



**American Herald®**

**VARIFORM®**  
by  **Ply Gem**





When it comes to your home, your life and your peace of mind, Variform vinyl siding makes every moment matter. Since 1964, professionals and homeowners alike have trusted the Variform brand for its high quality, durability and beauty, earning it one of the highest satisfaction ratings in the industry.

You can choose from a wide array of styles and one of the largest color palettes in vinyl siding. It's virtually maintenance-free and never needs painting. Plus, Variform is endorsed by Ply Gem, a division of Cornerstone Building Brands, the nation's leading exterior building products company. The Variform brand has products that make homes beautiful and life easier and offers an impressive limited lifetime transferable warranty.

It all adds up to give you a beautiful home and time to enjoy life's sweetest moments.



This is  
where  
your **life**  
takes place



# American Herald<sup>®</sup>

American Herald is a visually appealing, premium siding panel that offers both durability and style for the life of your house. Designed as a thicker panel, it's virtually weatherproof and can withstand winds up to 145 mph. Best of all, American Herald is nearly maintenance-free and will continue to look like freshly painted siding year after year. No costly repainting is ever needed. And there's none of the flaking, peeling, checking, fading or crazing that's associated with paint. Available in four distinct profiles and a wide variety of colors, American Herald will give your home the updated look you want... and keep it looking that way for years to come.



**Weather-Resistant**



**UV Protected**



**Low Maintenance**

*Pictured on cover: American Herald D4 in Sandtone*





## Choose with Confidence

As a brand that has spanned generations of building and remodeling, Variform has always been defined by new and innovative ideas. The brand was the first to create variegated technology, a double-staggered nail hem, and a rollover locking leg that have resulted in a more dependable, durable and securely fastened siding panel, even in the face of high-velocity winds. We use only the best raw materials and continuously test our products to ensure a lifetime of reliable performance. We're as committed as ever to great products, so you can be confident you've chosen wisely.

## Vinyl Siding is a Smart Investment

According to a recent study by Zonda Media<sup>1</sup>, homeowners who install vinyl siding, on average, recouped up to 94.7% of the cost, making re-siding one of the top improvement investments a homeowner can make. And because vinyl siding never needs to be painted, you can save thousands of dollars over the life of your home.

<sup>1</sup>Based on national averages in the 2023 Cost Vs. Value Report. Source: Zonda Media.



American Herald Double 5"  
Traditional Lap

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## Here's How American Herald Works For You

American Herald is a premium siding panel that provides excellent long-term protection for your home with little or no maintenance.

### Never Needs Painting

American Herald looks freshly painted for the life of your home. There's no need for costly maintenance, scraping, caulking and painting. And unlike paint, it won't crack, flake or peel.

### Wind Velocity up to 145 mph\*

The Standard Wind Load Design Pressure (DP) is 40 PSF\*\*. And it's so sturdy, it can resist a Wind Velocity of up to 145 mph.

### Premium Thickness

The .044" thick panels are more rigid and durable. They're state-of-the-art engineered to resist dents and scratches.

### Enduring Color and Texture

A Variform proprietary color process ensures that color is embedded throughout the panel for long lasting beauty. Premium Dark colors have additional UV protection to resist fading. Each panel has an authentic wood grain texture that looks like freshly sawn cedar.

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Double 4" Traditional Lap



Double 5" Traditional Lap



Double 4" Dutch Lap



Double 5" Dutch Lap



## Sustainable Building, Responsible Living

We're committed to reducing our impact on the environment and providing products that help ensure a sustainable future.

### Sustainable Resources

- Vinyl products made from abundant natural resources<sup>2</sup>
- Minimal construction site waste
- Aluminum products contain over 80% recycled content
- Ply Gem facilities reuse and recycle

### Energy Efficiency

- Vinyl siding requires less energy to manufacture than brick<sup>3</sup>
- National distribution network reduces energy use and emissions
- Variform insulated siding increases a home's energy efficiency

### Lifecycle Benefits

- Variform vinyl siding is durable and requires no site finish
- Vinyl siding should never require painting or staining
- All of our aluminum accessories are easily recyclable

\*Tested in accordance with ASTM D5206. Windspeed rating will vary depending on specific code region and construction method. Refer to local building codes for detailed requirements concerning allowable wind loads and specified conversion tables for actual windspeed.

