

FADE - RESISTANCE BEAUTY  
COLORHOLD® TECHNOLOGY.

**COLORHOLD®**  
*Styled for Living, Guaranteed for Life*



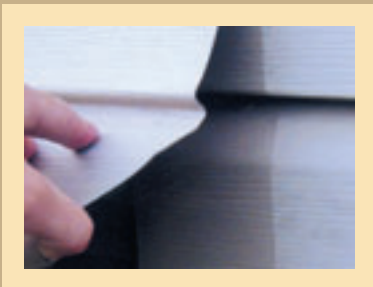
THE DIFFERENCE.

All exterior colored surfaces tend to fade over time. Norandex/Reynolds vinyl siding products with ColorHold® Fade-Resistant Technology provide superior resistance to fading far beyond any other competitive product on the market.

THE GUARANTEE.

Vinyl siding products featuring Norandex/Reynolds ColorHold® Fade-Resistant Technology carry one of the strongest warranty packages available in the industry.

Norandex/Reynolds super premium and premium siding products with ColorHold® Fade-Resistant Technology carry both a Transferable Limited Lifetime Warranty and Lifetime Fade Protection. It's an assurance of performance now, and for years to come.



COMPETITORS' PVC SIDING MAY FADE  
DRAMATICALLY OVER TIME.

WITH NORANDEX/REYNOLDS COLORHOLD®  
FADE-RESISTANT TECHNOLOGY, THE COLOR  
YOU CHOOSE TODAY, WILL BE THE COLOR YOU  
HAVE TOMORROW.



THE VALUE.

At Norandex/Reynolds we deliver lasting performance and beauty-home after home.

So home owners can confidently turn to us for vinyl siding products that not only protect their investment, but deliver added value.

There's the savings resulting from the maintenance-free properties of vinyl siding. There's an investment payback should a home owner ever decide to sell. Homes with vinyl siding tend to sell faster and their added resale value more than pays for the original investment.

Best of all, is the time saved on exterior upkeep. Because vinyl siding is virtually

maintenance-free, home owners have more time on their hands to do the things they enjoy.

Norandex/Reynolds vinyl siding products—A popular choice of home owners all around the country. In fact, one of every ten homes with vinyl siding on the exterior feature the Norandex/Reynolds brand.



**NORANDEX/REYNOLDS**

An Owens Corning Company

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