



# ASCEND™

COMPOSITE CLADDING SYSTEM





SUPERIOR VALUE



ENDURING  
PERFORMANCE



EASY INSTALLATION,  
EASIER MAINTENANCE



# THERE'S NEVER BEEN CLADDING LIKE THIS.

**Introducing ASCEND™ Composite Cladding by Alside, a first-of-its-kind solution that brings together beauty, performance and easy installation for the best overall value on the market.**

With tall exposures and the deeply grained look of real wood, ASCEND captures the high-end aesthetics today's homeowners demand. But with ASCEND, installation is quicker and easier than that of fiber cement, engineered wood and other composite panels. In fact, ASCEND can often be installed by fewer laborers at a time.

After it's installed, ASCEND doesn't just perform... it lasts. And lasts. And lasts. Keeping that "just-installed" look for as long as it's up, ASCEND requires minimal maintenance, day after day, year after year.

And that's just the beginning of the new heights ASCEND reaches.

REACH NEW HEIGHTS.



FAST, SIMPLE INSTALLATION

MINIMAL MAINTENANCE



## PATENTED (GP)<sup>2</sup> TECHNOLOGY

ASCEND is the world's first composite cladding engineered with a combination of **G**lass-Reinforced **P**olymer and **G**raphite-Infused **P**olystyrene. This patented (GP)<sup>2</sup> technology was developed to achieve superior performance in tests for wind load, thermal and impact resistance, workability and flame/smoke spread. With (GP)<sup>2</sup>, ASCEND boasts:

**Class A Fire Rating  
for both flame spread  
and smoke developed**

**Impressive thermal and  
impact resistance**

**Superior wind load  
performance**

ASCEND's (GP)<sup>2</sup> compound contains glass particles for added structural stability, strength and heat resistance, while titanium dioxide protects against ultraviolet degradation, and impact modifiers help resist dents and dings. (GP)<sup>2</sup>'s integral weatherable pigments provide strong fade resistance, even on ASCEND's dark colors, and its non-moisture-absorbing materials prevent rotting, warping, shrinking and swelling. The Graphite-Infused Polystyrene helps ASCEND achieve an R-value of 2.0, improving overall energy efficiency and helping to reduce thermal bridging.



SEE THE POSSIBILITIES.



COMPATIBLE TRIM,  
WINDOWS AND ACCESSORIES

LIFETIME WARRANTY

STRIKING AND STUNNING



### INCREDIBLE BEAUTY

With ASCEND, a color palette of 20 shades ranges from timeless to on-trend, while the look of real wood creates the high-end look today's homeowners demand.



### EASY INSTALLATION

Not only does ASCEND's light weight make it easy to handle, its self-aligning stack lock makes it easy to install—even by fewer laborers. Plus, no sealing, touching up, joint flashing or caulking is required—meaning less mess and less waste.



### A LIFETIME OF BEAUTY, GUARANTEED\*

With ASCEND, years of minimal maintenance come backed by an industry-leading lifetime warranty for exceptional performance.

# ASCEND COMPOSITE CLADDING: NOT JUST DIFFERENT. BETTER.

		FIBER CEMENT/ ENGINEERED WOOD	VINYL SIDING	ASCEND <sup>™</sup> COMPOSITE CLADDING SYSTEM
AESTHETICS	Tall profile/exposure	✓		✓
	Flat face	✓		✓
	Realistic woodgrain appearance	✓		✓
PERFORMANCE	Solid feel against wall	✓		✓
	Compatible with high-end trim options	✓		✓
	Lifetime warranty		✓	✓
	Moisture-resistant (no swelling)		✓	✓
	High-wind resistance with unexposed fasteners		✓	✓
	Low maintenance		✓	✓
	Easy handling		✓	✓
EASE OF USE	Ease of installation (self-aligning, one-person hang)		✓	✓
	No sealing, touch-up painting, joint flashing or caulking		✓	✓
	Less skill required (peace of mind)		✓	✓
	Enhanced safety (no special tools or respirators required)		✓	✓

**REINFORCED NAIL HEM**

for increased wind load resistance (up to 180 mph)

