

# ICON™

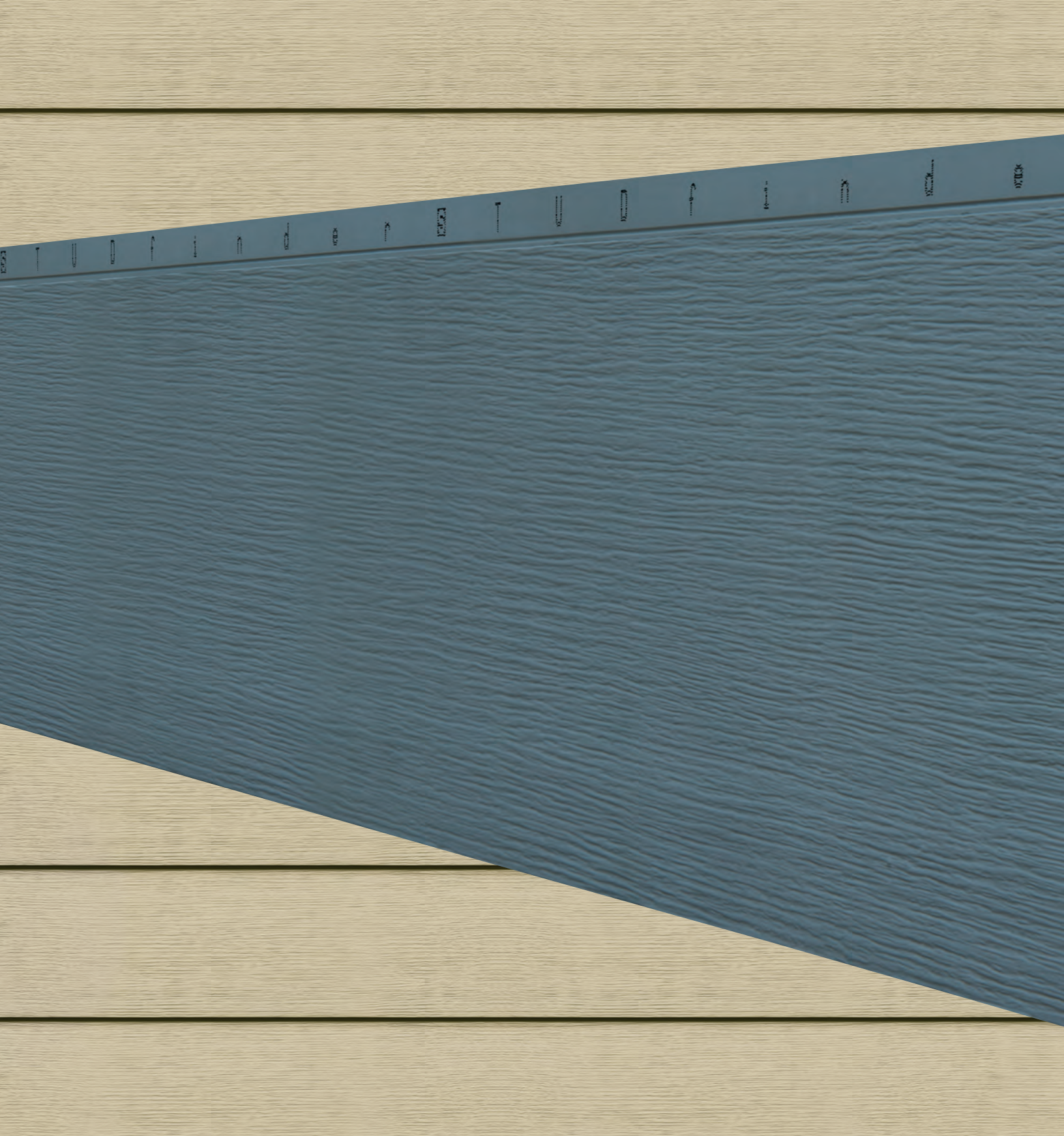
Composite Siding

## The New Standard in Siding



**CertainTeed**  
SAINT-GOBAIN





Stack Lock



Light and  
Easy to  
Handle



STUDfinder™



Pneumatic or  
Nail Fastening



No Caulking



Cut or  
Score and  
Snap



Nail-Line



Moisture  
Resistance



Minimal  
Expansion/  
Contraction

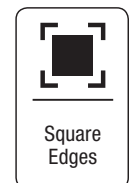
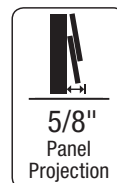
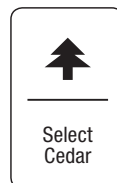
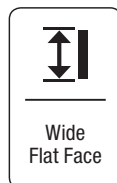
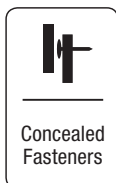


