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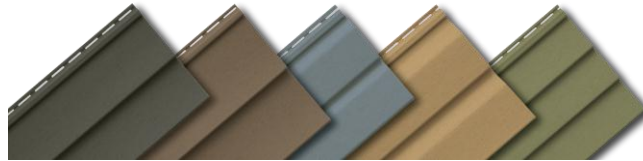
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Associated Materials, LLC – Alside | Gentek | Revere | Alpine | UltraGuard | Preservation

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## **Alside® Introduces New Dark Colors for Coventry by Alside® Premium Vinyl Siding**

*Five luxurious colors exuding beauty and warmth*



**CUYAHOGA FALLS, OH (January 15, 2016)** – Alside®, a leading North American manufacturer and wholesale distributor of residential and light commercial exterior building products, introduces the addition of five new dark colors for its Coventry by Alside® .042 gauge vinyl siding offering.

Inspired by the spirit of nature, the colors include Somerset Wheat, Canyon Drift, Arbor, Harbor Blue, and Charcoal Smoke, all from the Alside Architectural Color Collection.

Imparting a warm and inviting sophistication, the colors are bold without being overwhelming, and are ideal choices for both new construction and remodeling projects in residential and light commercial applications. The deep, rich tones have the ability to liven up neutrals or serve to unify diverse architectural elements, making them trustworthy color choices for today's discriminating property owners and construction professionals.

“These are the most stunning colors we have ever produced in our .042 siding product line,” said Dana Schindler, Sr. VP and Chief Marketing Officer for Associated Materials, LLC. “Equally appealing for both

new construction and remodeling, these natural shades broaden exterior design options, delivering beautiful color and warmth to a home's exterior."

Like all Alside exterior building products, Coventry premium vinyl siding, trim and accessories provide homeowners, remodelers, architects and builders wide design flexibility with the added benefits of ease of installation and trouble-free maintenance. For additional information, please visit [www.alside.com](http://www.alside.com).

### **About Alside**

Alside, founded in 1947 and headquartered in Cuyahoga Falls, Ohio, is part of Associated Materials, LLC, a vertically integrated manufacturer and wholesale distributor of residential and light commercial exterior building products meeting the needs of homeowners, contractors, remodelers, builders, architects and property investors. Alside products include: vinyl windows and patio doors; vinyl siding, soffit and accessories; aluminum trim coil; aluminum and steel siding and accessories. These products are distributed in the U.S. on a wholesale basis to contractors, remodelers and builders through a network of 99 company-owned and -operated Alside Supply Centers, and over 100 independent distributor and direct dealer locations. Alside Supply Centers also distribute complementary building materials, including roofing, insulation, rainware, exterior doors, shakes, stone, decking, professional tools and supplies, and more. To learn more visit [www.alside.com](http://www.alside.com).

### **About Associated Materials, LLC**

Associated Materials, LLC is a U.S. and Canadian manufacturer and distributor of residential and light commercial exterior building products meeting the needs of homeowners, contractors, remodelers, builders, architects and property investors. Manufactured at 11 facilities, the comprehensive product portfolio includes: vinyl windows and patio doors; vinyl siding, soffit and accessories; aluminum trim coil; aluminum and steel siding and accessories; vinyl railing and fencing. The company's six core brands – Alside, Gentek, Revere, Alpine, Preservation and UltraGuard – are distributed to contractors, remodelers and builders through a dual-distribution network. Associated Materials owns and operates over 120 Supply Center wholesale locations in the U.S. (Alside) and Canada (Gentek), and also partners with over 400 independent distributors and direct dealers. In addition to company-manufactured products, Supply Centers distribute complementary building materials, including roofing, insulation, rainware, exterior doors, shakes, stone, decking, professional tools and supplies, and more. To learn more visit [www.associatedmaterials.com](http://www.associatedmaterials.com).

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