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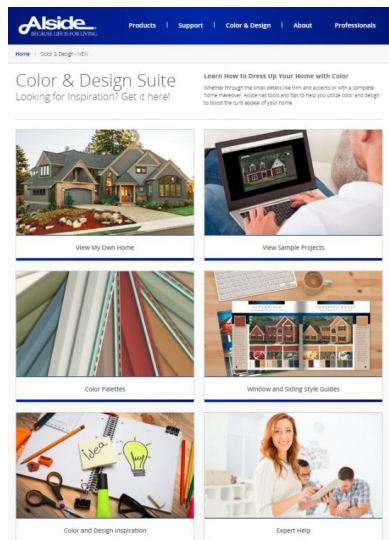


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Associated Materials, LLC – Alside | Gentek | Revere | Alpine | UltraGuard | Preservation

Alside® Launches Expanded Web Site Color & Design Suite with New Visualizer Options



CUYAHOGA FALLS, OH (January 14, 2016) – Alside®, a leading North American manufacturer and wholesale distributor of residential and light commercial exterior building products, launched on its [web site](#) an expanded [Color & Design Suite](#), including the new Alside Visualizer digital design tool.

These new resources provide homeowners, remodelers and other construction professionals with a vast array of digital tools and information to inspire, personalize and simplify the design process.

Two different digital visualization solutions allow users to see Alside products and colors on photos of actual homes, including options to see their own house project with Alside products and colors.

First, users can choose the long-standing, proprietary [Alside Design Showcase](#) visualization tools. Those interested in siding projects can experiment with four pre-existing house exterior images, changing colors and product styles for siding, trim, accent areas, roofing, entry door and more. For window projects, users can change window models, configurations, grids, wood-grains, exterior colors and more. The interior image also allows alteration of wall and floor colors. Navigation is simple with easy-to-use, drop-down menus for product and color selections, and includes color recommendations.

Second, the company launched a new digital design tool called the [Alside Visualizer](#). Powered by Renoworks, a leading international developer of design software solutions, the Alside Visualizer provides users with three distinct options:

- [View Sample Homes](#): See 12 pre-existing homes with siding, trim and more already outlined or “masked” – just point and click to change colors and product styles.
- [View My Own Home – DIY](#): See how their own house exterior will appear with new products and colors. With this “do-it-yourself” approach, users upload a digital photo of their own house project, mask areas they want to alter (siding, trim, windows, roof, etc.), then change colors and product styles. Finished design concepts can be saved for review.
- [View My Own Home – PRO](#): This “do-it-for-me” approach makes this process even easier versus the DIY option. Here, users simply upload a digital photo of their own house project, and for a \$15 fee, Renoworks will mask the areas (siding, trim, windows, roof, etc.), and e-mail the outlined image to the user to change colors and product styles. Finished design concepts can be saved for review.

In addition to digital visualization tools, the Alside Color & Design Suite features new content to educate and inspire both homeowners and construction professionals, including:

- [Color Palettes](#): View the full array of color options available for Alside siding and window products, from traditional to trend-setting.
- [Window and Siding Style Guides](#): Seek color and design inspiration from these comprehensive resources available in PDF and Flipbook formats. View beautiful photography, color pairing recommendations, and unique product applications.
- [Color and Design Inspiration](#): Colors of the Month, Color Forecast, and links to Houzz and other information.

The Alside Color & Design Suite was launched in December.

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.

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.

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