



# GemThane Pre-finished Wood Siding

The Warmth of Wood Without the Hassle

[www.GemThaneSiding.com](http://www.GemThaneSiding.com)

**GemThane**<sup>®</sup>  
PRE-COATED WOOD SYSTEMS  
*Real wood without the hassle!*<sup>™</sup>





# Dramatically Different Siding

## The Choice You've Always Wanted

GemThane Siding System delivers the warmth, the beauty, the charm, and the value-enhancing properties of real solid wood siding without the upkeep. Other wood siding products may claim similar results, but only GemThane Siding can deliver on its promise. We'll explain how and why in the coming pages. First, take a moment to glance through this brochure at some actual projects and visualize what it feels like to come home to GemThane Wood Siding.

## Peace of Mind For Your Piece of Paradise

Your home and your recreation property should be your refuge, your pride and joy. We are driven by a passion to make it so, to help create your piece of paradise and make it worry-free for many years to come. This passion will be obvious as you read about our state-of-the-art technology, no-nonsense warranties, and customer support team. And because GemThane Siding is faster and less expensive to install, all that peace of mind doesn't cost any more than the alternatives.

## We're Your Exterior Decorator, Not Just A Siding Supplier

We have all the bases covered. Take trim, for example. Everyone supplies trim but only GemThane can custom coat any shape and profile of trim that your architect or designer can dream up. We can also supply fascia, soffits, and skirt boards in colours to complement your siding. But we don't stop there. GemThane is also the inventor of Dex-N-Dox<sup>®</sup>, the world's first – and only – pre-finished real wood decking and railing systems. Reflect your personal style by having every exterior surface colour coordinated.

## A Colour Palette For Every Taste

Choose from about two dozen timeless colours, including four unique "Hint-O-Tint" semi-transparent choices that draw out the natural beauty of your real wood masterpiece. Check out the ColourWise™ preview tool on our website to customize your colour selections and visualize the end result.



# Designed for Your World

## The Polymer Advantage

At first glance, polymer coatings look much like ordinary paints. But they are totally different in terms of how they perform. Paints simply dry, whereas polymers cure chemically; they form a protective shell that is far tougher than any paint. Look closely and it becomes apparent right from day one that GemThane Siding is far more robust. Over time, this “polymer advantage” translates into an astonishing performance difference. Our coating, called Cottage Coat®, uses the same resins that are contained in automotive and luxury yacht finishes.

## The Technology Advantage

The revolutionary Cottage Coat polymer coating uses two additional technologies. Firstly, the formula contains ceramic nanospheres, yielding a phenomenal difference in protection against impact, abrasion and erosion. It's this toughness that will allow you to power wash your siding.

In addition, GemThane's Performance Plus™ siding uses an anti-microbial agent on the reverse side, offering protection against bacterial attack – a major cause of siding failure – and eliminating the need for strapping.



GemThane commercial products have been in use for more than 25 years. This resort swimming pool was lined with a coating similar to the Cottage Coat product that protects our wood siding. Imagine how it will perform on the side of your home or cottage!

## The Substrate Advantage

Since we are using the most advanced coating on the market, it only makes sense to use the best wood. That's why we specify furniture-grade Eastern White Pine, often called the “King of Woods”, and gently kiln dry it for a full three weeks for optimum stability. And that's why we apply Cottage Coat by hand in four separate coats using high pressure spray guns for maximum penetration.

## The Security Blanket Advantage

Temperature extremes and freeze-thaw cycling play havoc with ordinary pre-finished wood siding because paints and stains are porous; the wood swings from sopping wet to tinder dry with the passing seasons. Cottage Coat forms a membrane that lets the wood breathe, but controls the moisture content at optimum levels. This “shock absorber” technology is exclusive to GemThane.





View more project photos  
at [GemThaneSiding.com](http://GemThaneSiding.com)





# The GemThane Value Proposition

## How Can The Best Cost Less?

GemThane Siding sells at a premium; after all, you get what you pay for. But it is much cheaper to install. Because the wood is protected front and back with non-porous waterproof polymer coatings, there is no need to “strap” the building. This means lower labour costs and a shorter construction timetable.

Even where your builder prefers to strap, we still have you covered. Simply specify the Value Plus version of GemThane Siding, which on the reverse side is coated on the overlap areas only. 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, polymer coating, and lifetime warranty.

## Warranties That Work

If you are fed up with warranties that are full of exceptions, exclusions, and loopholes, you are going to love ours.

Warranty Name	Applies To	Coverage Provided
Performance Plus Warranty	Our Performance Plus product in opaque colours	Lifetime warranty covers both the coating and the wood. If the coating fails, you’re covered; it’s that simple! A labour allowance is also provided for the first five years. <small>1. subject only to proper initial installation, normal wear and tear, and performing seasonal touchup</small>
Never-Lift-A-Finger Warranty	Same as above	With this warranty, your labour coverage has no time limit. To qualify, you retain us to do the seasonal touch-up for a reasonable fee.
Hint-O-Tint Warranty	Our semi-transparent colours	10 year pro-rated coating warranty.
Value Plus Warranty	Value Plus product in opaque colours only	Lifetime warranty against any and all factory defects in the coating.

# Get Started With GemThane

## Siding to Suit Your Style

GemThane Siding is conveniently available in nine patterns, both vertical and horizontal. Choosing a pattern for your project is a matter of taste. Vertically installed siding will tend to accentuate a traditionally styled home, whereas horizontal siding lends a more contemporary look.

## Not Just Siding; Trim and Decking Too

Complement your siding project with an array of trim options. We'll even coat custom pieces like curved arches. Take it a step further with Dex-N-Dox pre-finished wood decking and railing systems. Visit [GemThaneSiding.com](http://GemThaneSiding.com) for more information on our trim and our Dex-N-Dox product selection.

## What's Next: Making it All Happen

You're about to experience our passion first hand. We love learning about our customers' projects, be it an addition or a dream home. That quickly becomes obvious, whether you are talking with our field sales reps, our production people, or our head office Customer Service Specialists. We'll swing into action, working closely with your building supply retailer, your architect, and your builder.

The way we see it, all of us are partners in a common cause – your cause.

To get the ball rolling, give us a call at 1 (800) 879 - 3704. We'll gather the details, get you in touch with a dealer in your area, and help you with your project from start to finish.



Visit GemThane's website to view all nine of our siding patterns



See all your trim options at [GemThaneSiding.com](http://GemThaneSiding.com)



Use the ColourWise preview tool on our website to get an idea of what your home or cottage will look like with various colour combinations. But be warned: this tool is extremely addictive!



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