

Recipe For GemThane® Siding

Better wood +

Better coating +

Better Coverage +

Better warranty =

**Better value at lower cost,
after installation ...**

The proof....

Siding—6" profile suggested	<u>GemThane</u>	<u>Competition</u>
Suggested retail price	\$ 2.05	\$ 1.40
Add 5 % to competition (smaller profile-less coverage)		\$ 0.07
Strapping cost (Material & Labor)		\$ 0.80
Installation	\$ 2.00	\$ 2.00
Total after installation	\$ 4.10	\$ 4.27



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GemThane® Siding Delivers More Yet Costs Less

Read How we Combine Dramatically
Superior Quality *and* a Lower
Installed Cost.....



Our Value Proposition

Compared to painting on site, pre-finished wood siding is the hands-down winner. The over-the-counter price of raw wood is low but the on-site costs are astronomical at today's labour rates. When all is said and done, pre-finished siding costs less and speeds up your project.

But which brand of pre-finished wood siding offers the best value? Again, don't be misled by the over-the-counter price. Sure, GemThane® Performance Plus Siding sells for more because it's a vastly better product. But it has the lowest installation costs in the industry, which means that the overall cost to the homeowner is never higher, often less. At the end of the day, the superior wood, the marine-grade coating and the lifetime warranty built into GemThane® Siding are free bonuses to the homeowner. That's the GemThane® Value Proposition.

Let's find out more



How is GemThane® Siding Better?

WE USE BETTER WOOD. Only GemThane® Siding is made from timberframe-quality Eastern White Pine. It resists cupping, warping, shrinkage, loose knots and cracking better than cheaper woods such as spruce. Eastern White Pine is the only way to achieve the quality, dimensional stability, longevity, aesthetics and peace of mind that our customers seek. You can't make a silk purse out of a sow's ear.

OUR COATING IS VASTLY SUPERIOR. For long term performance, wood needs to be buffered from its surroundings. The ideal coating repels wind-driven torrential rain, while allowing the wood to breathe and adjust to the changing seasons. That's why we use Cottage Coat, based on marine grade polymers that we have been using in harsh environments – even to line swimming pools – for more than twenty years. The latex stains traditionally used on wood siding can't compare. Think of it. You wouldn't dream of painting your shower stall with a latex product, so why is it being used on wood sidings? Ordinary paint erodes over time. You need a true polymer coating, a product that laughs at the elements, year after year.

OUR PROCESS IS BETTER. The wood is kiln dried to 10% moisture for greater stability and reduced knot bleed-through. We pre-coat all knots with a special sealer, just to be on the safe side. We then apply Cottage Coat in four separate layers, spray applied – by hand – at about 2,000 pounds pressure. The reverse side of the board is also coated with a robust, water-repellant and antimicrobial polymer—a GemThane® exclusive. The coating is then oven-cured between coats for optimum results.

OUR WARRANTY IS BETTER. Our product superiority is so dramatic that we can confidently offer a comprehensive lifetime warranty. No one else even comes close.

Why Does It Cost Less To Install?

The paints and stains traditionally used on wood siding are porous. As a result, the back side is prone to attack unless the builder creates an air space behind the siding by "strapping" the building. This is very labour-intensive, particularly around doors and windows.

Because GemThane® Performance Plus Siding has a heavy polymer coating on the backside, it can simply be nailed on to the exterior sheathing of the building without strapping. The resulting savings in labour will exceed the extra money you paid your retailer to purchase this superior product.

Thus, with GemThane® Performance Plus Siding, your overall cost is no higher and often less than ordinary wood siding. It's the ultimate no-charge upgrade. Everybody wins.

There's another added bonus for homeowner and contractor alike. The fast installation of GemThane® Performance Plus Siding means that your construction timetable is shortened, typically by several weeks.

What If I Need or Want To Strap Anyway?

On occasion, a builder may want to strap anyway for some reason. We have you covered here as well. We will provide the Value Plus version of GemThane® Siding, which has a thinner coating on the back side. It sells for about 20% less than the Performance Plus version we've been discussing, but is identical in all other respects, including the wood grade, the polymer coating and the lifetime warranty.