**FORGIVING HANG**

conceals minor wall imperfections

**STACK LOCK**

for easy installation

**7" FLAT FACE AND**

**CEDAR MILL GRAIN**

better replicate look of wood

**INSULATING DESIGN**

for improved thermal performance

**20 LOW-GLOSS AND**

**LOW-MAINTENANCE COLORS**

to match any homeowner's style

**(GP)<sup>2</sup> TECHNOLOGY**

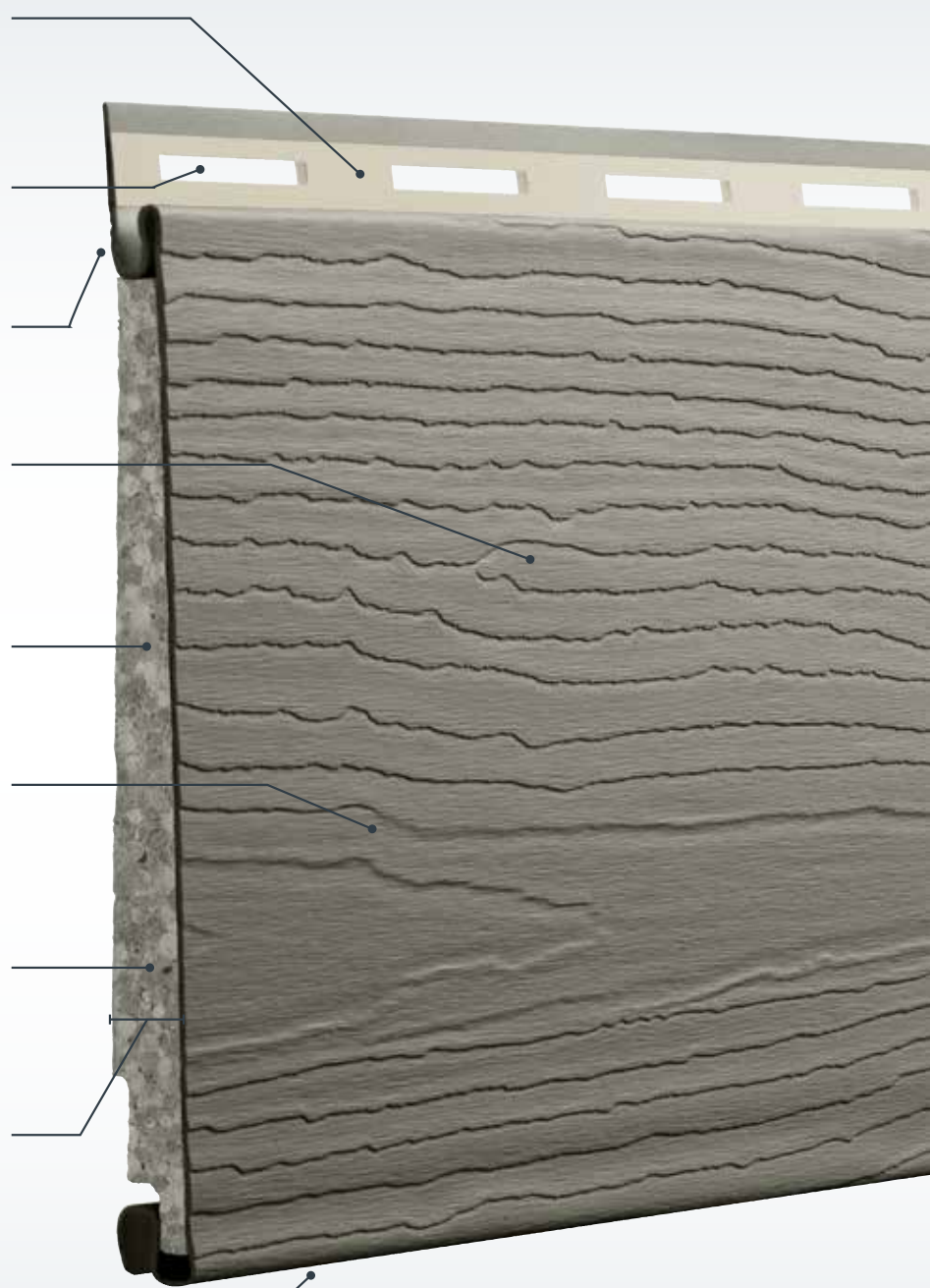
for a Class A Fire Rating and lower expansion

**VERSATILE 3/4" PROJECTION**

is compatible with both standard and architectural accents

**SHARP BUTT EDGE**

better replicates the look of real wood



**ENGINEERED TO  
OUTPERFORM  
AT EVERY LEVEL.**





Glacier White



Almond



Monterey Sand



Pebble



Canyon Drift



Flagship Brown



Rustic Timber



Cape Cod Gray



Sterling Gray



Storm



Ageless Slate



Charcoal Smoke



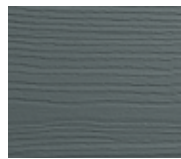
Cast Iron



Laguna Blue



Harbor Blue



Midnight Blue



Riviera Dusk



Mountain Fern



Deep Moss



Fired Brick

# THE LOOK OF REAL WOOD. THE PERFORMANCE OF SOMETHING BETTER.

With ASCEND, the industry's best aesthetics, workability and performance come together—installing easily and providing homeowners with a lifetime of minimal maintenance. It's time to reach new heights. **It's time to ASCEND.**



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