



Professional Resource Guide

Variform Is Now Better Than Ever

VARIFORM[®]
by Ply Gem

We promise
to hold up
our
end



Introducing the all new Variform brand

We've completely reinvented the Variform you thought you knew, with two new product lines, and exciting new colors and styles. We've also worked to make your job easier with a new look and new marketing and sales tools. Starting with a new logo, we then refreshed our materials across the board with updated brochures, convenient samples, new packaging and colorful displays that will help you drive more leads, and close more sales.

It's an exciting next step for this iconic brand. Since 1964, professionals and homeowners have trusted Variform for the brand's high quality, durability and beauty, earning it one of the highest satisfaction rates available in the industry.

Variform is endorsed by Ply Gem Residential Solutions, a division of Cornerstone Building Brands, the nation's leading exterior building products company. As a result, you have the assurance you're getting the industry's latest innovations, the broadest selection of products, and the best warranties, service and support. You also have access to the most experienced sales team in the industry with decades of building industry expertise to ensure a seamless professional experience.

As we build upon Variform's exceptional legacy, we look forward to strengthening our partnership with you. It's why we've expanded our contractor tools and loyalty programs with you in mind. And we'll continue to innovate products that make homes beautiful and life easier for your customers.

As always, you can be sure we're with you every step of the way.

Build with Confidence

As a brand that has spanned generations of building and remodeling, Variform has always been defined by new and innovative ideas. The brand was the first to create variegated technology, a double-staggered nail hem, and a rollover locking leg that have resulted in a more dependable, durable and securely fastened siding panel, even in the face of high-velocity winds. We use only the best raw materials and continuously test our products to ensure a lifetime of reliable performance. We're as committed as ever to great products so you and your homeowners can be confident you've chosen wisely.



More tools to grow your contractor business and amplify your results in 2020!

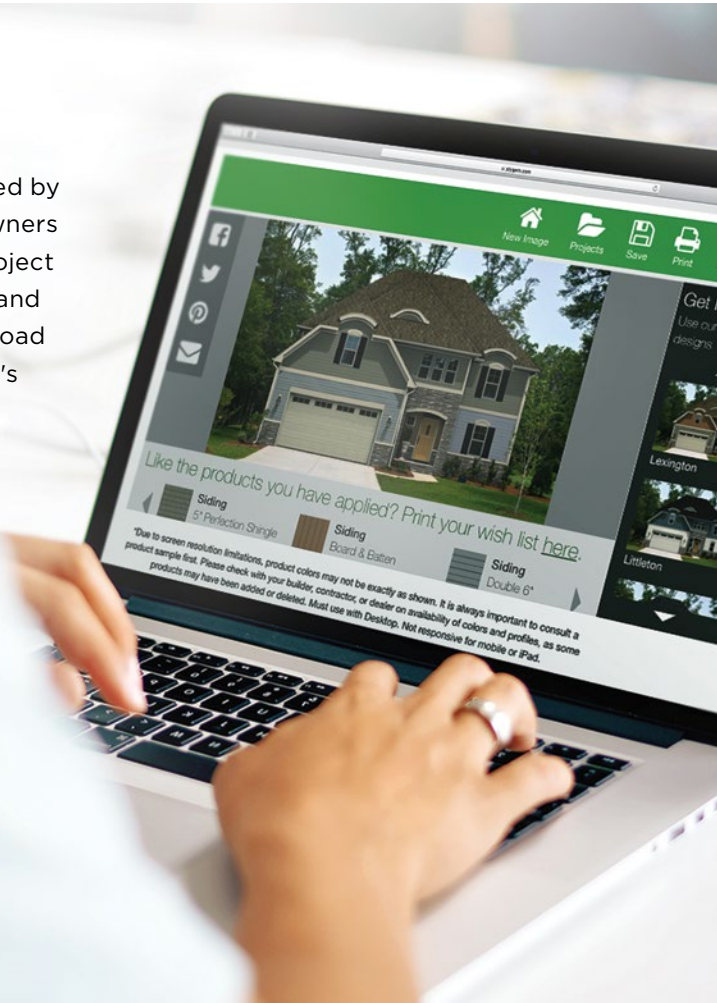
We reward our loyal Variform pros with a suite of business-building tools, programs and training materials, created to give you a smoother, more profitable building experience.

Rewarding your trust: The Variform contractor loyalty program

We're hard at work to build a bold, new contractor program in 2020 to reward our loyal customers. As we progress, we're pulling out all the stops to invest in your success with exciting, new opportunities. Watch for details in the coming year.

