



# PROS KNOW THE BEST SIDING SOLUTIONS BEST

CASE STUDY PROFILE

**Builder:**  
Steve Smith, Rooftop Designs

**Project:**  
His own home improvement

**Need:**  
A fashionable new façade

**Siding Solution:**  
ASCEND® Composite Cladding

[CLICK HERE](#) to read the full story.



## DESIGNED TO IMPRESS

After 30 rewarding years as a remodeling professional, Steve Smith of **Rooftop Designs** has seen practically everything the market has to offer. From new roofing products to the latest in doors, windows and trim, Smith is not often surprised, but he was recently taken aback by **ASCEND® Composite Cladding** from **Alside**. Impressed by the advantages engineered into each exceptional-looking plank, he now personally enjoys everything ASCEND has to offer after choosing it for his own home makeover.

As regional manager for the Maryland, Washington, D.C., Virginia and West Virginia territory, Smith is proud of the way Rooftop Designs competes head-to-head with larger home remodeling outfits by remaining quick, clean and detail oriented. That pride extends to products like ASCEND, which helps his crews work fast and efficiently.

And with an ever-shifting roster of projects to manage across multiple states, Smith also appreciates how the small things can add up to big advantages on the job site when products are designed and manufactured for simpler, smarter installation.

## ALL THE SMALL THINGS

When Smith first got his hands on ASCEND, its robust, resilient feel instantly stood out. Whereas some premium siding offers thinner, flimsier panels, ASCEND planks felt strong and sturdy to Smith, who knew warping or buckling would not be an issue as the cladding aged or absorbed heat.

“There are a lot of things that impressed me,” he said. “You can’t use standard trim with a lot of the products out there, but with ASCEND you can use standard J-channel window trim. You don’t have the extra cost and complication where you’re constantly changing things out, and I really appreciate that.”

Smith added that ASCEND eliminates typical installation concerns as well.

“There’s so much you can get into with HOA requirements and with products themselves. With some types of siding, you still end up with visible nail holes, so now you’re going back to caulk all of those. In my experience, not all siding is as clean and maintenance-free as you’d want for what you’re spending, so that’s why ASCEND Composite Cladding makes a lot of sense to us.”

## KEEPING CREWS ON SCHEDULE

Smith also likes that ASCEND’s light weight makes it a cinch to handle and that a self-aligning stack lock makes it easier to install using fewer laborers.

“You might have special siding, but then all your accessories have to be special, too. ASCEND is compatible with standard and architectural accents and tends to be a lot more versatile,” he said. “The planks also have a big, broad exposure so you’re covering more space and covering it faster.

“Really, you’re not having to manipulate anything else that might be there, and that saves you a lot of time. You don’t get to a corner and say, ‘Oh, now we have a problem because this is sticking out.’ Or maybe you used a different product and it’s not going to be flush anymore with the hose bibs or outlet boxes. We don’t have those worries.”

“When you really know the product, when you go home to it every day, that comes across in the conversations you have with clients, and it’s how we operate.”

STEVE SMITH, REGIONAL MANAGER  
ROOFTOP DESIGNS



## BRINGING IT HOME

When the time came to give his own property new curb appeal, Smith already knew that ASCEND Composite Cladding was the way to go and chose refreshing Mountain Fern as his preferred color.

"I redid our shed using ASCEND and asked my wife, 'What are you thinking for the house?' and she said, 'That's it. I want the same thing,'" Smith recalls. "Well, the verdict was a good one, because now she wants matched gutters and downspouts, and at least I'm in the right line of business for making all those plans come true!"

With a passion for the best products and results, Smith knows that Rooftop Designs is sure to build on its success moving forward.

"When your siding is not simple, then suddenly you're changing things and calling the homeowner, and now your supplier is involved and the foreman is frustrated. When it comes down to it, I know I'm not going to have one of those days when it's ASCEND going up."

Contractors and remodelers, there is something better—[see it here](#).



## WHY ASCEND?

Composite cladding can take projects to new heights thanks to:



### LOWER TOTAL INSTALLED COST

Lower total installed cost versus fiber cement, engineered wood and other hard lap products



### PROVEN PERFORMANCE

Minimal long-term maintenance and care



### VIRTUALLY MAINTENANCE-FREE

No need to paint and repaint

## THE SCIENCE BEHIND ASCEND COMPOSITE CLADDING: EXCLUSIVE (GP)<sup>2</sup> TECHNOLOGY<sup>®</sup>

ASCEND's exclusive (GP)<sup>2</sup> Technology<sup>®</sup> – **G**lass-Reinforced **P**olymer and **G**raphite-Infused **P**olystyrene – is the science behind this next-generation cladding. The integration of glass fibers 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.



“The full-back planks are another important benefit. I don't know that you get the same insulating factor from high-end engineered wood products as you do with ASCEND to go along with that sturdy, solid feel against the wall. I've done this for 30 years, and nothing compares in terms of performance, aesthetic and ease of use.”

STEVE SMITH



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