

HINTS FOR HOMEOWNERS

Cladding For Curb Appeal? Consider Fiber Cement

(NAPSA)—It may just be the best-kept secret in home building and remodeling, even though it's almost 100 years old.

Developed in Europe in the 1900s, fiber cement siding is a mix of cement, sand and other additives that form a durable siding material. Perfected over the years, fiber cement siding has grown in popularity and now has many consumers asking why they should consider cladding their home in the material. When building or re-siding a home, here's why more people are considering fiber cement:

- **Curb appeal.** Today's homeowners desire a traditional look for their homes but want modern, low-maintenance features. WeatherBoards FiberCement Siding, made by CertainTeed, is an example of fiber cement siding that offers homeowners an authentic woodgrain look, yet requires almost no upkeep.

- **Color palette.** As with wood, homeowners can tailor fiber cement siding to their taste by painting it any color. Or they can select a prefinish color or stain. Plus, the prefinished colors of WeatherBoards siding serve a dual purpose, as they are both beautiful and help protect against moisture damage.

- **Personality.** In addition to color, fiber cement siding gives homeowners the opportunity to



mix and match decorative panels, adding flair to their home's exterior along the way. WeatherBoards' decorative panels combine texture with shapes such as squares, octagons and half-rounds, allowing owners to create styles unique to their homes.

- **Complete package.** To put the finishing touches on a home, fiber cement siding systems often include soffit and trim. The trim can be painted any color to coordinate or contrast with the siding.

- **Endurance.** Mother Nature can wreak havoc on a home's exterior. Built to endure the elements, long-lasting fiber cement siding resists damage from rain, sun and insects. It also won't rot like traditional wood siding.

For more information about fiber cement siding, visit www.certainteed.com or call 800-782-8777.