

## Why Choose SmartColor™ Over Vinyl Siding?

Before SmartColor™, most homeowners were forced to choose between the natural look of paint and the longevity of vinyl. Many people *still* consider vinyl to be the only option if they are tired of spending thousands on painting every 3-5 years.

We understand the frustration caused by the never-ending cycle of painting; now, allow us to explain why SmartColor™ is a superior choice over vinyl for a multitude of reasons.

### Reasons Why SmartColor™ Is Superior To Vinyl:

- 1. SmartColor™ maintains the natural look of paint.**  
SmartColor™ may dry to ten times the thickness of standard paint, but it dries to a paint-like finish and preserves the natural quality of whatever material it is applied to. Any large cracks or dents (where carpentry is not necessary) can be filled using our SealSmart™. We have been approved by historical societies before and have coated a number of historic buildings, in cases where an artificial look would've been out of the question. Additionally, SmartColor™, which is applied in a similar manner to paint, can be touched up in small areas where needed, while vinyl requires the replacement of large panels for even the smallest damaged area.
- 2. SmartColor™ lasts as long as vinyl, and will look better than vinyl as time goes on.**  
Our warranty guarantees SmartColor™ for as long as you own or live in your home; this warranty, which is inclusive of both labor and material costs, will clearly match or outlast any warranty on vinyl siding. Vinyl siding becomes increasingly dented, faded, and damaged the longer it is on your home, whereas under our warranty you will always be pleased with the look of your home if you choose SmartColor™.
- 3. SmartColor™ is superior to vinyl in cold weather conditions.**  
Vinyl siding is known as “permanent”, but even a ladder or bump from a lawnmower can crack the siding. High winds can catch a loose edge and pull off/damage panels of vinyl, and flying rocks or hail can puncture the siding, then allowing moisture in through the hole(s). This could eventually cause serious damage to your home. You do not run these risks with SmartColor™.
- 4. SmartColor™ is nontoxic, including during a fire.**  
One of the most alarming qualities of vinyl is its level of toxicity when burning. Heaven forbid you suffer a fire at your home, SmartColor™ is non-toxic and will not cause even more of a health hazard than the already disastrous fire.
- 5. SmartColor™ does not cover up costly problems like rot, mildew, mold or water damage so that they worsen and cause extensive damage and repair costs.**  
The worst thing about vinyl is that it does not actually beautify the surface of your home- it covers it and actually *accelerates* damage. Mildew, rot, mold, and water damage that accrue underneath the vinyl have no way of being seen until the siding is taken off and it is too late. This can destroy the surface of your home and eventually the damage can penetrate through to the foundation. Blind coverage is the number one worst characteristic of vinyl. SmartColor™ still allows you to see the surface of your home, while offering *breathable* protection that will not trap moisture or cover damage.