



ELEVATE YOUR  
EXPECTATIONS.



**Alside**<sup>®</sup>

# MEET ASCEND.<sup>®</sup>

The exterior of your home is seen by everyone who walks by, drives along or knocks on your door. Give them a stunning look that turns heads.

From the road, from the sidewalk and from your front porch, the ASCEND<sup>®</sup> Composite Cladding System from Alside doesn't just make a beautiful impression. It leaves a memorable one. With a grained look of real wood and beauty that holds true even after prolonged exposure to the elements, ASCEND takes composite cladding to new heights. It's the perfect unification of aesthetics, performance and value.

Find a style that aligns to yours with a siding system that will look "just installed" for as long as you own your home.

Take your home to a **higher level.**





# BETTER, NO MATTER HOW YOU LOOK AT IT.

ASCEND is a first-of-its-kind cladding system that combines beauty, performance, durability and easy maintenance all in one.

Visually, it's a virtual match to wood that lasts longer, is easier to maintain and costs a lot less to own. The color stays vibrant year after year to save you thousands in repaint costs. It has been designed and engineered to keep the weather out and the beauty in.

## SEE HOW ASCEND COMPARES . . .

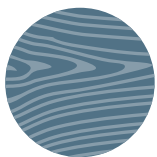
	VINYL	WOOD	FIBER CEMENT	ENGINEERED WOOD	ASCEND
<b>HIGH-END AESTHETICS</b> Look and feel of wood		✓	✓	✓	✓
<b>LOW MAINTENANCE</b> Never needs painted	✓				✓
<b>LIFETIME WARRANTY</b> Non-prorated coverage	✓				✓
<b>FIRE PERFORMANCE</b> Class A-rated			✓		✓
<b>MOISTURE RESISTANT</b> Peace of mind	✓				✓
<b>INSULATING PROPERTIES</b> Thermal resistance*					✓

REACHING NEW HEIGHTS.



# UNRIVALED PEACE OF MIND.

With ASCEND, not only will your home's exterior have the high-end look of real wood, it will deliver exceptional thermal and impact performance with fire- and moisture-resistance. Available in 20 on-trend colors, ASCEND provides long-lasting elegance with carefree maintenance.



## TEXTURE

The difference is . . . that it's hard to tell the difference. Details matter, even if they'll only be seen up close. A realistic woodgrain appearance drives a stunning and striking look.



## PROFILE

Featuring a tall 7" profile that provides a high-end appearance to help deliver a higher value to your home.



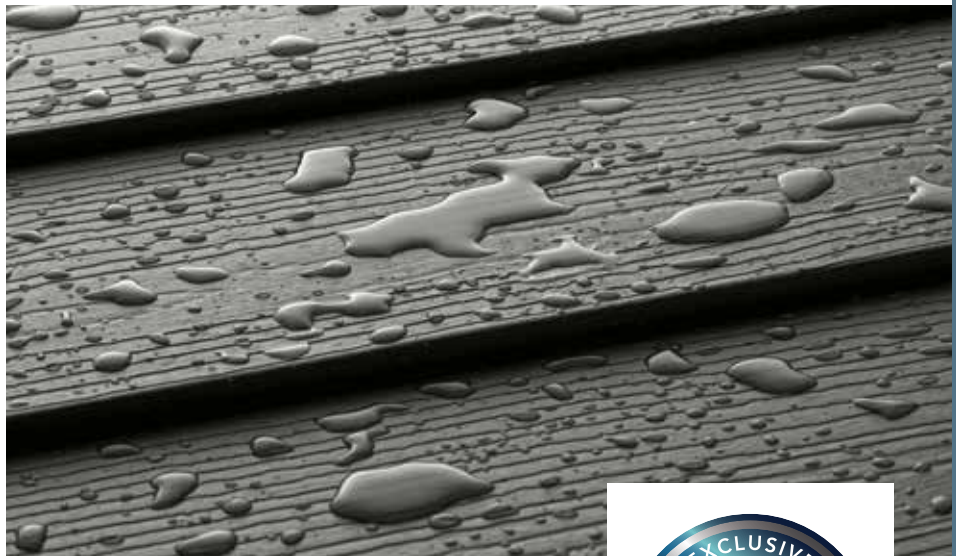
## COLOR

An extensive line of colors – chosen with an eye toward designer-inspired trends – lets you customize to your style while leaving a lasting impression.



## LIFETIME LIMITED WARRANTY\*\*

ASCEND is backed by a non-prorated warranty, providing superior peace of mind relative to alternatives that offer declining coverage value as time goes on.



ENGINEERED TO OUTPERFORM AT EVERY LEVEL.

## RESISTS THE ELEMENTS. LOOKS GREAT DOING IT.

Wind. Rain. Hail. Heat. The occasional baseball. You never know when your house will be hit by the elements, both natural and man-made.

