



**VARIFORM**<sup>®</sup>  
SIDING | ACCESSORIES | TRIM | HOME  
by PLY GEM



VARIFORM





## Variform Velocity Marketing Support Overview

As one of the top manufacturers of vinyl siding and vinyl & metal accessories in the country, we are committed to supporting our Distributor business partners. We realize the business changes from year to year and we continually review our support programs to ensure we are offering the programs you need.

Our complete line of products each have specific selling tools designed to help close the sale in a variety of different selling situations. From in-home sales presentations to large volume builder sales calls, we have different vehicles and programs designed to support your revenue goals.

This catalog includes the marketing tools and samples we developed for these needs. Additional items are also available online at [www.variformvelocity.com](http://www.variformvelocity.com). Contact your Variform Territory Sales Manager if you have any questions about these items or our online store.



## Product Brochures / Specification Sheets

These tools provide prospective customers with a solid overview of the product line's features and benefits. Product brochures include a color selection guide, all available product profiles, detailed information about the key features, and are excellent "leave-behind" tools for customers. The Specification Sheet provides detailed technical data.

Brochure Features:

- Company Background
- Beautiful Full Color House Photos
- Product Features and Benefits

Specification Sheet Features:

- Detailed Technical Data



## Portfolios

An easy-to-use product and color selection guide. Key points for each product line are highlighted as well as actual color chips and product profiles. Homeowners can use these to make final decisions.

- Actual Product Sample
- Color Samples



## Presentation Cases / Bifolds

A more robust product sample showcase. These cases provide you with a sample of each profile for the line as well as a fan deck for color selection. They also provide you with key features about the product line. You may choose to leave these behind with a customer to pick up at a later date. This will give you a great reason to go back to the customer and close the sale.

- Product Sample for each Profile
- Fan Deck
- Key Features and Benefits



## Hand Samples

Select product lines offer this economical way to show and sell products.



## Builder Boards

Builder Boards are designed for use in a model home. Builder Boards can be customized to show select profiles and colors.



## Pull-up Banners

Variform's Pull-up banners are designed to promote the Variform brand and products at trade shows and open houses. Pull-up banners are light weight and easy to set-up and tear down.

# CSL 600®



- 1101079991120 CSL 600® Specification Sheet (Part of the Specification Guide) \$2.50
- 1101091011105 CSL 600 High Performance Siding Brochure \$18.75



- 1101091016601 CSL 600 Builder Board \$20.00



- 1101091012201 CSL 600 High Performance Siding Display Board \$100.00



- 1101091016701 CSL 600 Presentation Case \$35.00



- 1108091016100 CSL 600 Fandek \$40.00



- 1103091012205 CSL 600 High Performance Siding Purchase Banners \$305.00
- 1103091012206 CSL 600 High Performance Siding Rental Banners \$70.00



- 1101071016700 CSL 600 Accessory Bag \$135.00



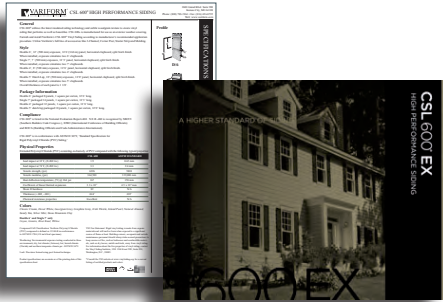
- 1101091012202 CSL 600 Free-Standing Floor Display \$165.00



- 1101091016502 CSL 600 D6 Deluxe Hand Sample \$45.00
- 1101091016503 CSL 600 S7 Deluxe Hand Sample \$45.00
- 1101091016504 CSL 600 D4 Deluxe Hand Sample \$45.00
- 1101091016505 CSL 600 D5 DL Deluxe Hand Sample \$45.00



- 1110091001202 CSL 600 S7 Portfolio \$45.00
- 1110091001203 CSL 600 D4 Portfolio \$45.00
- 1110091001204 CSL 600 D5 DL Portfolio \$45.00
- 1110091011201 CSL 600 D6 Portfolio \$45.00



