



NuCedar Classic Clapboard® Makes National Television Debut

(Chicopee, MA) October 12, 2009- The recently aired *Extreme Makeover: Home Edition* build in Suffield, Connecticut utilized a revolutionary new exterior building facade, manufactured by NuCedar Mills based in Chicopee, MA.



The October airing of the new home build for William and Catherine Hill and their eleven children, nieces and nephews on the ABC Television Network brings attention to NuCedar Mills Classic Clapboard®, a relatively new product that looks and feels historically like cedar, but without many of the maintenance issues associated with cedar products.

NuCedar Mills is the first company in the building materials industry to manufacture a complete family of exterior cladding products and trim from cellular PVC sheet stock. Their historically correct Classic Clapboard®, featured on the Hill Home, is the only bevel siding milled from PVC material accurately replicating clear vertical-grain Western red cedar, while costing less than real cedar.

The product was chosen for the *Extreme Makeover* build in Suffield, CT due to its beauty and durability, according to the design-build team of Kent Pecoy of Pecoy Signature Homes (builder of the home) of Massachusetts and Connecticut and Jack Kemper of Jack Kemper Associates (architect of the new home) of Connecticut.

Pecoy said, “NuCedar provides the look and feel of real cedar siding without the maintenance. While the minimal maintenance presents a real value over time, NuCedar also helps in conserving energy.”

Kemper said, “NuCedar makes wood siding obsolete. They’ve given so much thought to how it expands and contracts, and historic commissions will love it because the shadows and details are all correct.”

The product minimizes the impact on the eco-system, has high solar reflectivity, and carries a Limited Lifetime Warranty on coating and material. The complete product line comes pre-finished and is easy to install. The result is a finish that looks like painted cedar, but is much more durable.

The *Extreme Makeover* build used about 3,000 square feet of cladding (Classic Clapboard® siding and Shiplap gables) and about 10,000 linear feet of trim and moldings for the 5,200 square foot home that was viewed nationally by millions during the airing of the show on October 11. All of the NuCedar materials for the home were custom-milled and pre-finished in less than three weeks.

The NuCedar cladding system is generally specified by builders and architects for custom home builds and renovations/remodels.

NuCedar’s milled products accurately reproduce the beauty of cedar without the maintenance challenges. NuCedar comes factory-finished and with Polane®, a durable baked-on coating from Sherwin Williams™.

The solar reflective pigments in Polane reduce heat transference from the sun’s rays and as a result, keep the walls of the home significantly cooler. Solar reflective pigments in the finish allow dark colors to be used in warm climates without significant fade and can reduce energy costs from four to 13% dependent upon location and wall insulation.

The product line can be ordered in any of the 1400+ Sherwin Williams™ color options; most homes are selected from the list of 17 popular and five historic colors. Greenwich Blue was used for the exterior of the *Extreme Makeover* build in Suffield. NuCedar provides an industry leading Lifetime Limited Warranty on material and coating.

NuCedar used its training room at its Chicopee facility to train about 50 installers two weeks prior to the build that occurred in June 2009. Additional installers volunteered for the installation on the Hill home and by the end of the one week *Extreme* build there were about 100 newly trained installers.

NuCedar Mills offers a complete line of pre-finished cellular PVC products for home exteriors including: Classic Clapboard®, Classic Beaded Weatherboard®, Shiplap, Channel Rustic, Board and Batten as well as complementary trim and accessories. In January, NuCedar will be launching a new shingle line.