\*\*Example wind velocity for 40 PSF is 145 MPH Zone B @ 30' building height

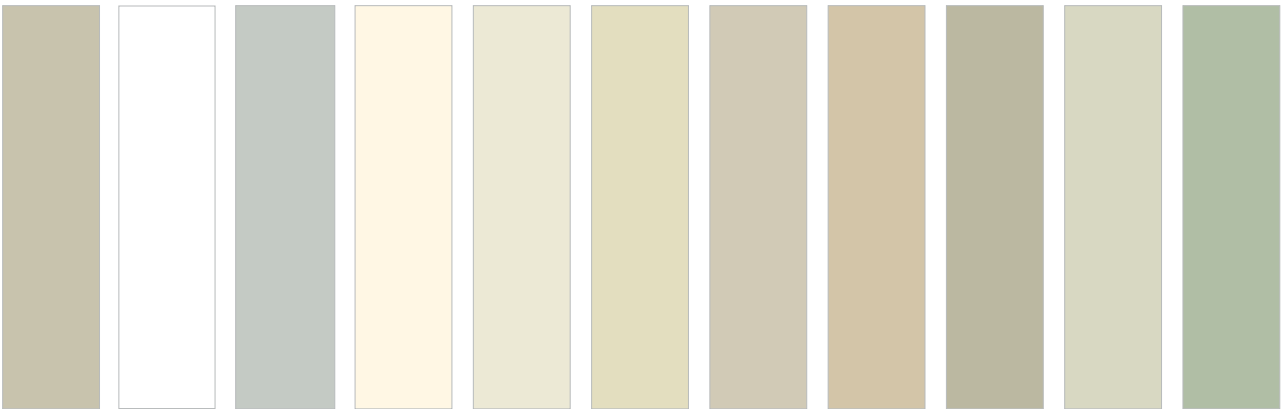
<sup>2</sup> "A Dozen Things You Might Not Know That Make Vinyl Siding Green," page 9, Tad Radzinski, P.E., LEED AP, and VSI. October 10, 2009. <<http://www.vinylsiding.org/greenpaper/>>

<sup>3</sup> Ibid, page 10.

Colors that look  
freshly painted,  
year after year.

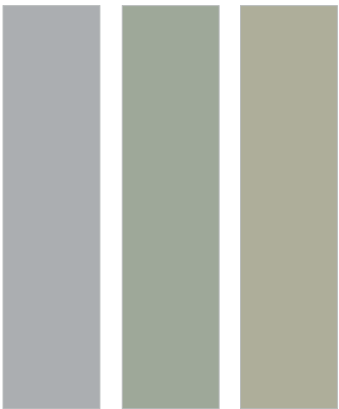


Standard Colors



Autumn Beige  
Dover White  
Georgian Gray  
Heritage Linen  
Island Pearl  
Natural Almond  
Rich Mocha  
Sandtone  
Sandy Tan  
Silver Mist  
Spanish Olive