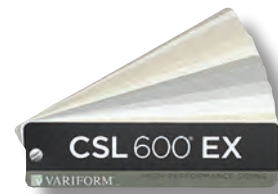
- 1101079991120 CSL 600 EX® Specification Sheet (Part of the Specification Guide) \$2.50
- 1101099111101 CSL 600 EX High Performance Siding Brochure \$18.75



- 1101091006601 CSL 600 EX Builder Board \$20.00



- 1101091002201 CSL 600 EX High Performance Siding Display Board \$100.00



- 1108091006101 CSL 600 EX Fandek \$40.00



- 1103091002205 CSL 600 EX High Performance Siding Purchase Banners \$305.00
- 1103091002206 CSL 600 EX High Performance Siding Rental Banners \$70.00



- 1110091001201 CSL 600 EX Portfolio \$45.00



- 1101091006501 CSL 600 EX D6 Deluxe Hand Sample \$45.00



- 1101091006701 CSL 600 EX Presentation Case \$35.00

# TIMBER OAK® ASCENT



- 1101079991120 Timber Oak Ascent Specification Sheet (Part of the Specification Guide) \$2.50
- 1101071021100 Timber Oak Ascent Brochure \$18.75



- 1101071021201 Timber Oak Ascent D4 Portfolio \$41.00
- 1101071021202 Timber Oak Ascent D4.5 DL Portfolio \$41.00
- 1101071021203 Timber Oak Ascent D5 Portfolio \$41.00
- 1101071021204 Timber Oak Ascent D5 Soffit/Vertical Siding Portfolio \$41.00



- 1101071022200 Timber Oak Ascent Display Board \$100.00



- 1101091026501 Timber Oak Ascent D4 Deluxe Hand Sample \$45.00
- 1101091026502 Timber Oak Ascent D4.5 DL Deluxe Hand Sample \$45.00
- 1101091026503 Timber Oak Ascent D5 Deluxe Hand Sample \$45.00



- 1108091026100 Timber Oak Ascent Fandeck \$40.00



- 1108091026501 Timber Oak Ascent D4 Standard Hand Sample \$80.00
- 1108091026502 Timber Oak Ascent D5 Standard Hand Sample \$80.00
- 1108091026503 Timber Oak Ascent D4.5 DL Standard Hand Sample \$80.00



- 1101091026701 Timber Oak Ascent Presentation Case \$35.00



- 1101071021200 Timber Oak Ascent Bifold \$100.00



- 1101071026600 Timber Oak Ascent Builder Board \$20.00



- 1103091022205 Timber Oak Ascent/Heritage Cedar Round Cut Siding Purchase Banner \$305.00
- 1103091022206 Timber Oak Ascent/Heritage Cedar Round Cut Siding Rental Banner \$70.00



- 1101079991120 Vortex Extreme Specification Sheet (Part of the Specification Guide) \$2.50
- 1109100971104 Vortex Extreme Brochure \$18.75
- 1110100971122 Vortex Extreme Cut Sheet \$10.00



- 1109100976506 Vortex Extreme Deluxe Hand Sample D4.....\$45.00
- 1109100976507 Vortex Extreme Deluxe Hand Sample D4.5 DL. \$45.00
- 1109100976508 Vortex Extreme Deluxe Hand Sample D5 \$45.00



- 1109100975516 Vortex Extreme Builder Board \$20.00



- 1110100976421 Vortex Extreme Presentation Case .....\$35.00



- 1109100976112 Vortex Extreme Deluxe \$40.00



- 1109100976211 Vortex Extreme Portfolio D5 \$45.00
- 1109100976209 Vortex Extreme Portfolio D4 \$45.00
- 1109100976210 Vortex Extreme Portfolio D4.5DL \$45.00



- 1109100972215 Vortex Extreme Pull Up Banner Rental \$70.00
- 1109100972214 Vortex Extreme Pull Up Banner Purchase \$305.00

