



**SUPERB STYLE AND
EXCELLENT VALUE.**

**MULTI-FAMILY
HOUSING**





BETTER, NO MATTER HOW YOU LOOK AT IT.

Enhance the value and marketability of your development with ASCEND Composite Cladding from Alside, a leading manufacturer and distributor for 75 years.

TIMELESS DESIGN. LONG-TERM DURABILITY. OUTSTANDING VALUE.

ASCEND® delivers high-end aesthetics with minimal maintenance, enhancing the value of your property. Get the looks and performance you want with a great return on investment.

ASCEND Composite Cladding hits every mark for multi-family housing developments: lower total installed cost, superior performance and appearance, low maintenance and an industry-leading warranty.



UPSCALE CURB APPEAL

- Look and feel of authentic 7" flat-face cedar mill grain plank
- 20 fade-resistant, architectural colors
- Achieves on-trend style demanded by today's residents and property managers
- Pairs with multiple trim packages for a total property solution



VIRTUALLY MAINTENANCE-FREE

- Never needs to be painted
 - Fiber cement and engineered wood require painting to maintain their color
- Reduces maintenance costs for property owners and managers



PROVEN PERFORMANCE

- Class A Fire Rating for use on Building Types I-V
- R-Value of 2.0 for energy-saving benefits¹
- Resists high winds, moisture, impact damage and more
- Long-term durability



LOWER TOTAL INSTALLED COST

- While each property is somewhat unique, we believe that ASCEND will often result in at least a 10% lower installed cost vs. fiber cement or engineered wood²
- Easier and quicker to install – doesn't require special tools and respirators; less skilled labor needed
- No need for touch-ups; reduces punch lists and call-backs
- Complete more projects in less time





THERE'S NOTHING ELSE LIKE IT.

Visually, it's a virtual match to wood that lasts longer, requires minimal upkeep 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
HIGH-END AESTHETICS Look and feel of wood		✓	✓	✓	✓
LOW MAINTENANCE Never needs to be painted	✓				✓
LIFETIME WARRANTY Non-prorated coverage	✓				✓
FIRE PERFORMANCE Class A-rated			✓		✓
MOISTURE-RESISTANT Peace of mind	✓				✓
INSULATING PROPERTIES Thermal resistance					✓



IMPRESSIVE STRENGTH.

THE SCIENCE BEHIND ASCEND COMPOSITE CLADDING: EXCLUSIVE (GP)² TECHNOLOGY[®]

ASCEND's exclusive (GP)² Technology[®] – **G**lass-Reinforced **P**olymer and **G**raphite-Infused **P**olystyrene adds strength to the tall 7" exposure and increases the dimensional stability. Other elements of the unique formulation provide a Class A Fire Rating, add windload resistance and achieve an R-value of 2.0 for energy efficiency. From superb aesthetics, to workability and structural integrity, ASCEND is engineered to outperform at every level.



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.

THIS CHANGES EVERYTHING.

DIFFERENT. BETTER. BEAUTIFUL.



RECOGNIZED FOR QUALITY AND INNOVATION

Garnering numerous industry awards for quality and innovation, ASCEND is changing the future of exterior cladding.

- Voted "Most Innovative Building Material" at IBSx 2021
- International Design Awards Product of the Year Award, IDA
- ProRemodeler Top 100 Products
- Gold Innovation Award, Executive Home Builder
- Recognized as an approved exterior cladding in Loudoun County, VA, the wealthiest county in the nation³



PROTECT YOUR INVESTMENT

With ASCEND, years of low maintenance are backed with valuable warranty coverage – further assurance of lasting performance and genuine value. For complete warranty information, visit www.alside.com/support/warranties.



Quality, ease, speed and reliability with a lower total installed cost – choose ASCEND for your design/build needs and improve your ROI.

Explore more at ASCENDCompositeCladding.com



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