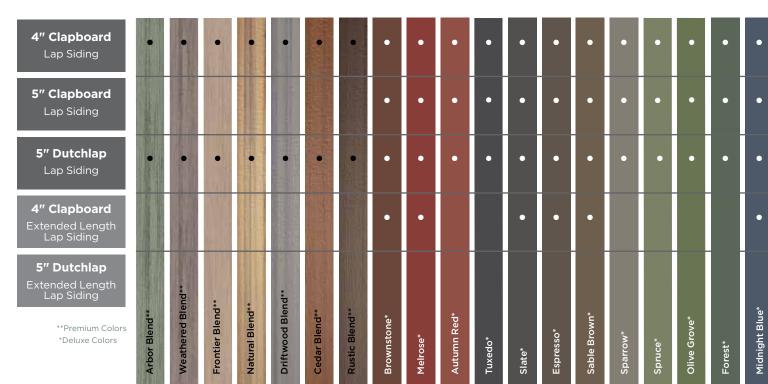
seams if you use Monogram's 25-foot length on a 25-foot wide wall, 54% less seams if you use Monogram's 20-foot length.

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, Weather Resistant Barriers and Flashing Tapes provide added 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)

Deep Mineral*		•	•	•
Pacific Blue*	•	•	•	•
Wedgewood Blue		•	•	•
Flagstone*		•	•	•
Smoky Gray*		•	•	•
Charcoal Gray*	•	•	•	•
Castle Stone	•	•	•	•
Granite Gray	•	•	•	•
Graystone		•	•	•
Sterling Gray	•	•	•	•
Oxford Blue	•	•	•	•
Seagrass		•	•	•
Cypress	•	•	•	•
Herringbone		•	•	•
Sandstone Beige		•	•	•
Desert Tan		•	•	•
Weathered Wood		•	•	•
Natural Clay	•	•	•	•
Savannah Wicker	•	•	•	•
Heritage Cream	•	•	•	•
Colonial White	•	•	•	•









ColorView® visualizer offers users the ability to mix and match the many colors and styles of CertainTeed roofing and siding directly on their own homes to create beautiful designs and inspire new ideas.

Utilizing our AI software, users' homes

are uploaded, processed, and ready to visualize in less than 30 seconds for free!

For those who don't want to upload a photo of their own home, our prerendered Design Templates include 25 unique home styles for users to get started with their design projects as easily as possible. Visualize your home in less than a minute today at colorview.certainteed.com



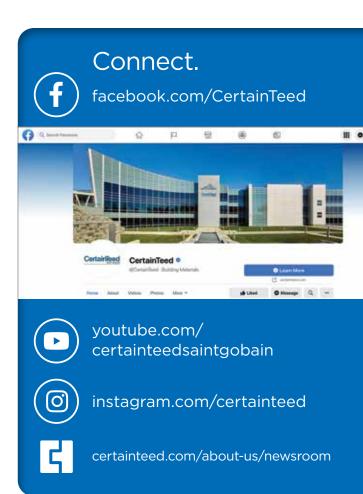
#### Be Inspired by Color!

certainteed.com/colorcoach



Explore how color theory can help you create a distinctive home, with concepts such as monochromatic, analogous, and complementary color combinations.





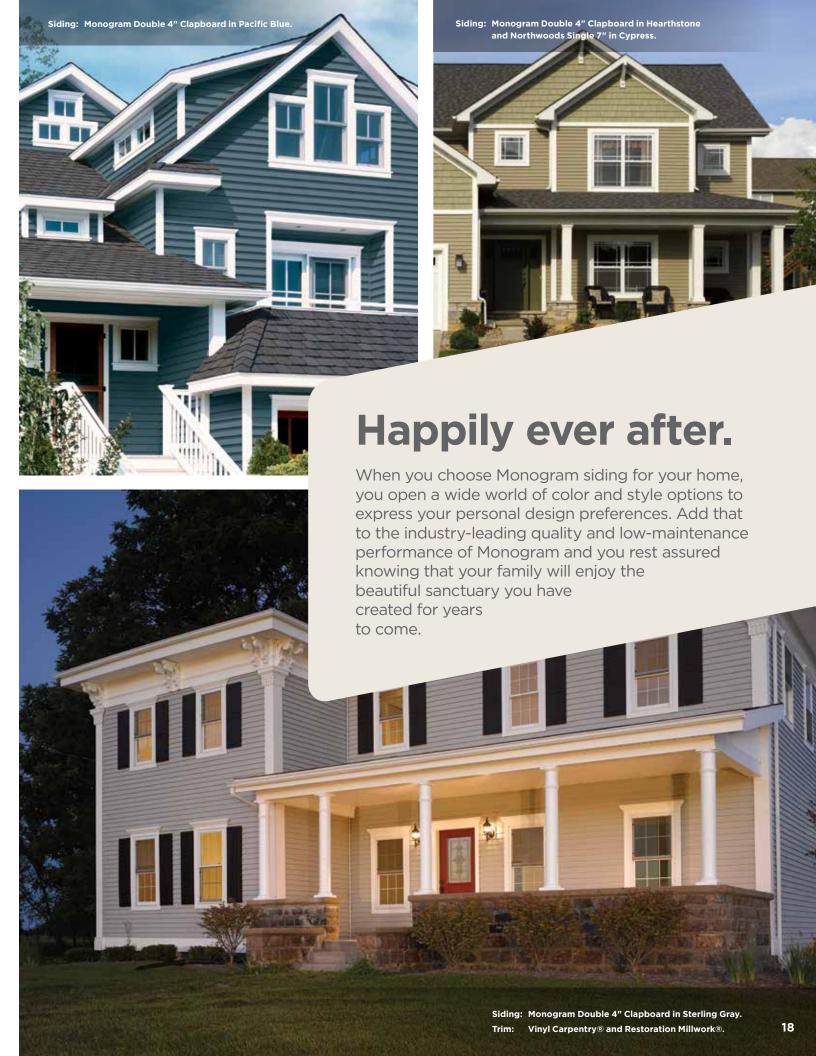












### CertainTeed products are designed to work together and complement each other in color and style to give your home a beautiful finished look.