# CAMDEN POINTE®



- 1101079991120 Camden Pointe Specification Sheet \$2.50  
(Part of the Specification Guide)
- 1101071041100 Camden Pointe Brochure \$18.75



- 1101091046701 Camden Pointe Presentation Case \$35.00



- 1101071042200 Camden Pointe Display Board \$100.00



- 1101071041201 Camden Pointe D4 DL Portfolio \$41.00
- 1101071041202 Camden Pointe D4 Portfolio \$41.00
- 1101071041203 Camden Pointe D5 DL Portfolio \$41.00
- 1101091046201 Camden Pointe D5 Portfolio \$41.00



- 1101091046501 Camden Pointe D4 Deluxe Hand Sample \$45.00
- 1101091046502 Camden Pointe D4 DL Deluxe Hand Sample \$45.00
- 1101091046503 Camden Pointe D5 Deluxe Hand Sample \$45.00
- 1101091046504 Camden Pointe D5 DL Deluxe Hand Sample \$45.00



- 1101071046601 Camden Pointe Builder Board ..... \$20.00



- 1108091046100 Camden Pointe Fan Deck \$40.00



- 1103091042205 Camden Pointe/Heritage Cedar Shingle Siding Purchase Banner .. \$305.00
- 1103091042206 Camden Pointe/Heritage Cedar Shingle Siding Rental Banner .. \$70.00





1101071052201 Nottingham Signature Home Display Board \$100.00

- 1101079991120 Nottingham Specification Sheet \$2.50  
(Part of the Specification Guide)
- 1102091051101 Nottingham Cut Sheet \$10.00
- 1101079991105 Professional Series Brochure \$25.00



- 1101071051201 Nottingham D4 Portfolio \$41.00
- 1101071051202 Nottingham D4.5 DL Portfolio \$41.00



1101071052200 Nottingham Display Board \$100.00



1101071051200 Nottingham Bifold \$110.00 (all profiles)



1101071056600 Nottingham Builder Board \$20.00



1108091056100 Nottingham Fandek \$40.00



- 1103091042205 Nottingham/Ashton Heights/  
Contractor's Choice Purchase Banner \$305.00
- 1103091042206 Nottingham/Ashton Heights/  
Contractor's Choice Rental Banner \$70.00



- 1108091056500 Nottingham D4 Hand Sample \$80.00
- 1108091056501 Nottingham D4.5 DL Hand Sample \$80.00

# ASHTON HEIGHTS®



- 1101079991120 Ashton Heights Specification Sheet \$2.50  
(Part of the Specification Guide)
- 1101091061105 Ashton Heights CUT Sheet \$10.00
- 1101079991105 Professional Series Brochure \$25.00



- 1101071061201 Ashton Heights Port. D4 \$41.00
- 1101071061203 Ashton Heights Portfolio D4.5 DL \$41.00
- 1101071061202 Ashton Heights Portfolio D5 \$41.00



- 1101071062200 Ashton Heights Display Board (24" x 36") \$100.00



- 1101071061200 Ashton Heights Bifold \$110.00 (all profiles)



- 1108091066100 Ashton Heights Fan Deck \$40.00



- 1108091066500 Ashton Heights Hand Sample D4 \$80.00
- 1108091066501 Ashton Heights Hand Sample D4.5 DL \$80.00
- 1108091066503 Ashton Heights Hand Sample D5 \$80.00



- 1103091042205 Nottingham/Ashton Heights/  
Contractor's Choice Purchase Banner \$305.00
- 1103091042206 Nottingham/Ashton Heights/  
Contractor's Choice Rental Banner \$70.00



- 1101071066604 Ashton Heights Builder Board \$20.00



- 1101079991120 Contractor's Choice Specification Sheet (Part of the Specification Guide) \$2.50
- 1102099991101 Contractor's Choice Cut Sheet \$10.00
- 1101079991105 Professional Series Brochure \$25.00



- 1101072711201 Contractor's Choice D4 Portfolio \$41.00
- 1101072711202 Contractor's Choice D4.5 DL Portfolio \$41.00
- 1101072711203 Contractor's Choice D5 Portfolio \$41.00
- 1101072711204 Contractor's Choice T3 Portfolio \$41.00



