

ROLLEX _____
STEEL Siding



Tomorrow's Weather Demands
Today's **Toughest Siding**



 **Rollex**
BUILDING EXCELLENCE

What Do You Want from Your Siding?

When choosing a siding for your cherished home, you want something that looks great and will stay that way for years and years. It's as simple as that.

Rollex STEEL SIDING gives you:

- **Peace of mind** in knowing it will withstand temperature extremes, snow, rain and hail
- **Security** because our No-Nonsense Warranty protects against fading, peeling, chipping or blistering
- **Comfort** in knowing that it is maintenance-free
- **Pride** of ownership with elegant colors, sleek and clean lines and the look of natural wood
- **Satisfaction** from choosing siding that is green and safe because steel is 100% recyclable



Tough Siding Built to **Last a Lifetime**

Rollex **STEEL SIDING** offers:

- **Dent and scratch protection:** oven-fused PVC finish is four mils thick—four times thicker than standard acrylic finishes
- **Resistance to buckling and warping:** stays true to form in extreme heat with superior fire resistance too
- **Non-fade color:** plastisol finish keeps its brand new look for a lifetime
- **Protection for a lifetime:** Rollex warrants our steel siding with a No-Nonsense Lifetime Warranty



Vinyl



Fiber Cement



Steel

Steel has **Better Seams**

Steel siding has better, tighter seams that don't stand out as much as fiber cement and vinyl siding products.



Steel is **More Rigid**

Steel siding is more rigid so it lays flatter against the exterior walls, hiding any imperfections in the walls.

Other Siding Doesn't Compare

When comparing siding, there are significant differences between materials that can have a big impact on costs, maintenance and upkeep. **Rollex STEEL SIDING** outperforms fiber-cement board, vinyl, and painted wood in all key categories.

	Steel	Fiber Cement	Vinyl	Wood
Environmentally friendly	▲	■	▼	■
Resistance to fading	▲	■	▼	■
Range of pre-finished colors available	▲	▲	▼	▼
Easy to maintain	▲	■	■	▼
Warranty coverage	▲	■	■	▼
Resistance to moisture	▲	■	■	▼
Exterior appearance of texture & joints	▲	■	▼	▼
Resistance to chalk	▲	■	▼	▼

Performance Key:

- ▲ Superior
- Average
- ▼ Poor
- ▼ Extremely poor

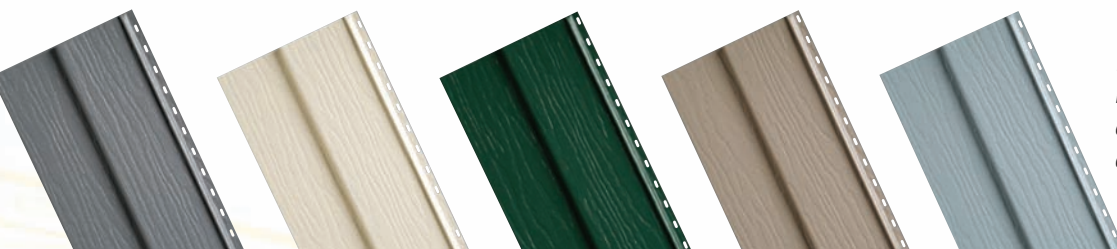
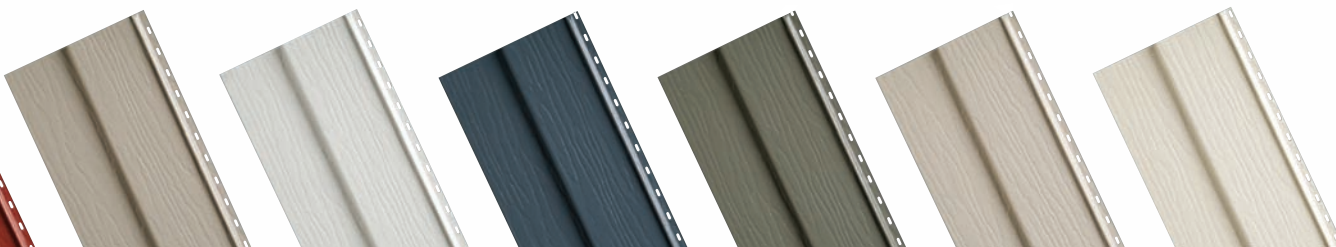
This comparison is based on the industry experience of siding professionals.





