

Why Poly-Ash?

If you're not familiar with the poly-ash category of trim and siding (more commonly known by the brand name TruExterior® formerly from Boral Building Products), think of the material as combining the best performance attributes of natural wood, PVC, fiber cement, and engineered wood... without the downsides associated with each of those product types.

The "Holy Grail" of exterior trim, siding, and millwork is a material that looks like real wood, is highly stable, is easy to work with, and has the durability of the best composites.

DURATION® poly-ash products have features and benefits that no other material brings together in one product:

- ✓ Highly Stable (Very little movement with temperature change)
- ✓ Will Not Rot or Decay
- ✓ Does Not Require Clearances from Grade, Roofing, or Patios
- ✓ Easy to Cut, Sand, Patch, and Repair if Damaged
- ✓ No Requirement for Back or Edge Cut Priming or Sealing
- ✓ No Requirement for Priming Before Paint Application
- ✓ No Specified Gapping or Allowance for Expansion and Contraction
- ✓ Can Be Painted ANY Color with Regular Latex Paint
- ✓ Is Indistinguishable from Real Wood Once Painted
- ✓ Is Accepted in Most Areas Controlled by Historical Review Boards
- ✓ Majority of Products Come in 16' Lengths
- ✓ Is Environmentally Friendly – Verified by SCS Global Services with 70%+ Recycled Content
- ✓ Can Be Properly Installed in Any Temperature
- ✓ Is Available in Virtually Any Shape or Profile
- ✓ Is Readily Available
- ✓ Class A Fire Rated
- ✓ Made in America

The end result is product that looks remarkable, saves time and provides peace of mind.