The ASCEND Composite Cladding System protects the beauty of your home with the power of (GP)<sup>2</sup> Technology. It's an outstanding solution for performance and strength.



### WATER-RESISTANT

Prevents rotting, warping, shrinking and swelling.



### GLASS FIBERS

Add strength and stability.



### TITANIUM DIOXIDE

Protects against UV degradation.



### WEATHERABLE PIGMENTS

Resist fading, even on dark colors.



### IMPACT MODIFIERS

Resist dents and dings.



### FLAME RETARDANTS

Decrease the spread of smoke and flames.

# TIMELESS DESIGN. LONG-TERM DURABILITY. EXCELLENT VALUE.

ASCEND Composite Cladding is a smart investment that can continue to pay off the longer you own your home. With its industry-leading warranty and exceptional durability, ASCEND will maintain its beauty and deliver outstanding performance for years and years.



## SEE YOUR HOME **TRANSFORMED,** EVEN BEFORE THE WORK BEGINS.

Take your home to the next level with the ASCEND Visualizer. This easy-to-use program lets you create “before and after” shots featuring a variety of color schemes.

- Design-ready with a gallery of house images; access it from any mobile device and start designing.
- Upload a photo of your home and use the design tools to apply products to your photo (our design team can also prep the photo for you).
- Save your designs – all of your selections are listed and ready to go.

Try the ASCEND Visualizer tool at  
[alside.renoworks.com/  
ASCENDCladding](https://alside.renoworks.com/ASCENDCladding)



# SEE THE POSSIBILITIES.

## 20 FADE-RESISTANT COLORS

Nothing does more to impact a home's exterior design than color. Whether it's a rich color that draws your eye to an interesting architectural detail, or neutral hues applied to a historic home, a comprehensive palette ensures you are making tasteful color choices with enduring aesthetic value and the custom look you desire. ASCEND Composite Cladding has everything you need to let your vision unfold.



Glacier White



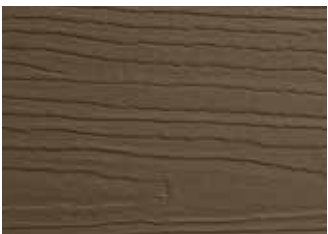
Almond



Monterey Sand



Pebble



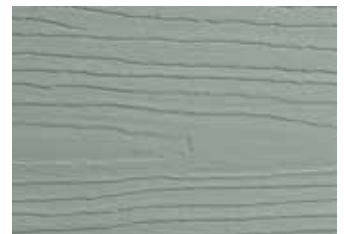
Canyon Drift



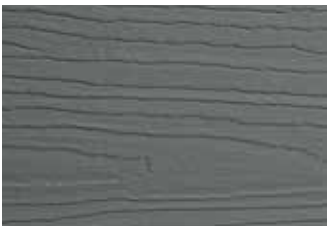
Flagship Brown



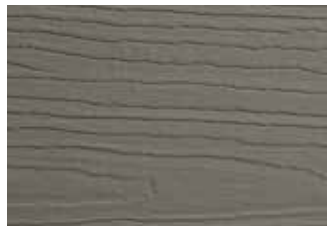
Rustic Timber



Cape Cod Gray



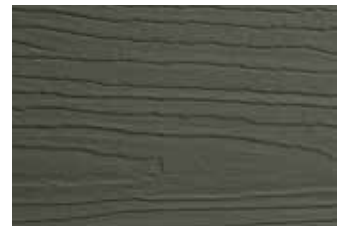
Sterling Gray



Storm



Ageless Slate



Charcoal Smoke



Cast Iron



Laguna Blue



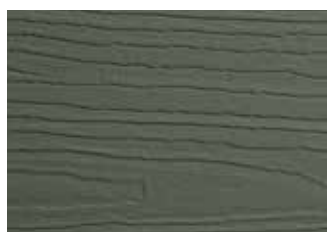
Harbor Blue



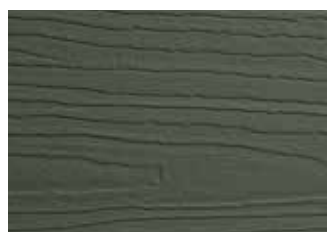
Midnight Blue



Riviera Dusk



Mountain Fern



Deep Moss



Fired Brick

# DIFFERENT. BETTER. BEAUTIFUL.



Discover the value ASCEND delivers at  
**[ASCENDCompositeCladding.com](https://www.ascendcladding.com)**



Alside 3773 State Road Cuyahoga Falls, Ohio 44223  
1-800-922-6009 [www.alside.com](http://www.alside.com)



CUSTOM-CRAFTED IN  
**AMERICA**



Please recycle

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