



ASCEND® 12" BOARD & BATTEN: AN ELEVATING FIRST IMPRESSION

CASE STUDY PROFILE

Contractor:

H.W. Exteriors
Apple Creek, Ohio

Region:

Midwest

Services:

Residential Home Improvement

Siding Solution:

ASCEND® 12" Board & Batten
Composite Cladding

HAPPY IN HARTVILLE

Trading 32 years of city living for the scenic countryside, Jon and Jennifer Shaw had beauty at heart when building their dream home in 2021. Recently relocated to Hartville, Ohio, from a neighboring township, this couple sought solitude, open spaces and a splendid custom craftsman to house new memories.

Cladding their perfect cottage with the right siding product was also important to the Shaws, who like the elevated appearance of parallel planks. After initially choosing a vertical vinyl siding, however, this couple knew there was another step to reaching their home's full potential.

"Everything looked good on paper; however, once installed the vertical siding appeared narrower than what we had thought," Jon said. "The drafts used a wider look, while the narrow product seemed busy by comparison. It wasn't quite the picture we envisioned.

"That's when our ASCEND sales representative called and said, 'There's something coming that you'll be very interested to see if you can wait.' And we're very happy we did."

JUST THE THING

H.W. Exteriors of Apple Creek, Ohio, excels at making homes look amazing and initially installed a deep blue vertical vinyl siding on the Shaws' home. For company owner David Hershberger, vinyl siding offers tremendous quality and value for most jobs, while others require something more to unlock the ultimate curb appeal.

"As a siding installer, I've seen the transformative impact of vinyl on homes, but when it comes to achieving that perfect charm, vertical composite cladding can take things to a whole new level," said Hershberger. "During this time, we were introduced to a new product that perfectly captured the unique style Jon and Jennifer were seeking."

Developed exclusively, [ASCEND 12" Board & Batten Composite Cladding](#) is expressly designed to create a striking visual contrast and sense of grandeur, enhancing the architectural aesthetics of home exteriors. The alternating wide boards and narrow battens, complemented by stretches of horizontal lap, lend a distinctive look that can stand out in any neighborhood.

With its full range of color options and remarkably realistic natural wood grains, ASCEND 12" Board & Batten combines warmth with refined elegance in a high-performance exterior. Comprising durable composite materials, the cladding resists rot, warping and insect damage – costly repairs that can make real wood cladding expensive to maintain. It also features thermal insulating properties to help homeowners save on their heating and cooling bills* and incorporates ASCEND's innovative (GP)² Technology®, a groundbreaking fusion of glass-reinforced polymer and graphite-infused polystyrene that sets new benchmarks for windload, impact resistance and workability.



“I certainly see vertical cladding as a trend that is starting to replace vinyl shake and lap siding on complete homes.”

DAVID HERSHBERGER, OWNER
H.W. EXTERIORS





INSTALLATION IS A SNAP

For the H.W. Exteriors crew, what truly stood out was how easy it was to install ASCEND 12" Board & Batten. With each plank precision crafted and designed for seamless alignment, the installation process became a breeze, with the planks' self-aligning interlock helping to ensure an effortless fit.

"We did not experience the usual hassles that can come with exterior cladding projects like misaligned panels or extensive cutting and sizing," Hershberger said. "The time and labor for installation can be significant but was on par with a typical vinyl project when it came to making Jon and Jennifer's vision a reality. Saving a few hours or a day or more, depending on the job – that's a huge advantage for us."

Hershberger also appreciates how ASCEND's new board and batten product makes installation a cinch in ways many other competing products cannot: it requires no specialized skills, special tools or respirators and there's no caulking or touching up.

[See why there's never been cladding like this.](#)

WHY ASCEND?

ASCEND 12" Board & Batten is engineered to perform at every level:



LOWER TOTAL INSTALLED COST

May save 10% or more on total installed cost vs. fiber cement or other hard lap products



CUSTOM-CRAFTED APPEARANCE

Extra-wide 12" panel width with 3/4" projection



VIRTUALLY MAINTENANCE-FREE

Color palette of 21 on-trend shades with no need to paint and repaint

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 – is the science behind this next-generation cladding. The integration of glass fibers adds strength to the 12"-wide 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 1.6 for energy efficiency.



“ A lot of my customers are wanting a wider paneling board and batten, and the widest you could get for a time was an 8-inch board face that is 10 feet long. The new ASCEND cladding has a 12-inch face, so that is definitely going to be a draw for a lot of customers who want a broader look. ”

DAVID HERSHBERGER, OWNER
H.W. EXTERIORS



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