



ASCEND[™]

COMPOSITE CLADDING SYSTEM



SUPERIOR VALUE



ENDURING
PERFORMANCE



EASY INSTALLATION,
EASIER MAINTENANCE

THERE'S NEVER BEEN CLADDING LIKE **THIS.**

**Introducing ASCEND™ Composite Cladding
by Alside, a first-of-its-kind composite
cladding solution that brings together
beauty, performance and easy installation
for the best overall value on the market.**

With tall exposures and the deeply grained look of real wood, ASCEND captures the high-end aesthetics today's homeowners demand. But with ASCEND, installation is quicker and easier than that of fiber cement, engineered wood and other composite panels. In fact, ASCEND can often be installed by fewer laborers working at a time.

After it's installed, ASCEND doesn't just perform... it lasts. And lasts. And lasts. Keeping that "just-installed" look for as long as it's up, ASCEND requires minimal maintenance, day after day, year after year.

And that's just the beginning of the new heights ASCEND reaches.

REACH NEW HEIGHTS.



FAST, SIMPLE INSTALLATION

MINIMAL MAINTENANCE



PATENT-PENDING (GP)² TECHNOLOGY

ASCEND is the world's first composite cladding engineered with a combination of **G**lass-Reinforced **P**olymer and **G**raphite-Infused **P**olystyrene. This patent-pending (GP)² Technology was developed to achieve superior performance in tests for wind load and impact resistance, workability and flame/smoke spread. With (GP)², ASCEND boasts:

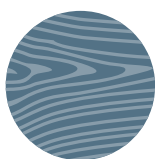
Class A Fire Rating
for both flame spread
and smoke developed

Impressive
impact resistance

Superior wind load
performance

ASCEND's (GP)² compound contains glass particles for added structural stability, strength and heat resistance, while titanium dioxide protects against ultraviolet degradation, and impact modifiers help resist dents and dings. (GP)²'s integral weatherable pigments provide strong fade resistance, even on ASCEND's dark colors, and its non-moisture-absorbing materials prevent rotting, warping, shrinking and swelling.

SEE THE POSSIBILITIES.



INCREDIBLE BEAUTY

With ASCEND, a color palette of 20 shades ranges from timeless to on-trend, while the look of real wood creates the high-end look today's homeowners demand.



EASY INSTALLATION

Not only does ASCEND's light weight make it easy to handle, its self-aligning stack lock makes it easy to install—even by fewer laborers. Plus, no sealing, touching up, joint flashing or caulking is required—meaning less mess and less waste.



A LIFETIME OF BEAUTY, GUARANTEED*

With ASCEND, years of minimal maintenance come backed by an industry-leading lifetime warranty for exceptional performance.

ASCEND COMPOSITE CLADDING: NOT JUST DIFFERENT. BETTER.

		FIBER CEMENT/ ENGINEERED WOOD	VINYL SIDING	ASCEND [™] COMPOSITE CLADDING SYSTEM
AESTHETICS	Tall profile/exposure	✓		✓
	Flat face	✓		✓
	Realistic woodgrain appearance	✓		✓
PERFORMANCE	Solid feel against wall	✓		✓
	Compatible with high-end trim options	✓		✓
	Lifetime warranty		✓	✓
	Moisture-resistant (no swelling)		✓	✓
	High-wind resistance with unexposed fasteners		✓	✓
	Low maintenance		✓	✓
EASE OF USE	Easy handling		✓	✓
	Ease of installation (self-aligning, one-person hang)		✓	✓
	No sealing, touch-up painting, joint flashing or caulking		✓	✓
	Less skill required (peace of mind)		✓	✓
	Enhanced safety (no special tools or respirators required)		✓	✓

REINFORCED NAIL HEM

for increased wind load
resistance (up to 180 mph)