Contractor visualizer tool

This visualizer can be used by contractors and homeowners to see the results of a project before the work is done and without the risk. Just upload photos of your customer's house. Once they're in place, the visualizer immediately masks the house so that you can quickly and easily visualize the finished product in various colors and different types of siding, trim and more.



Customized marketing materials

As part of our upcoming contractor loyalty program, we will help you with the design and production of marketing materials that can help you gain visibility and find new customers. We'll custom design each of these materials for your business:

- Trade show banners
- Job site signs
- Door hangers
- Business cards

Training

A robust platform of Variform training is coming your way, including installation information, videos and much more. We also offer VSI certification training and AIA courses for architects to make sure you have the credentials you need for success in the marketplace.



Make estimating faster and easier with HOVER 3D modeling and measurement

We have invested in adding our full line of siding products and colors onto the HOVER platform to make it easy for contractors and their customers to design, visualize, and select our products. HOVER transforms smartphone photos of any home

into a fully measured, customizable 3D model so you can estimate a project and visualize the final results. Because it provides detailed exterior measurements for all parts of the home, you can save time and money by eliminating extra trips to the job site.

Accuracy

HOVER'S measurements are accurate and reliable. It provides all exterior measurements, including roof, siding, windows, doors, trim and more.

Interactive 3D

With just a few clicks, you and your customers can visualize home renovations with different styles of our siding, trim and other materials in various colors to make the decision process easier than ever before. Before you meet for the first time, customers can upload smartphone photos of their homes so that you can provide early estimates and be prepared with 3D models and measurements right from the start.



EagleView™ estimation tool

With EagleView technologies, you can save time and money by eliminating travel to the site to measure and estimate a siding job. Just submit an address and receive a report with high-resolution photos and accurate measurements within 48 hours. Choose from two reports, each at an **exclusive price to our contractors.**

WallsLite™ Report

Provides wall surface area measurements by cardinal direction.

\$32 exclusive pricing

GutterReport™

Overhead and side view images, eave measurements, downspout and miter corner count. **\$10 exclusive pricing**

Variform builder programs to energize your business

We view our builders as long-term partners. We strive to ensure your success with day-to-day tools and incentive programs that help you work more efficiently and profitably.

Interactive Design Tool

Larger builders can customize this app to choose from a suite of visualizer tools. With it, you can organize all your projects and help customers visualize from more material, color and texture choices. Choose from three options.

LEVEL ONE

Basic MyHome™ visualizer priced per home. Upload a photo or rendering and receive a link to visualize your project within 48 hours.

LEVEL TWO

Co-branded option with customization of up to 12 home designs using Ply Gem products.

LEVEL THREE

Fully customized visualizer with your brand and your full line of designs using just the Ply Gem products and colors you choose to include.

More rebates and incentives

Through HomeSphere's Builder Rebates and Incentives (BRI) rebate management platform, builders can access savings on the materials they use every day. Because we're a participating building product manufacturer, you can earn incentives and rebates on the Variform products you install on your projects. A total rebate management system, HomeSphere will bundle all your building product rebates into one monthly check. It's easy to participate and easy to save.