- 1101072712200 Contractor's Choice Display Board (24" x 36") \$100.00  
Use with Display Board Base (1101079992202)



- 1101072716605 Contractor's Choice Builder Board \$20.00



- 1103091042205 Nottingham/Ashton Heights/ Contractor's Choice Purchase Banner \$305.00
- 1103091042206 Nottingham/Ashton Heights/ Contractor's Choice Rental Banner \$70.00

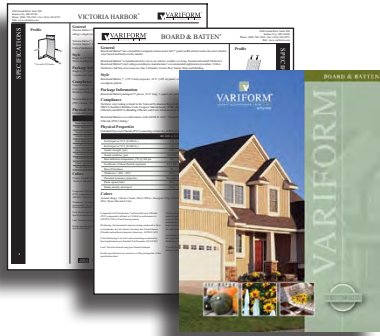


- 1108092716100 Contractor's Choice Fandek \$40.00



- 1108092716500 Contractor's Choice D4 Hand Sample \$80.00
- 1108092716501 Contractor's Choice D5 Hand Sample \$80.00
- 1108092716502 Contractor's Choice D4.5 DL Hand Sample \$80.00
- 1108092716504 Contractor's Choice T3 Hand Sample \$80.00

# SPECIALTY SIDING



- 1101079991120 Victoria Harbor Specification Sheet (Part of the Specification Guide) \$2.50
- 1101079991120 Board & Batten Specification Sheet (Part of the Specification Guide) \$2.50
- 1101091081105 Board & Batten Brochure \$12.50



1101071071200 Victoria Harbor Portfolio \$41.00



1108091076100 Victoria Harbor Fandek \$40.00



1101071072200 Victoria Harbor Display Board (31" x 24") \$100.00



1101071081200 Board & Batten Portfolio \$41.00



1101071082200 Board & Batten Display Board (24" x 36") \$100.00  
Use with Display Board Base (1101079992202)



1108091086100 Board & Batten Fan Deck \$40.00



1101071086600 Board & Batten Builder Board \$20.00  
1101071076600 Victoria Harbor Builder Board \$20.00

# HERITAGE CEDAR® SHINGLE SIDING



1101079991120 Heritage Cedar Perfection Shingle Specification Sheets (Part of the Specification Guide) \$2.50

1101090981105 Heritage Cedar Shingle and Round Cut Siding Brochure \$18.75



1108090986501 Heritage Cedar Perfection Shingle Siding Standard Hand Sample \$80.00



1101090092201 Heritage Cedar Perfection Shingle Siding Display Board (24" x 36") \$100.00



1101090981201 Heritage Cedar Perfection Shingle and Round-Cut Siding Free-Standing Floor Display \$165.00



1101090986501 Heritage Cedar Perfection Shingle Siding Deluxe Hand Sample \$45.00



1101090986601 Heritage Cedar Perfection Shingle Siding Builder Board \$20.00



1101090986503 Heritage Cedar Perfection Shingle Siding Corner Post Hand Sample \$10.00



1103091042205 Camden Pointe/Heritage Cedar Shingle Siding Purchase Banner \$305.00

1103091042206 Camden Pointe/Heritage Cedar Shingle Siding Rental Banner \$70.00



1108090986101 Heritage Cedar Shingle & Round-Cut Siding Fandeck \$40.00



1101090986701 Heritage Cedar Shingle & Round-Cut Presentation Case \$35.00

# HERITAGE CEDAR® HAND-SPLIT SIDING



- 1101079991120 Heritage Cedar Hand-Split Specification Sheet \$2.50  
(Part of the Specification Guide)
- 1101090981105 Heritage Cedar Shingle and Round Cut Siding Brochure \$18.75



- 1110090986502 Heritage Cedar Hand-Split Shingle Siding Standard Hand Sample \$80.00



- 1110090986501 Heritage Cedar Hand-Split Shingle Siding Deluxe Hand Sample \$45.00



