

Alside® Introduces New On-Trend Colors To The Explorer Collection

Cool Neutral and Bold Shades Allow for Customization and Add to a Home's Aesthetics



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Alside

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CUYAHOGA FALLS, Ohio, May 9, 2019 -- From tranquil to contemporary architectural hues, color is one of the easiest ways to transform a home's appearance and increase its curb appeal. Alside®, a leading manufacturer of vinyl windows, patio doors, and siding, announced today the launch of seven new siding, soffit, trim and accessory colors as part of the Explorer Collection.

Inspired by nature, these deep saturated hues, cool neutrals and bold shades will transform the appearance of any home. The new colors include on-trend grays, blue, red, green and timeless browns.



Fired Brick



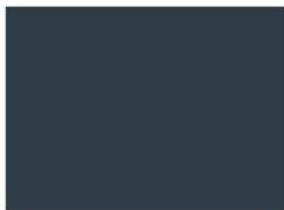
Flagship Brown



Rustic Timber



Mountain Fern



Riviera Dusk



Sterling Gray



Ageless Slate

The Explorer Collection is available in full or in part on the following lines: Prodigy®, Charter Oak®, Odyssey Plus®, Coventry®, Conquest®, Board & Batten® and Williamsport®.

"Our quality siding and the expanded Explorer color palette allow builders and remodelers to provide endless opportunities for homeowner personalization," said Shawn Hardy, senior vice president and general manager of integrated products, Associated Materials. "These new color options not only complete the overall Alside palette and complement each other – from siding, window and exterior accessories – but lead to compliments from your customers."

Alside Explorer Collection adds an element of style and variety to exterior settings and come with a Lifetime Limited Warranty. Like all Alside exterior building products, this collection provides builders and remodelers wide design flexibility with the added benefits of ease of installation and trouble-free maintenance. For more information, or to locate your local Alside supply center, visit Alside.com.

About Alside

Alside's mission is to create successful partnerships with contractors, builders, distributors, and dealers by providing, installing, and servicing industry leading exterior building products and solutions. The company helps partners create or restore exceptional residential, multi-family, and light commercial structures that are energy-efficient, comfortable, long-lasting, and beautiful for the home or building owner. Alside operates over 100 company-owned supply centers across the United States. For more information, or to locate your local Alside supply center, visit Alside.com.

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