



Introducing Classic Beaded Weatherboard™ from NuCedar Mills™

New Product Gives the Timeless Look of Beaded Weatherboard Using State-Of-The-Art Materials, Milling and Coating Processes

(Chicopee, MA) August 21, 2007 – NuCedar Mills, Inc., manufacturer of the first prefinished clapboard milled from solid PVC boards, has introduced a new addition to their collection. Reproduced from the classic weatherboard design, NuCedar's beaded line features a wide clapboard face highlighted by a distinctive bead at the base of the panel.

Beaded weatherboard was most commonly used on southern buildings that pre-date 1800. These weatherboards were tapered at the top for a tight overlap and beaded at the lower edges, creating a strong horizontal shadow line. NuCedar industry advisor Jeremiah Eck, of Eck|MacNeely Architects *inc* (Boston, MA), was instrumental in the design of the NuCedar Weatherboard, which features an historically-correct 7/16" profile in a 6-1/2" exposure.

"Our office often specifies wide board clapboards with a beaded edge as a first choice in exterior siding. Now NuCedar's Classic Beaded Weatherboard™ gives us that design option and more with an almost infinite variety of colors and increasingly requested low maintenance. Beaded Weatherboard will add a distinct scale and level of refinement to the exterior that is usually reserved for the interior of the home," says Eck.

NuCedar's line of premium, low maintenance siding and trim replicates the appearance of cedar without any of the maintenance issues that plague *natural wood*. NuCedar products carry a lifetime warranty, resist insects and moisture, and will not rot, warp or decay.

About NuCedar Products:

"Our proprietary MicroMilling™ Technology employs special cutters, milling and shaping machines, allowing us to precisely machine cellular PVC siding for the first time." says Tom Loper, President and CEO of NuCedar Mills. "It's the milling

process that makes our siding look so much like beveled Western red cedar, but without the maintenance or repair worries.”

Because the milling process creates an interlocking matrix at the top and bottom of each clapboard, the siding is easier and faster to install, with extraordinary wind and weather resistance compared to other siding products. A nailing hem at the top of each clapboard allows for easy installation while hiding the fasteners.

NuCedar’s Classic Beaded Weatherboard™ is coated in Polane® polyurethane from Sherwin-Williams.™ This factory applied, baked-on finish is available in 22 standard colors and 1,400 custom colors that match Sherwin-Williams’ Duration™ paint line. The vast range of color choices and satin finish make NuCedar ideal for remodels where new siding must match original work.

“Polane, which is used on high-performance aircraft and military vehicles, is the most durable finish we could find,” Loper notes. “Our application process gives our siding a finish that is warranted against chipping, peeling, cracking and damage from hail for fifteen years.” In addition, Polane’s infra-red reflective pigments minimize UV rays which help to reduce fade and heat absorption for a lifetime of energy savings.

Accompanying this revolutionary new siding are components that make for a complete siding system. For example, Classic Beaded Weatherboard™ fits precisely into milled areas behind trimboard to allow for expansion and contraction while offering the authentic look of butted joinery. Other components include cellular PVC moulding profiles, beadboard and cornerboard.

“Our objective is to replicate the timeless appearance of beaded weatherboard with a material and coating that will allow it to endure for generations to come,” explains Loper.

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