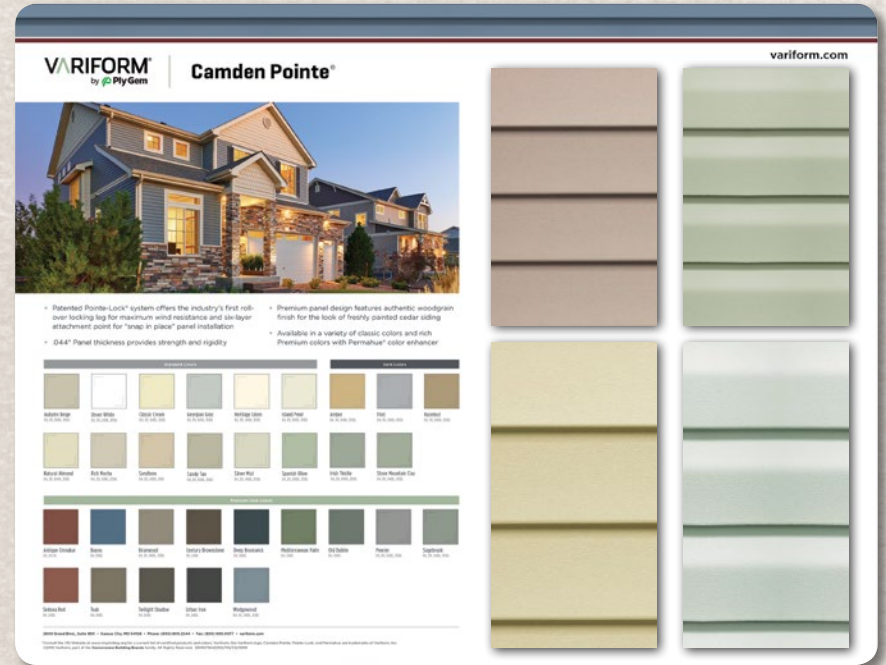




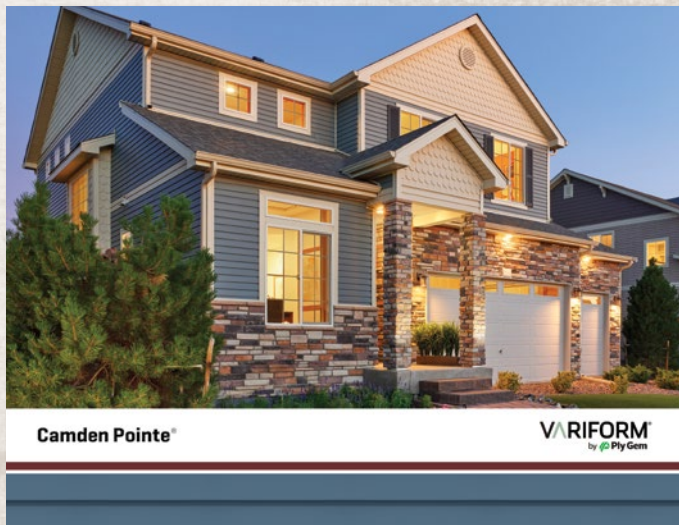
Fandecks

All-new marketing materials

Our multi-million dollar branding efforts across a variety of media reach a larger audience than ever before. In addition to providing you with updated brochures, fandecks, and portfolios, we will be investing in advertising in top trade publications, public relations opportunities, social media and other digital marketing to create Variform brand awareness. As a result, you can expect new leads, inquiries and new business opportunities. To get the best results, make sure you're included in our "Find A Pro" tool on Variform.com.



Display Boards



Product Brochures



Portfolios



The Heritage Cedar line is molded from real cedar shingles and available in three styles. Use them to add texture on the whole house or as an accent.

Hand-Split Shingle

- Staggered butt edge

Round Cut

- Ideal for accenting architectural features

Perfection Shingle

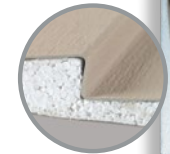
- Seamless appearance



Advanced all-weather protection.

ClimaForce insulated vinyl siding can increase R-value, reduce energy costs and give a home's exterior the solid look of wide wood panels.

- Continuous layer of insulation
- D5 DL adds R-value up to 2.9
- Foam backing stiffens panel
- Lays flat and stays flat
- Unique formula provides a barrier against UV rays and heat build up



NOMINAL THICKNESS	.100"	.100"	.090"	.080"	1.125"			
PROFILES	HAND-SPLIT	PERFECTION D7	T5	ROUND CUT	S7	D4	D5 DUTCH LAP	D6
COLORS	24	31	26	9	15	11	11	15
DESIGN PRESSURE ¹	82.2 PSF	73.3 PSF		48.9 PSF	68.9 PSF			
WIND VELOCITY ²	180 MPH	175 MPH		145 MPH	170 MPH			

¹Standard Wind Load Design Pressure Rating

²Example wind velocity for the PSF is the MPH in Zone B @ 30' building height



The best siding for the worst weather.

Vortex Extreme is designed to withstand high winds and engineered with Weather Warrior™ Technology.

- Reverse roll-over nail hem for superior strength and holding power
- “Spring-loaded” profile helps keep seams tight
- Color-through technology hides scratches and resists fading



This vertical panel creates a rustic look with no visible seams. Available in rich Premium Dark Colors.

