



## **PLY GEM® IN THE NEWS**

**The following announcement highlights recent media coverage featuring The Designed Exterior by Ply Gem.**

**Media Outlet:** *Green Builder* (print and online)  
<http://viewer.zmags.com/publication/8145a72e#/8145a72e/41>

**Date:** February 2010

**Circulation:** 110,000 print/44,000 online

**Featured:** The Designed Exterior by Ply Gem, including photos and information of NAHB Research Center Green Approved products that come together to create the concept.

**Article Synopsis:**

The February 2010 issue of *Green Builder* magazine included The Designed Exterior by Ply Gem in the “Editor’s Hot 50 Products of 2010.” Featured in this article are various Ply Gem products that can be combined to create The Designed Exterior. This concept promotes creating a holistic, sustainable exterior for the home from a single manufacturer. Ply Gem was one of only four manufacturers among the 50 companies represented to receive a full-page write-up.



**Importance to Ply Gem:**

The inclusion of The Designed Exterior by Ply Gem further emphasizes the company’s sustainable efforts and products. This boosts visibility of the one Ply Gem initiative, and of Ply Gem as a major player in the green building and remodeling industry.

**Media Outlet Information:**

Focuses exclusively on green building and environmentally appropriate development and serves as a builder's advocate by bringing greater awareness of sustainable products, designs, systems and techniques. Aims to enable builders and contractors to profitably pursue green building projects without compromising the comfort or design of a typical American home.

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- A new solar technology that heats and cools homes, page 14

# GreenBuilder®

DEFINING GREEN





## SHEATHING AND ROOFING

### ALL TOGETHER NOW

Creating an attractive green exterior just got easier with Ply Gem's exterior suite of products.

For builders who are trying to include more sustainable options in their homes while standing out from the competition, here's an easy sell: The Designed Exterior by

Ply Gem. The beauty of this idea is that you don't have to mix and match products from various green manufacturers to create a sustainable exterior.

Ply Gem's holistic solution includes windows, siding, stone veneer, and fence and rail. And all the products in the suite are NAHB Research Center Green Approved products.

The Designed Exterior includes virtually every product needed to finish a home

that has attractive curb appeal, and they can be combined to create different looks. Low-maintenance products include traditional lap siding, board and batten, shake siding, fence and rail, stone veneer cladding, and aluminum-clad windows.

The products—four of which are shown here—are suitable for both retrofit and new construction and are offered in a variety of price points. Many of them qualify for energy-efficiency tax credits. [www.plygem.com](http://www.plygem.com)



The Mira Premium Series aluminum-clad wood windows from Ply Gem Windows, offers energy-efficient architectural styles in eight different colors. Shown here: Mira Premium Series radius operable window.



Mastic Home Exteriors Structure EPS Insulated Siding offers energy efficiency, reduces outside noise levels by up to 30%, and has a 190 mph wind rating.



Napco by Ply Gem Cedar Select Hand-Split Shingle Siding is just one of the siding choices in The Designed Exterior. Other cladding options include varying widths and lengths plus scallops, and board and batten.



Ply Gem Stone Tuscan Fieldstone collection helps buyers make a design statement—from contemporary to traditional.