

Cedar-Style Siding Shapes Curb Appeal



Some of the latest styles in modern siding are molded from real cedar shingles for an authentic look.

(NAPSA)—You can't always believe what you see. It's true. While a home can impress you with the rustic charm of cedar-style shingles, you may be surprised to find that those shingles aren't actually made of wood.

Increasingly, homeowners are choosing siding made of high performing low-maintenance materials that have the natural appeal of authentic wood. The trend stems from the desire to create classic curb appeal without constant upkeep. After all, more singles and two-income families are buying and keeping homes than at any other time in history. Who has time to maintain wood shingles? Consider the following reasons why people are opting for classic-style siding constructed of modern materials:

- **Customization.** Siding manufacturers have expanded their repertoire of siding shapes and accents, allowing homeowners more options for creating the specific look they're after. New shape styles, from shakes to half-round shingles, are now made to suit the

look a historic or new old-style house calls for.

- **Character.** Many homeowners want to preserve the traditional look of their homes, and polymer siding can help them do just that. For instance, the popular Cedar Impressions® line of polymer siding by CertainTeed is molded from real cedar shingles to capture the authentic shingle texture and size. Beyond their aesthetic appeal however, these molded shingles will endure the elements, whereas wood can break down over time.

- **Cost.** New siding such as Cedar Impressions can cost about 40 percent less to install and maintain over the course of 20 years compared to cedar shingles. While it gives the natural appearance of wood, this siding doesn't need painting and won't rot, twist or streak like cedar shingles. And that's often the bottom line.

For more information on polymer siding, visit the CertainTeed Web site at www.certainteed.com or call 800-782-8777.