- 1110090982201 Heritage Cedar Hand-Split Shingle Display Panel \$100.00



- 1108090986101 Heritage Cedar Shingle & Round-Cut Siding Fandek \$40.00

# HERITAGE CEDAR® ROUND-CUT SIDING



- 1101079991120 Heritage Cedar Round-Cut Specification Sheet (Part of the Specification Guide) \$2.50
- 1101090981105 Heritage Cedar Shingle and Round-Cut Siding Brochure \$18.75



- 1108090986502 Heritage Cedar Round-Cut Siding Standard Hand Sample \$80.00



- 1101090986602 Heritage Cedar Round-Cut Siding Builder Board \$20.00



- 1103091022205 Timber Oak Ascent/Heritage Cedar Round-Cut Siding Purchase Banner \$305.00
- 1103091022206 Timber Oak Ascent/Heritage Cedar Round-Cut Siding Rental Banner \$70.00



- 1101090102201 Heritage Cedar Round-Cut Siding Display Board (24" x 36") \$100.00



- 1101090986701 Heritage Cedar Shingle & Round-Cut Presentation Case \$35.00



- 1101090981201 Heritage Cedar Shingle and Round-Cut Siding Free-Standing Floor Display \$165.00



- 1101090986502 Heritage Cedar Round-Cut Siding Deluxe Hand Sample \$45.00

# TRIVENT® HIGH PERFORMANCE VINYL SOFFIT



1101090991105 Trivent High Performance Soffit Brochure \$12.50  
 1101079991120 Soffit Specification Sheet \$2.50  
 (Part of the Specification Guide)



1101090992201 Trivent High Performance Soffit Display Board \$100.00



1101090996501 Trivent High Performance Soffit Hinged Soffit-PVC Fascia Hand Sample \$30.00



1101090996504 Trivent High Performance Soffit Deluxe Hand Sample \$45.00



1101090996701 Trivent High Performance Soffit Presentation Case \$35.00



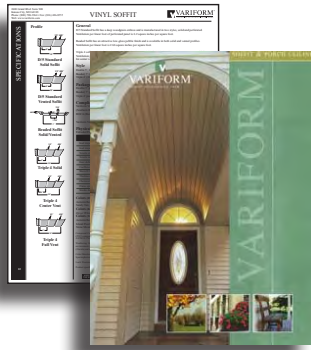
1101090996502 X-traVent Standard Hand Sample \$45.00  
 1101090996503 Solid Standard Hand Sample \$45.00



1108090996101 Trivent High Performance Soffit Fandek \$40.00



# VINYL SOFFIT AND ACCESSORIES



- 1101079991117 Soffit Brochure \$18.75
- 1101079991120 Soffit Specification Sheet \$2.50  
(Part of the Specification Guide)



- 1101070136500 D5 Premium Vinyl Soffit Hand Sample \$40.00



- 1101072586501 T4 Vinyl Soffit Hand Sample \$40.00



- 1101070136502 D5 Standard Vinyl Soffit Hand Sample \$40.00



- 1101070132200 D5 Vinyl Soffit Display Board \$100.00
- 1101092582201 T4 Vinyl Soffit Display Board \$100.00
- 1101090152201 Beaded Soffit & Porch Ceiling Display Board \$100.00

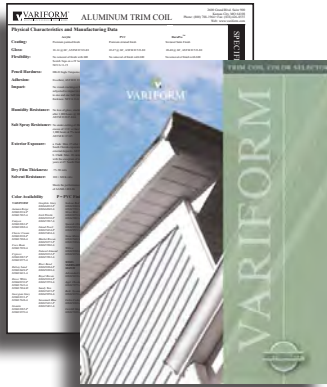


- 1109080156501 Variform Beaded Vinyl Soffit-PVC Fascia Hinged Hand Sample \$30.00



- 1101070156500 Beaded Soffit Hand Sample \$40.00

# ALUMINUM PRODUCTS



- 1101079991120 Aluminum Products Specification Sheets (Part of the Specification Guide) \$2.50
- 1101070161103 Aluminum Trim Coil Color Selector \$3.00