- Wide 7" panel with a 1.5" batten
- Thick, strong and durable
- Subtle woodgrain texture



	.046"		
D4	D4.5 DUTCH LAP	D5	
36	36	21	
	89.4 PSF		
	190 MPH		

	.048"		NOMINAL THICKNESS
	BB		PROFILES
	30		COLORS
	92.6 PSF		DESIGN PRESSURE ¹
	193 MPH		WIND VELOCITY ²

¹Standard Wind Load Design Pressure Rating
²Example wind velocity for the PSF is the MPH in Zone B @ 30' building height

Camden Pointe®



American Herald®



Ashton Heights®



Camden Pointe offers the look of freshly painted cedar siding in a wide range of colors.

- Pointe-Lock® rollover locking leg
- Colors include Premium Dark Colors



A realistic cedar emboss complements the classic styling.

- Cedar Emboss
- Premium thickness
- 9/16" panel projection



Features a subtle woodgrain emboss in three classic styles and a variety of popular colors, including Premium Dark Colors.

- Double staggered nail hem speeds installation
- Deep shadow lines



NOMINAL THICKNESS	.044"			
PROFILES	D4	D5	D4 DUTCH LAP	D5 DUTCH LAP
COLORS	31	21	31	21
DESIGN PRESSURE ¹	77.2 PSF			
WIND VELOCITY ²	178 MPH			

NOMINAL THICKNESS	.044"			
PROFILES	D4	D5	D4 DUTCH LAP	D5 DUTCH LAP
COLORS	31	21	31	21
DESIGN PRESSURE ¹	55.6 PSF			
WIND VELOCITY ²	150 MPH			

NOMINAL THICKNESS	.042"		
PROFILES	D4	D4.5 DUTCH LAP	D5
COLORS	26	26	23
DESIGN PRESSURE ¹	COMING SOON: Testing will be posted on line in January 2020. Check the digital download of the 2020 Spec Guide		
WIND VELOCITY ²	COMING SOON: Testing will be posted on line in January 2020. Check the digital download of the 2020 Spec Guide		

¹Standard Wind Load Design Pressure Rating
²Example wind velocity for the PSF is the MPH in Zone B @ 30' building height

American Tradition

Contractor's Choice®

Victoria Harbor®



- Tucktight curled nail hem resists tearing in high winds
- Anchor Lock angled design locks panels while allowing for expansion and contraction
- 1/2" panel projection



This panel offers great value and proven performance. Available in a variety of styles and colors.

- Popular brushed cedar texture
- Low gloss finish
- 1/2" panel projection for subtle shadow lines



This traditionally styled panel recreates the grace of stately Colonial homes.

- Beaded groove creates distinct shadow lines
- Premium thickness
- Smooth satin finish in a wide range of colors



.042"			.040"				.044"		NOMINAL THICKNESS
D4	D5	D4.5 DUTCH LAP	T3	D4	D5	D4.5 DUTCH LAP	BD		PROFILES
23	23	23	17	17	17	17	16		COLORS
77.2 PSF			55.6 PSF				80.2 PSF		DESIGN PRESSURE ¹
178 MPH			150 MPH				180 MPH		WIND VELOCITY ²

¹Standard Wind Load Design Pressure Rating
²Example wind velocity for the PSF is the MPH in Zone B @ 30' building height

Variform makes selling easy

The more your customers know about Variform, the easier it is to make a sale. Below are the reasons why homeowners wisely choose Variform for their homes.

SAVE MONEY

Variform siding has a lower total installation cost than any other exterior cladding.

NEVER PAINT AGAIN

Unlike wood, stucco or fiber cement, Variform vinyl siding never needs painting.

LASTING BEAUTY

Our high-grade vinyl has a fade-resistant finish for long-term beauty.

GREAT VALUE

Variform holds its value over time to deliver a great return on investment.



Craftsman Style

- 1 **ClimaForce S7**
Sandy Tan
- 2 **Heritage Cedar Hand-Split Shingle**
Cottage Gray
- 3 **Ply Gem Double Hung Windows**
Beige
- 4 **Ply Gem Stone**
Shadow LedgeStone

Give every home the finishing touch

Our siding is just a part of the many products within our family of brands. These exterior options all work together to help create a fully integrated look that takes the guesswork out of design decisions.

Aluminum Products

- Long-lasting, premium-grade aluminum.
- Siding, soffit, fascia, accessories, trim coil, rainware.

Steel Siding

- So strong, it's approved for six-story buildings.
- 100% recyclable; includes up to 50% recycled materials.

Gutter Protection

- Several designs and fastening options.
- Warranties range from 5-20 years.

Shutters and Accents

- Vents, mounting blocks and architectural accents in many styles, sizes and colors.
- Limited Lifetime Warranty.