STACK LOCK

for easy installation

**7" FLAT FACE AND
CEDAR MILL GRAIN**

better replicate look of wood

FORGIVING HANG

conceals minor wall imperfections

**20 LOW-GLOSS AND
LOW-MAINTENANCE COLORS**

to match any homeowner's style

(GP)² TECHNOLOGY

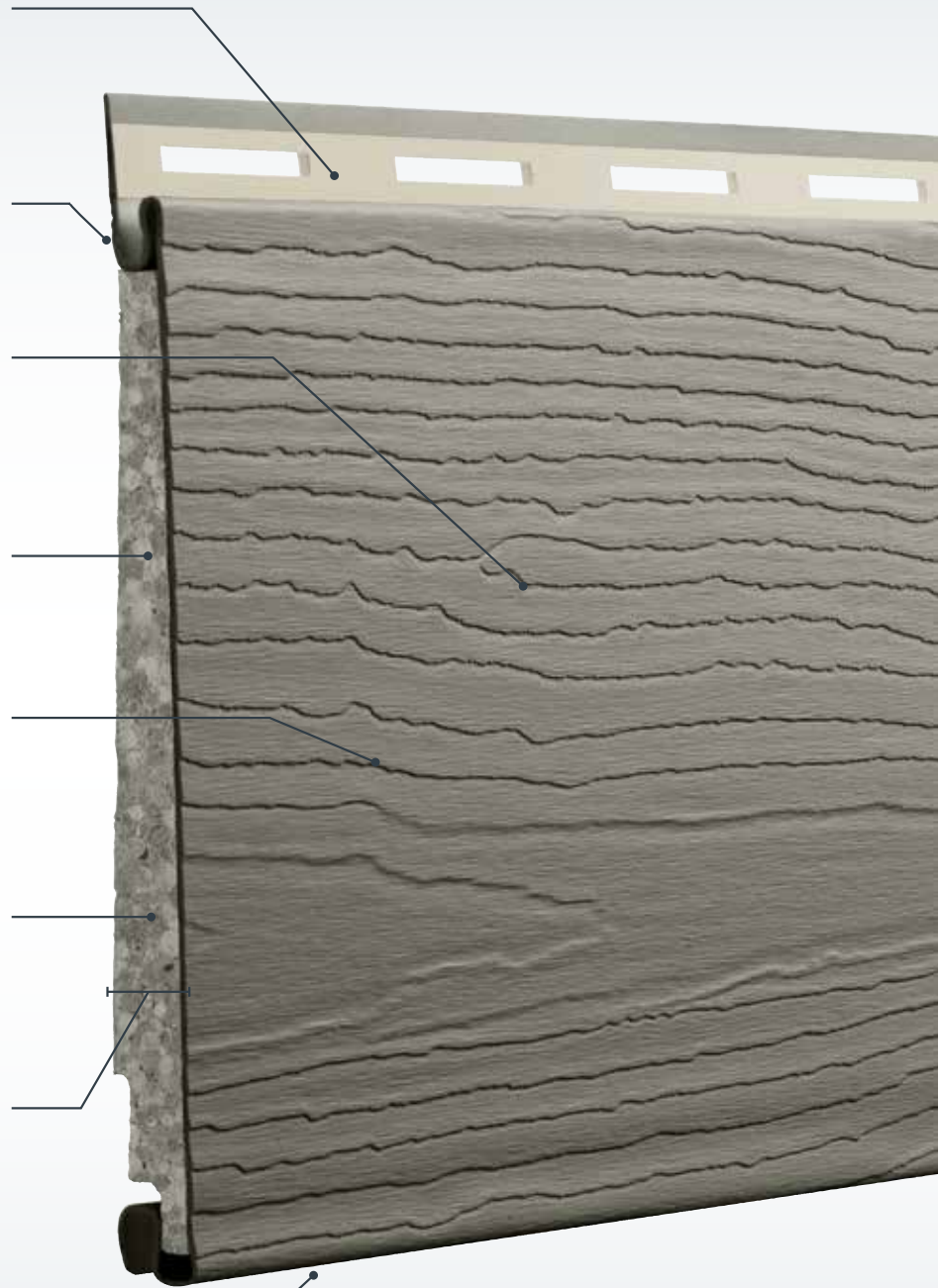
for a Class A Fire Rating and
lower expansion

VERSATILE 3/4" PROJECTION

is compatible with both standard
and architectural accents

SHARP BUTT EDGE

better replicates the look of real wood



ENGINEERED TO
OUTPERFORM
AT EVERY LEVEL.



Glacier
White



Almond



Monterey
Sand



Pebble



Canyon Drift



Flagship
Brown



Rustic
Timber



Cape Cod
Gray



Sterling
Gray



Storm



Ageless
Slate



Charcoal
Smoke



Cast Iron



Laguna Blue



Harbor Blue



Midnight
Blue



Riviera Dusk



Mountain
Fern



Deep Moss



Fired Brick

THE LOOK OF REAL WOOD. THE PERFORMANCE OF SOMETHING BETTER.

With ASCEND, the industry's best aesthetics, workability and performance come together—installing easily and providing homeowners with a lifetime of minimal maintenance. It's time to reach new heights. **It's time to ASCEND.**



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