

# Finishing Technology

## ColorPlus® Technology

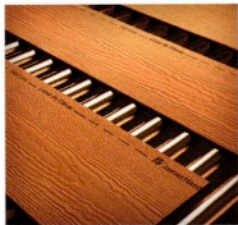
Our advanced ColorPlus® Technology finishes deliver the ultimate in aesthetics and performance to your job site. Our products aren't simply painted at the factory. Multiple coats of color are baked onto the board, creating a vibrant, consistent finish for years of lasting character, adhesion and fade resistance.

**GIVE HOMES A DURABLE, RICH AND CONSISTENT COLOR  
NO FIELD-APPLIED HOUSE PAINT CAN MATCH.**



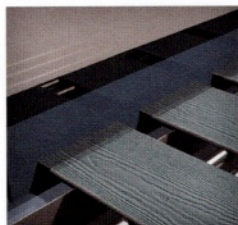
### Superior finish adhesion

Our proprietary coating is engineered for superior adhesion to our substrate and applied to all surfaces, edges and features for durable performance.



### Superior color retention

Finish is cured onto boards after each coating step for a stronger bond, which allows for exceptional resistance to cracking, peeling and chipping.



### Superior UV resistance

Multi-coat, baked-on finish retains its vibrancy longer when compared to vinyl siding and paint on other siding products in all UV conditions.



**ColorPlus®**  
Technology