



MODERN LIFESTYLES require low-maintenance products like the aluminum siding that dresses this classic two-story suburban home. On a large home like this one, painting and maintenance costs can skyrocket, so it makes sense to replace the original wood siding with aluminum. These days, aluminum siding is available in a rainbow of colors to update your home. The most popular colors are dark brown, yellow, beige, and barn red.

What kind of face does your house present to its visitors?

If you are among the many families considering the purchase of an older home or remodeling your present home, you may be faced with the problem of deteriorating wood siding or stucco and the need for a new look.

Paint could give you a fresh appearance, but it may be costly to contract and time consuming to do it yourself. Repainting may be required again in three to five years.

New pre-finished siding could be your best investment, especially when obtained from those manufacturers who offer long-term warranties that provide reasonable protection against product defects.

First impressions count
The outside of your home is the first "face" you present to your visitors and neighbors. New siding and shutters or a new front door can give a brand-new welcoming appearance.

Consider the outside of your house in its entirety, and decide how you would like it to look when it's been redecorated.

Color is in these days—shades like olive, avocado, barn red, royal brown, colonial blue, and autumn gold will make your home look cozy and snug.

If you have a ranch-type home, you might want to accentuate its long and low lines by using horizontal siding in a color lighter than the roof.

Even the architectural extravagances of Victorian castles and other vintage styles can be preserved and enhanced by careful selection of colors and attention to the charming detail of antique design.

Decorators advise never to use more than three colors on the outside of your home. For instance, if you have a brown roof, you might think about re-siding with a barn red siding, brown shutters, white trim around the windows, and a brown and white front door.

With careful planning, your new siding and accessories will present a lovely "face" to your visitors and neighbors, and enhance the styling and value of your home. So you should put as much thought into

refurbishing the outside of your home as you would into redecorating your living room.

Aluminum siding probably has the widest range of styles, colors and accessories. It has been on the market for 30 years and has been used in residing millions of homes.

Low maintenance

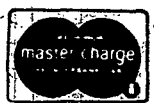
There are a number of reasons for this. Aluminum siding comes in durable baked-on finishes, is easy to clean, and is light in weight—which makes it easier to work with than other metals. Probably its biggest selling point is its time-proven low maintenance.

New insulated aluminum siding can help to re-

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duce heat loss through your walls, especially when they are uninsulated or partially insulated. The potential savings in fuel bills added to the maintenance saved in repainting wood siding can usually pay for residing in less than ten years.

The newest siding on the market is vinyl, a plastic material that has been used for floor tile and plumbing pipe for many years. Because vinyl plastic can become brittle when exposed to sunlight, it must be carefully formulated and is only available in pastel colors and white.

Normal weathering

Prefinished hard board is available in various patterns and colors, but does not have the long-term low maintenance characteristics of aluminum.

The exposed edges of prefinished steel siding are vulnerable to the elements and may deteriorate if protective coatings fall.

Each type of prefinished siding has its advantages, but all will change somewhat in color over a period of time once they are on your home and exposed to sun, wind, water and temperature extremes. This is called normal weathering.

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