

# The Allura Difference



See how advanced formula Allura fiber cement stacks up against the other fiber cement brand.

	Allura	Competitor
Manufacturing fiber cement for over 75 years	✓	✓
Producing siding for U.S market since the 80's	✓	✓
Warranted in all of U.S. and Canada	✓	
50-year siding warranty	✓	(30 yr.)
50-year trim warranty	✓	(15 yr.)
Class A Fire Rating	✓	✓
Warranted against impact and insects	✓	✓
Best return on investment for over 8 years*	✓	✓
Complete product line	✓	✓

*\*Rated #1 Return on Investment 8 years in a row! Remodeling Magazine's Cost vs. Value Report states that residing your home with fiber cement siding in the mid-range or larger categories provides the #1 return on your remodeling investment.*

*The ultimate building material alternative.*



*Unlike traditional materials, Allura won't rot, warp or fade. It's also impact, insect and fire resistant and paintable for endless design possibilities.*

	Allura	Vinyl	Wood
50-Year warranty	Yes	Depends on manufacturer	No Warranty
Impact resistant	Yes	No	No
Can melt or burn	No	Yes	Yes
Impervious to termites and wood boring insects	Yes	Yes	No
Requires less maintenance	Yes	Yes	No
Ability to change colors	Yes	No	Yes
Brittle	No	Yes	No