Trim and Mouldings

- Cellular PVC trim and mouldings.
- Engineered for low maintenance and lasting beauty.

Fence and Railing

- Full range of vinyl styles that are building-code rated.
- Virtually maintenance-free.
- Limited Lifetime Warranty.

Stone

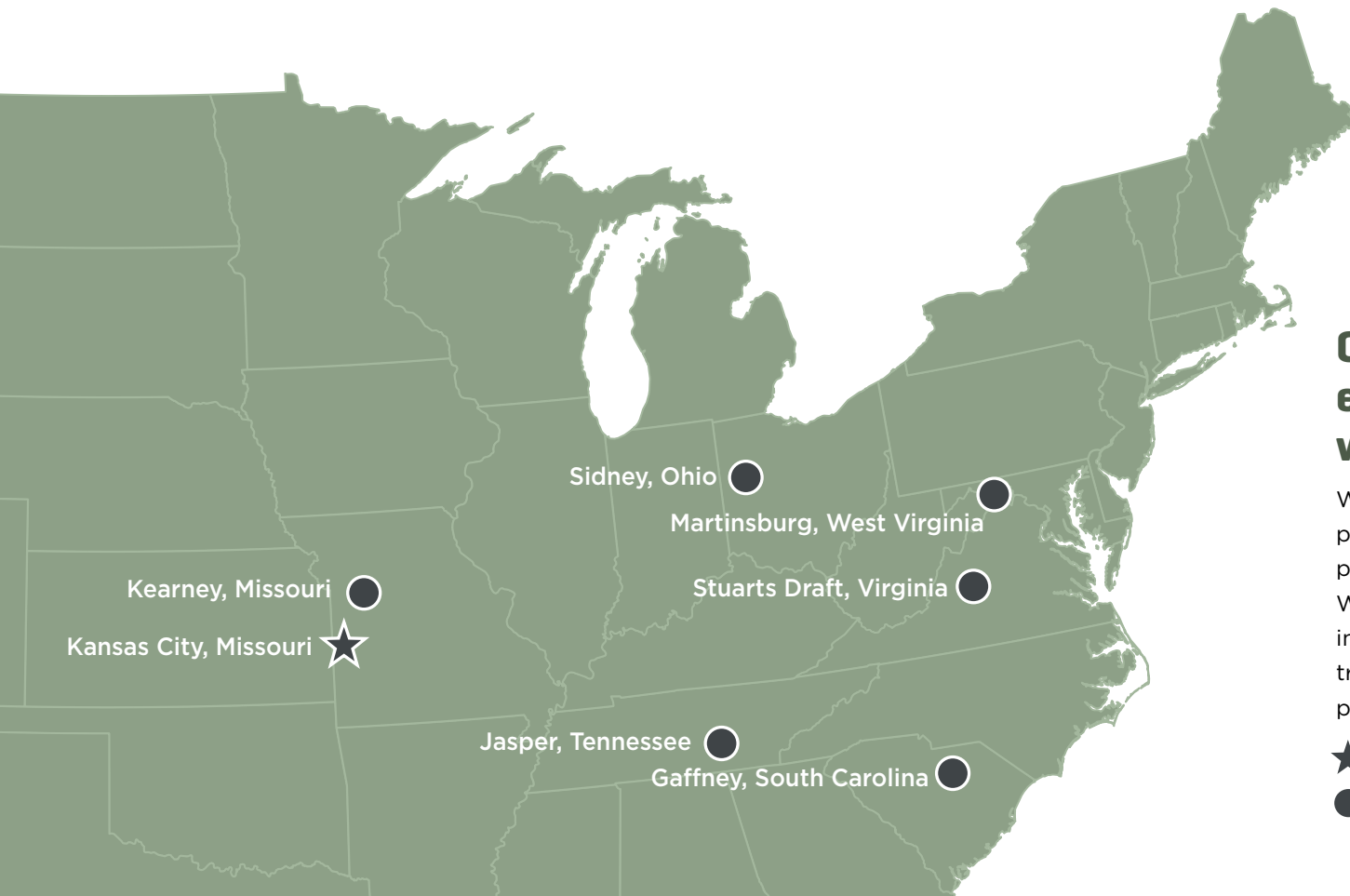
- The beauty of natural stone at a fraction of the cost.
- Cast from stone molds with natural texture and color.