- 1101070232200 Rainware Display Board \$100.00



- 1101070172200 Aluminum Soffit Display Board \$100.00



- 1101070162200 Aluminum Trim Coil Display Board \$100.00



- 1101070191100 Aluminum Products Brochure \$25.00



- 1101070176500 Commercial D6 Aluminum Soffit Hand Sample \$42.50
- 1101070176501 Commercial T4 Aluminum Soffit Hand Sample \$42.50
- 1101079996500 Commercial Q4 Aluminum Soffit Hand Sample \$42.50
- 1101072602200 Durabuilt T4 Aluminum Soffit Hand Sample \$42.50
- 1101072606500 Durabuilt D6 Aluminum Soffit Hand Sample \$42.50

# ALUMINUM PRODUCTS



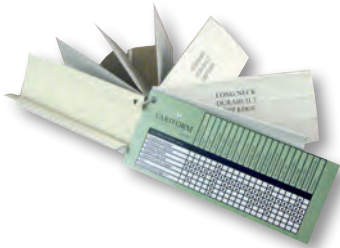
1108090166100	Aluminum Acrylic Trim Coil Fandeck	\$80.00
1108090166101	Aluminum PVC Trim Coil Fandeck	\$80.00
1108090196105	Aluminum Trim Coil Fandeck Matching Georgia Pacific	\$80.00
1108090196107	Aluminum Trim Coil Fandeck Matching KP/ Abtco	\$80.00
1108090196108	Aluminum Trim Coil Fandeck Matching Napco Acrylic	\$80.00
1108090196109	Aluminum Trim Coil Fandeck Matching Napco Pvc	\$80.00
1108090196110	Aluminum Trim Coil Fandeck Matching Royal Fan Deck	\$80.00
1108090196111	Aluminum Trim Coil Fandeck Matching Vytec	\$80.00
1108090196102	Aluminum Trim Coil Fandeck Matching Alcoa/Mastic	\$80.00
1108090196103	Aluminum Trim Coil Fandeck Matching Certainteed	\$80.00
1108090796104	Aluminum Trim Coil Fandeck Matching Crane	\$80.00
1110090166101	Aluminum Trim Coil Fandeck Matching Heartland	\$80.00
11100901661012	Aluminum Trim Coil Fandeck Matching James Hardie	\$70.00
1108090196112	Variform Gutter Coil Fandeck	\$80.00
1108090196101	Variform Overhang Package	\$70.00



1108090196106 Aluminum Trim Coil Master Fandeck Pack \$95.00  
(contains one of each of the Trim Coil Fandecks)



1101070186500 Aluminum Fascia Chain \$50.00



1101070206500 Aluminum Drip Edge Chain \$40.00



1101079996700 Aluminum Accessories Chain \$40.00

# VINYL SKIRTING



1101079991101 Bilingual Skirting Installation Guide \$10.00



1101079991118 Skirting Brochure & Warranty \$12.50  
(contains Varibest and Proguard)



1108091136101 Vinyl Skirting Fandek - Colors \$40.00  
(available in both Varibest & ProGuard)



1101071122200 Varibest Sample Display \$15.00



1101071126500 Varibest Sample Box \$40.00  
(includes both wind resistant and standard front top rails)



1101071112200 ProGuard Sample Display \$15.00  
(can be a tabletop or wall display)

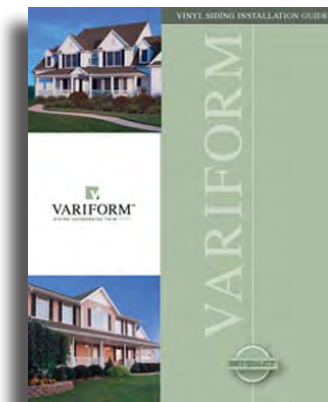


1101071116500 ProGuard Sample Box \$30.00  
(includes standard front rail)

# INSTALLATION GUIDES



- 8806085011122 Vinyl Siding Installation Manual \$2.75  
8803105011124 Vinyl Siding Installation Manual - Spanish - Download ONLY