## Introducing the new standard in siding

Imagine the beauty of authentic cedar planks, with durability that goes beyond that of natural wood and fiber cement boards. Now add performance that withstands the elements, harsh conditions and the test of time. ICON™ is exactly that—and more.

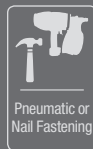
ICON is a revolutionary new product that offers unmatched speed and ease of installation, helping you create structures that stand throughout the years as a testament to your craftsmanship.

Offer your customers a superior product. ICON is the new standard in siding.



## Easier, faster, one-person installation

Your time is important. ICON™ is designed to not only look beautiful, but also to ensure fast, safe and precise installation for maximum siding performance. From its easier handling and portability to its revolutionary features, ICON can reduce the total number of man-hours by a considerable margin. In a timed installation study, ICON 12' panels installed 27% faster than 12' fiber cement panels.\*



\*For more information please refer to the *ICON Installation Time Study Report* on [www.certainteed.com/icon](http://www.certainteed.com/icon)





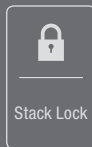
With lightweight and flexible planks, ICON allows for faster and simpler installation. The unique self-aligning Stack Lock makes installation by a single installer possible. The patented STUDfinder™ feature with its integrated fastening guide takes the guesswork out of installing. ICON delivers advantages other alternatives don't.

INSTALLATION FEATURES	ICON Composite Siding	Competitive Products
EASE OF HANDLING	<ul style="list-style-type: none"><li>• Easy to handle. Enables one-person carrying and installation to minimize the amount of installers on a job.</li><li>• A single installer can cut several planks at once.</li><li>• “Gives” just enough to fit in tight spaces.</li></ul>	<ul style="list-style-type: none"><li>• Requires two-person handling and installation, two installers needed to carry multiple planks at a time, which increases overall costs.</li><li>• Cannot cut multiple planks at once without risk of damage.</li><li>• Difficult to install in tight spaces and can crack during installation.</li></ul>
PLANK ALIGNMENT	<ul style="list-style-type: none"><li>• Unique Stack Lock design self-aligns and requires no clips.</li><li>• One person can overlap and fasten in fewer steps.</li></ul>	<ul style="list-style-type: none"><li>• One person must hold the plank while another measures the overlap, aligns and fastens.</li></ul>
JOINTS TREATMENT	<ul style="list-style-type: none"><li>• Allows for minimal expansion and contraction, can be butted tightly together and does not require flashing or caulking.</li></ul>	<ul style="list-style-type: none"><li>• May expand and contract, requiring space between planks and the need for flashing and caulking.</li></ul>
NAILING	<ul style="list-style-type: none"><li>• Our patented STUDfinder system provides a precise fastening placement guide to improve speed of installation, accuracy, safety and performance, by ensuring correct nail position.</li></ul>	<ul style="list-style-type: none"><li>• You’re on your own when choosing where to nail, perhaps missing a stud or hitting an electrical wire.</li></ul>
INSTALLATION TOOLS	<ul style="list-style-type: none"><li>• Installs with standard woodworking tools and blades.</li><li>• Can be easily scored and snapped.</li></ul>	<ul style="list-style-type: none"><li>• May call for the use of specialized expensive blades that dull quickly.</li></ul>

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## Strength and durability that last for years

Thanks to its endurance and longevity, ICON™ supports you by providing your customers with peace of mind and reducing the number of callbacks. ICON is able to withstand hurricane-force winds and freezing weather, and it's also impervious to insects. It will maintain its beauty and functionality so you can have confidence long after the job is done.