Windows

- An extensive line of windows and patio doors in vinyl, wood, aluminum, vinyl-clad and aluminum-clad.
- Lifetime Warranty.

Variform delivers excellence

Variform is endorsed by Ply Gem Residential Solutions, a division of Cornerstone Building Brands, the nation's leading exterior building products company. With our resources, we're able to offer the industry's very best siding and the broadest portfolio of products. Our industry knowledge and leadership comes from our team of dedicated and experienced professionals who provide an unrivaled level of operations excellence to our nationwide network of distributors.



Our network of plants ensures we're always where you need us

We use a "virtual plant" system that moves production between our manufacturing plants to speed delivery and control costs. We've also developed a vendor-managed inventory program to forecast, place and track orders. That means you get the products you need, when you need them.

- ★ Siding Headquarters
- Siding Manufacturing Facilities

1964

Ralph Ayers starts Variform (VARious FORMs of plastic).

1971

Variform begins custom embossing smooth accessories for the siding industry.

1976

Variform begins producing vinyl siding.

1986

Acquired by Ply Gem Industries.



Sustainable Building, Responsible Living

We're committed to reducing our impact on the environment and providing products that help ensure a sustainable future.

Sustainable Resources

- Vinyl products made from abundant natural resources¹
- Minimal construction site waste
- Aluminum products contain over 80% recycled content
- Ply Gem facilities reuse and recycle

Energy Efficiency

- Vinyl siding requires less energy to manufacture than brick²
- National distribution network reduces energy use and emissions
- Variform insulated siding increases a home's energy efficiency

Lifecycle Benefits

- Variform vinyl siding is durable and requires no site finish
- Vinyl siding should never require painting or staining
- All of our aluminum accessories are easily recyclable



Home Innovation
NGBS GREEN PARTNER™
RESOURCE EFFICIENCY

THIS PRODUCT HAS BEEN CERTIFIED BY HOME INNOVATION RESEARCH LABS.
This means you can be assured that this product complies with specific green practice criteria in the National Green Building Standard (NGBS). Visit [HomeInnovation.com/GreenProducts](http://www.HomeInnovation.com/GreenProducts) for more details.

¹ "A Dozen Things You Might Not Know That Make Vinyl Siding Green," page 9, Tad Radzinski, P.E., LEED AP, and VSI. October 10, 2009. <<http://www.vinylsiding.org/greenpaper/>>

² Ibid, page 10.

1998

Introduced aluminum products.

2008

Introduced shutters, accents and gutter protection.

2013

Introduced Ply Gem Trim.

2019

Ply Gem and NCI Building Systems merge to become Cornerstone Building Brands.

Details, details, details.

The Variform brand has all the accessories and details you need to complete your project, including corners, trim, guttering, soffits, door surrounds and fascia. Variform is endorsed by Ply Gem Residential Solutions, a division of Cornerstone Building Brands, the nation's leading exterior building products company. As a result, we can provide you with a wide range of enhancements that complement Variform products—Ply Gem gutter protection, Ply Gem Steel Siding, Ply Gem Trim and Mouldings, and Ply Gem Shutters and Accents. They all work together so that you can offer worry-free maintenance and beauty down to the last detail.

Serving our communities

At Cornerstone Building Brands, our associates have a vested interest in the communities we serve. Over the years we have donated hundreds of thousands of dollars in exterior home products and our people have volunteered thousands of hours to build or renovate homes for families in need of affordable housing.

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(888) 9PLYGEM | variform.com



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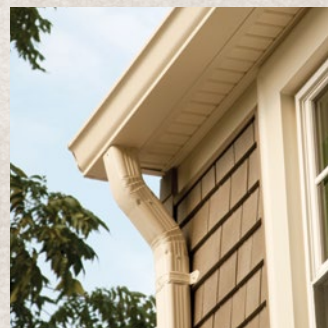
*Consult the VSI Website at vinylsiding.org for current list of certified products and colors.



Vinyl Siding and Accent Panels



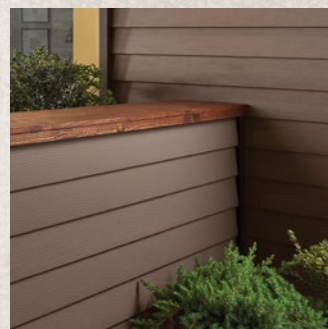
Gutter Protection



Rainware, Fascia, Soffit



Ply Gem Fence and Railing



Ply Gem Steel Siding



Ply Gem Shutters and Accents