Designer Collection

COLORS



Rollex offers a variety of colors, ranging from understated elegance to beautifully striking and everything in between.

Elegant or Striking Colors. It's Your Choice.

When considering what you want your home to look like, you want it to reflect your unique taste and personality. Whether it's a subtle, sophisticated tone you prefer, or a bold, striking look, **Rollex STEEL SIDING** gives you a wide variety of color options.

Selection

Choose from a wide selection of the most distinctive homebuilding colors. And, with our superior finish, the color in our siding is guaranteed not to fade through a lifetime.

True Color Matching

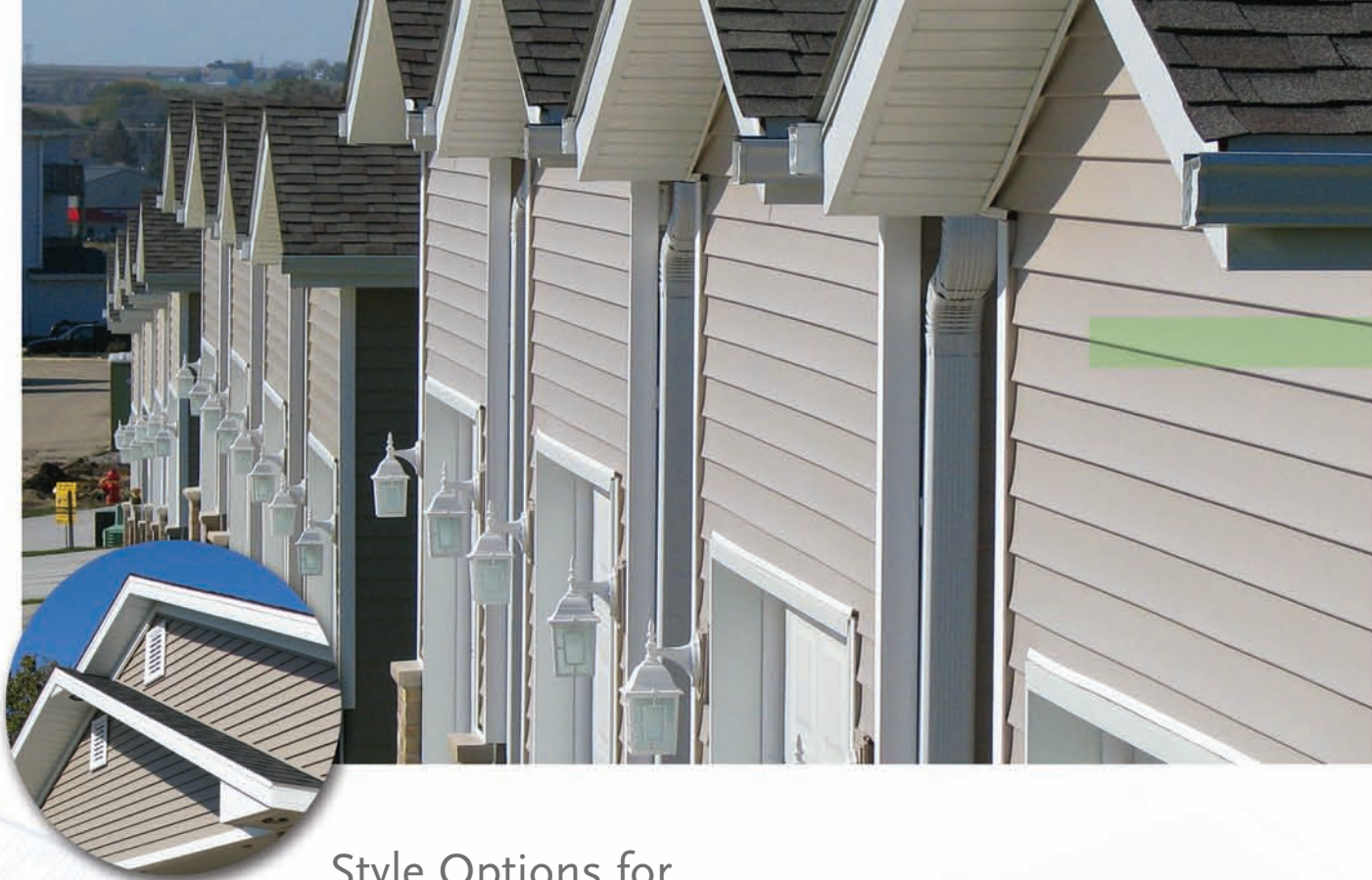
Unlike other companies, Rollex has a dedicated painting plant for all our siding products. This ensures absolute color matching, the highest quality control and a no-fade finish.

