

True Maintenance-Freedom + Energy Savings. For the life of the home.

Wider is Better! Better for you. Better for your customer.



- CraneBoard[®] looks like cedar, with an authentic wide board, straight-face design.
- 6" & 7" exposures provide an exceptional, architecturally correct appearance.
- CraneSpan[®] feature, with its SOLID CORE[™] backing*, **straightens walls and reduces seams.**

- SOLID CORE Architectural Essentials[™] Accessories – more than superior siding – it's the **only complete Siding SYSTEM.**

Unsurpassed Performance. A dramatic comparison.

- CraneBoard Performance Purple SOLID CORE backing delivers **four times the insulating power** of ordinary siding – and provides an **R-Value of up to 4.0†**.
- Provides **17% better air infiltration** protection than vinyl siding with standard backer board.
- **300% more impact resistant** than vinyl siding.
- **Cuts out up to 45% more noise** than vinyl siding for a much quieter indoor environment.
- **Performance Purple** SOLID CORE backing includes **Perform Guard^{®‡}** to help repel termites and carpenter ants.
- Withstands hurricane **winds of up to 130 mph.**
- Unique SOLID CORE edges interlock to **keep seams tight and flat.**
- SOLID CORE backing is fused directly with the siding, not a drop-in backer.

Maintenance-Freedom.

- **True Maintenance-Freedom.** Not low maintenance, **NO maintenance.**

Strongest Warranty in the industry.

CraneBoard is here to stay!

- Beauty and performance backed with a **No-Nonsense Lifetime Warranty** that **includes materials and labor replacement.**
- Our Heritage: Three generations of Crane Family Commitment since 1947.
- **It's the Original.** Crane developed and marketed the first SOLID CORE SIDING.[®]
- **If it doesn't have the purple backing, it's not CraneBoard.**

CraneBoard works better, more beautifully, more profitably for you – and your customers – than either Fiber Cement or Cedar Siding.

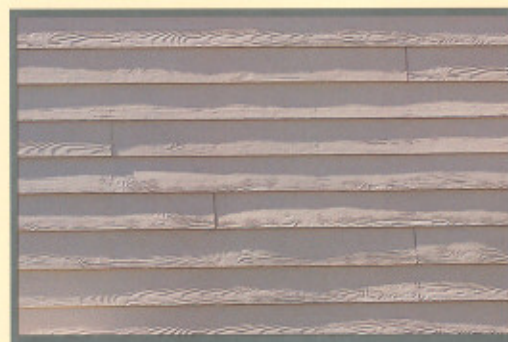
* Quality core backing supplied by PROGRESSIVE FOAM TECHNOLOGIES, INC.

† SOLID CORE R-Value varies slightly depending on profile.

‡ Perform Guard is a termite resistant product, not a barrier system. It should be used in conjunction with a total insect management program from a reputable pest control operator.



CraneBoard – Straight, beautiful and maintenance-free.



Fiber Cement – A choice that makes waves.



Cedar – A lifetime of maintenance.



Two time winner



When correctly installed, CRANEBOARD[®] SIDING can help you save energy and reduce your carbon footprint. For more information, visit us at www.cranesiding.com.

Crane[®]
PERFORMANCE SIDING

A CranePlastic Company



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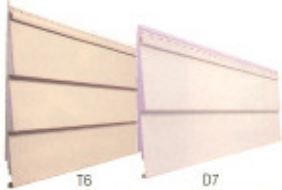
Who's energy smart, SEE BY CORE SIDING can help meet the performance goals set by the ENERGY STAR quality seal from

Crane®
PERFORMANCE SIDING

A CranePlastics Company



CraneBoard® SOLID CORE SYSTEM™ vs. Fiber Cement & Cedar Siding



CRANEBOARD
SOLID CORE SYSTEM™

FIBER CEMENT

Cedar

Appearance

- **Authentic woodgrain**
- Available in deep 5/8" or 3/4" profile
- Seam "less" appearance, no caulk lines
- **CraneSpan® straightens walls**
- No visible nail heads
- Matching SOLID CORE™ accessories

- Artificial woodgrain
- Narrow 5/16" profile
- **Unsightly seams with caulk lines every 12'**
- Follows dips and contours of walls
- **Visible nail heads**
- Non-matching wood trim

- Natural woodgrain
- 3/8" profile
- **Seams warp, separate**
- Follows dips and contours of walls
- **Visible nail heads**
- Wood trim

Installation

- **Lightweight**
- **Easy to work with, install**
- No health risks
- Impervious to moisture
- Perfect panel uniformity
- Multiple course installation
- Requires no painting

- **220 lbs. per 100 sq. ft.**
- Requires expensive tools
- Produces crystalline silica dust
- **Must be installed dry**
- **Panel width can vary course to course**
- Single course installation
- Requires initial painting

- Lightweight
- Easy to work with, install
- No health risks
- **Susceptible to mildew, rot**
- **Panel width can vary course to course**
- Single course installation
- Requires initial staining or painting

Maintenance

- **True Maintenance-Freedom**
- High impact resistance
- Helps repel insects

- **Requires regular painting**
- Good impact resistance
- Resists insects
- **Chips, scratches must be filled**
- Requires ongoing caulking
- Requires mold, mildew treatment
- Wood trim requires maintenance

- **Requires ongoing painting, staining, sealing**
- Susceptible to insects
- Requires caulking
- Requires mold, mildew treatment
- Wood trim requires maintenance

Added Value

- **Best value**
- **R-Value of up to 4.0***
- **Insulates over wall studs**
- **Noise reduction**
- **No-Nonsense Lifetime Warranty**

CLIMATE GUARD, INC.
106 E. THIRD ST.
IMLAY CITY, MI 48444
(810) 724-6335

Lifetime Maintenance Costs

- **May require occasional washing**

- **Estimated \$14,000 over 30 years**
(at approx. \$3,500 every 7 years)

- **Estimated \$30,000 over 30 years**
(at approx. \$5,000 every 5 years)