- 1101079991114 Vinyl Siding Installation Guide \$3.00  
(includes Shingle and Round-Cut Siding)

**vinyl Siding Installation:  
A How-to Video**



TRT: 19:46  
For additional copies, contact the  
Vinyl Siding Institute at  
[www.vinylsiding.org](http://www.vinylsiding.org) or  
1-800-541-5111

- 8806085011001 Vinyl Siding Installation: A How-To Video (DVD - English) \$8.25

# GENERAL



- 6001099991101 Ply Gem Corporate Brochure \$13.00
- 6012109991101 Ply Gem BRI Brochure \$14.00
- 6001099991102 Ply Gem Sustainability Brochure \$10.00
- 6001119991101 Ply Gem Designed Exterior Brochure \$5.25



- 8510109991101 Enerbank "Same As Cash" Flier \$4.64
- 1112109991101 Variform Model Home Flier \$50.00
- 1111099991130 "Building to Make a Difference" Sustainability Technical Bulletin \$31.00



1109109991101 New for 2011 Brochure \$25.00



- 1101079991102 Homeowners Warranty \$0.00
- 1101079991108 Variform Corporate Brochure \$15.00



- 1109099991120 Program Guide and Velocity Marketing Planner \$60.00
- 1101079991112 Variform Presentation Folder \$30.00



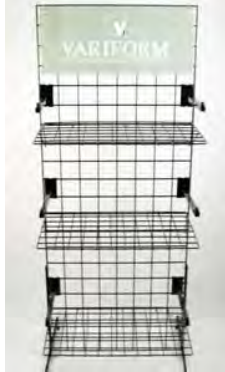
- 1110090996701 Variform Advertising Tool Kit \$12.50
- 1103109991102 Variform Newsletter (Available quarterly) \$0.00



- 1109109991102 Variform eLearning Center Brochure \$10.00
- 1109109991103 Variform Vinyl Siding vs. Fiber Cement Brochure \$10.00



- 1101079991113 Variform Product Guide (Pocket Version) \$12.50
- 1101079991120 Variform Product Specifications Guide \$2.50



1101079995269 Sample Rack (Free Standing Base) \$175.00  
 1101079995270 Sample Rack L-Base Option \$18.50



1101079992202 One-Sided Floor Display Pack \$595.00



1101079992201 Literature Holder Display Board \$100.00



1101071065201 Variform Banner \$62.00



1101079992203 Two-Sided Floor Display Pack \$720.00



# VARIFORM®

SIDING | ACCESSORIES | TRIM | HOME  
by PLY GEM



Rainware, Fascia, Soffit



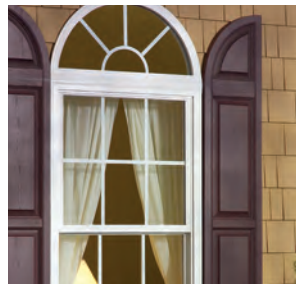
Accent Panels



Accessories



Columns



Shutters, Vents, Mounting Blocks



Gutter Protection

## Finish your home, your way.

Beauty truly is in the details. That's why Variform by Ply Gem offers a full line of matching accessories in a variety of colors and styles to complete the look of your home.

From corners to columns, guttering to soffits, door surrounds to fascia, Variform has all the details you need to define the look you want for your home. And with our enhancements — Leaf Relief® by Ply Gem gutter protection, Monticello Columns® by Ply Gem and Richwood® by Ply Gem exterior finishings — you'll enjoy worry-free maintenance and a beautiful finish down to the last detail.

2600 Grand Blvd., Suite 900 • Kansas City, MO 64108 • Phone: (800) 800.2244 • Fax: (800) 800.0077 • [www.variform.com](http://www.variform.com)

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Windows Siding Stone Veneer Fence+Rail Designer Accents [plygem.com](http://plygem.com)