Dark Colors



Flint  
Irish Thistle  
Stone Mountain Clay

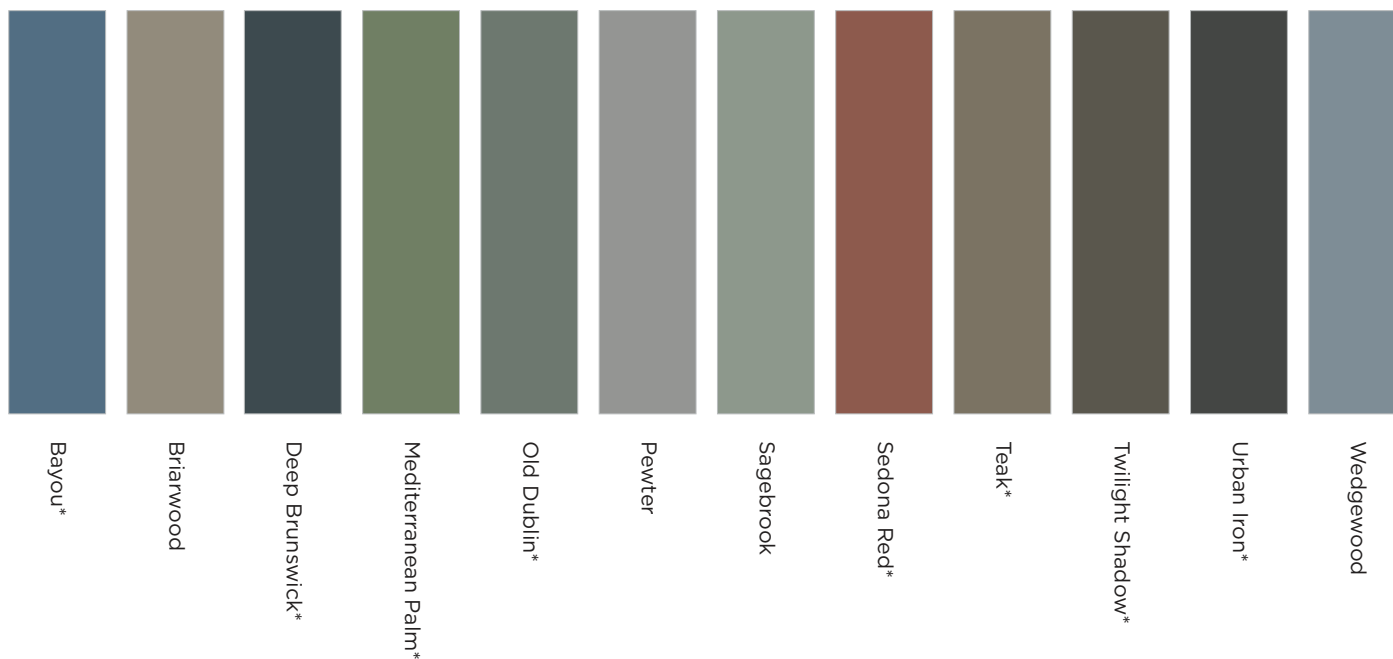


**Variform gives you a full spectrum of choices to express your individual style beautifully.** Each color starts with the highest quality pigments blended throughout the panel to ensure consistent color that stands up to everyday dings and scratches.

**Light or dark, bold or subtle, Variform colors will add lasting appeal to your home.** No painting is ever needed. In addition to our own strict quality controls, they've been third-party tested to meet or exceed ASTM standards for color retention.

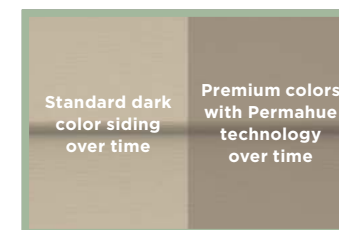


#### Premium Dark Colors



### Premium Color Collection

These rich, dark colors receive an extra layer of UV protection. Permahue® technology acts like a sunscreen to help prevent fading and weathering.



\* These colors are only available in Double 4" Traditional and Double 4" Dutch Lap.



## Details, details, details.

The Variform brand has all the accessories and details you need to complete your project, including corners, trim, guttering, soffits, door surrounds and fascia. The Variform brand is endorsed by Ply Gem, a division of Cornerstone Building Brands, the nation's leading exterior building products company. As a result, we can provide you with a wide range of enhancements that complement Variform products – Ply Gem Stone, Shutters and Accents, Trim and Mouldings, Fence and Railing and gutter protection. They all work together so that you can have worry-free maintenance and beauty down to the last detail.

Visit **variform.com** to design your dream home.

**Cornerstone Building Brands**  
**5020 Weston Parkway, Cary, NC 27513**  
**(888) 9PLYGEM | variform.com**

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\*Consult the VSI Website at [vinylsiding.org](http://vinylsiding.org) for current list of certified products and colors.



**Vinyl Siding and Accent Panels**



**Gutter Protection**



**Rainware, Fascia, Soffit**



**Ply Gem Fence and Railing**



**Stone Veneer**



**Ply Gem Shutters and Accents**