

A Better Choice in Fiber Cement.

Looks more like wood

- Deeper and more realistic embossing process
- Woodgrain derived from real cedar transfer system

World-Class Service

- Toll-free guidance
(844) 4 ALLURA
- Industry-leading 50-year
Limited Warranty



The Choice is Yours.

Allura Lap Siding combines the appearance and workability of wood with the durability of fiber cement technology. Our premier product line offers easy installation and a long-lasting alternative to traditional exterior wall claddings or vinyl siding.

- **Can be used for many applications including siding, fascia and deck skirting**
- **Endures and protects; built to stand up to the worst of weather conditions**
- **Manufactured to look like natural wood in various exposures**
- **Non-combustible with a Class A fire rating**
- **Impervious to wood-boring insects, resists moisture and decay**

Color to the Max.

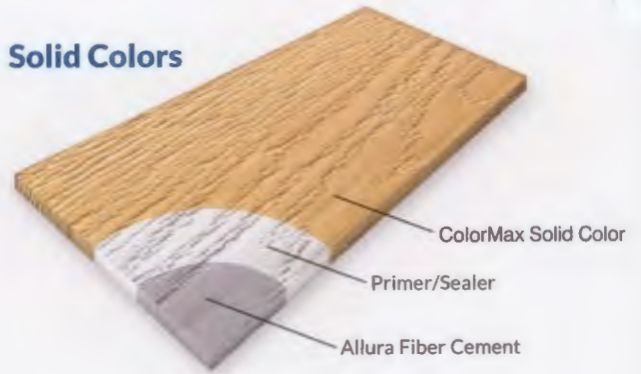
Using Allura Fiber Cement Siding on your project guarantees strength, beauty and a plethora of choices for your design. Our proprietary ColorMax® Finishing System ensures unparalleled protection against the elements whilst bringing out the rich textures of the woodgrain beauty in the broadest palette of designer colors.

Beneath the alluring finish lies a strong precision process. Optimal defense is built in with our primer/sealer for premium weather protection and machine-applied coats of ColorMax color. Automated, consistent coverage on all exposed surfaces seals each piece for maximum resistance to exterior exposure while resulting in a seamless, smooth installed look and feel.

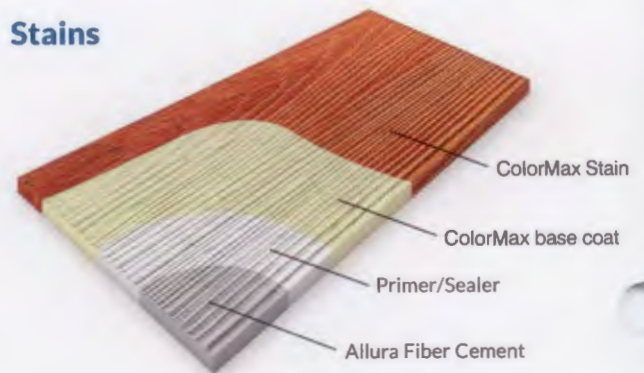
ColorMax stains also receive a mastered layer and our innovative base coat with proprietary resins for outstanding protection and defense.

When you choose Allura, you are fully backed with the support of our 50-year transferable limited warranty—plus a 15-year transferable coating limited warranty.*

Solid Colors

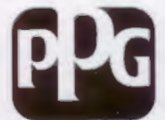


Stains



PPG to the max.

Since we have the right partners, Allura has no problem maintaining a successful track record for quality. We're proud to team up on ColorMax with PPG Pittsburgh Paints, a global coatings leader.



As a pioneering force in the machine-applied coatings segment for more than 80 years, PPG brings the same renown for innovation to the world of architectural coatings as it has to the aerospace, automotive and manufacturing industries.

Respected for its technological advancements including enhanced pigments for superior durability, PPG leads the way through a strong network of home building product distributors. That means you've made a sound choice in ColorMax, from the two leaders who know exterior finishes.

*See actual warranty for details and conditions.