Colors shown above:

Top left: Brown, Carmel, Clay, Cobblestone
Middle left: Barn Red, Heather, Snowmist, Pacific Blue, Sage, Sandcastle, Shell
Bottom left: Evening Grey, Sungold, Forest Green, Norweigan Wood, Seabreeze

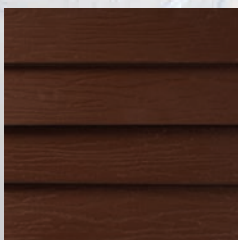
Colors shown are approximate. Colors may look different on a house compared to print. Please visit your local Rollex distributor or lumberyard to see colors in person.





Style Options for **Today's Best Homes**

Whatever the architectural look and feel of your home, Rollex has a style that enhances the features and form of your exterior. With an assortment of beautiful profiles to choose from and our exclusive Timbertex wood texture, you'll find a style that gives your home a look of refined beauty.



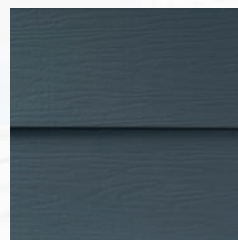
Double 4" Horizontal:
a narrow style suited
for traditional homes



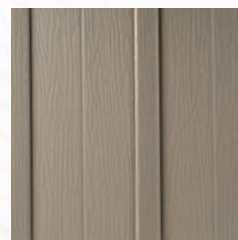
Double 5" Horizontal:
a larger exposure
suited for larger homes



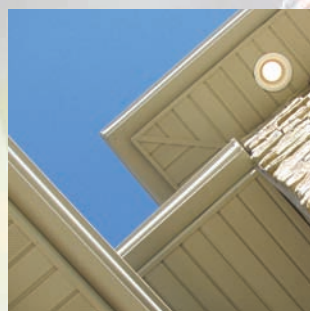
**Double 5" Horizontal
Dutch Lap:**
provides a distinctive
angled profile style,
for a bold look to
your home.



Single 8" Horizontal:
versatile style that
showcases both
contemporary and
traditional homes



12" Vertical:
rustic style; also used
for entryway or gable
end accenting



Complement your siding with perfectly matched finishes from Rollex such as soffit, fascia and rainware. Rollex **System 3** soffit is the industry leader, known for its long-lasting beauty and protection. Soffit, fascia, rainware and accessories available in matching colors.

Green and Safe for the Environment

Rollex STEEL SIDING
is **100%** recyclable
and safe to install.

You can feel good about purchasing **Rollex STEEL SIDING** because it's better for the environment and doesn't generate hazardous silica dust during cutting and installation like fiber cement.

Rollex STEEL SIDING is greener:

- Safer to cut—no dust masks needed to protect from silica dust like fiber-cement siding
- Can be cut with a circular saw using a non-ferrous blade
- Steel is the most recycled material in the world. Over 82 million tons were recycled in the U.S. alone in 2008
- Over the past year, Rollex has recycled millions of pounds of steel



Cutting Rollex steel siding does not require a dust mask like fiber-cement.





ROLLEX STEEL Siding

The Rollex No-Nonsense Lifetime Warranty

Since 1951, Rollex has stood by the superior quality and exceptional value of its steel building products, and continues to do so today. You can have total confidence in your Rollex purchase with our lifetime, non-prorated warranty.

That's our no-nonsense way of assuring you that your **Rollex STEEL SIDING** will perform year after year... for a lifetime.



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