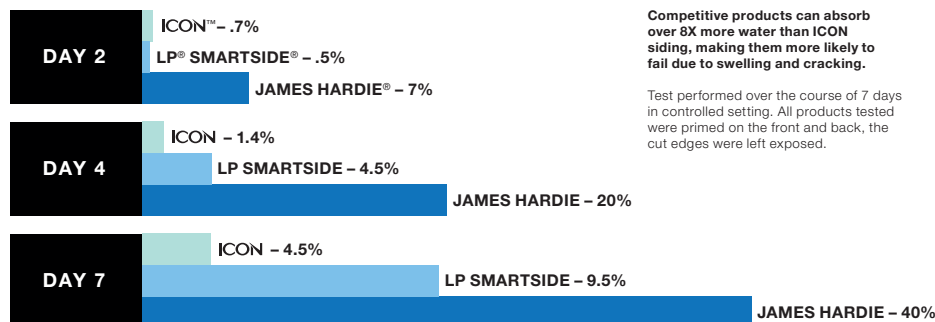




ICON is tested and proven to have reduced moisture absorption, providing minimal expansion and contraction. Reduced moisture absorption also means that it will not rot, mold or decay, offering superior long-term durability. ICON provides a level of performance that was never available—until now.

PLANK FEATURES	ICON Composite Siding	Competitive Products
MOISTURE RESISTANCE	<ul style="list-style-type: none"> <li>• Absorbs minimal moisture.</li> <li>• Will not rot, contribute to the growth of unhealthy mold or mildew, and is not susceptible to freezing and thawing.</li> <li>• Can be butted tightly together with no need for flashing.</li> </ul>	<ul style="list-style-type: none"> <li>• In testing, can absorb enough water to increase weight by almost half.</li> <li>• This increase in moisture can cause rot, mold, buckling, shrinking and degradation in appearance.</li> </ul>
EXPANSION/ CONTRACTION	<ul style="list-style-type: none"> <li>• Minimal moisture absorption means the planks will have minimal expansion or contraction.</li> <li>• Reduces stress on the planks and prevents cracking and buckling.</li> </ul>	<ul style="list-style-type: none"> <li>• Prone to expansion/contraction.</li> <li>• A minimal 1/8" gap between planks is required to prevent warp and buckling from plank movement.</li> </ul>
IMPACT	<ul style="list-style-type: none"> <li>• Offers a high level of impact resistance for long-term performance.</li> </ul>	<ul style="list-style-type: none"> <li>• Susceptible to hail damage, as well as everyday dings, chips and cracks.</li> </ul>
WIND RESISTANCE	<ul style="list-style-type: none"> <li>• Patented STUDfinder™ feature ensures fasteners will penetrate studs.</li> <li>• Combination of STUDfinder and Stack Lock feature improves product stability and contributes to superior wind-load performance.</li> </ul>	<ul style="list-style-type: none"> <li>• Depends on nail strength to achieve wind-load.</li> </ul>

## MOISTURE ABSORPTION



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## Beautiful from the day it is installed through the life of the home

We understand that at the end of the day, it's all about happy homeowners. With its rich texture, highly defined shadow lines and factory-primed planks, ICON™ comes ready to be painted in virtually any color. You can select your favorite high-grade, non-oil-based exterior brand paint and choose the ideal color, from subtle whites and creams to vibrant dark colors, like reds or greys. ICON is a product you will be proud of.





The solid wood look and feel of ICON is unmistakable. This distinctive character is created through its wide flat face and squared edges—and is complemented beautifully with a TrueTexture™ Select Cedar finish emulating real wood. Its 16' plank lengths produce a more beautiful finish by creating fewer seams than standard length planks. Each plank is secured with hidden fasteners, which eliminates visible nail heads.

PLANK FEATURES	ICON Composite Siding	Competitive Products
LOOK AND FEEL	<ul style="list-style-type: none"><li>• Solid plank and wide 7" reveal provide the realism of cedar wood planks.</li><li>• Is virtually maintenance-free.</li></ul>	<ul style="list-style-type: none"><li>• Requires constant—and often expensive—maintenance.</li></ul>
PLANK LENGTHS	<ul style="list-style-type: none"><li>• Longer 16' plank lengths mean fewer unsightly seams and a more attractive, finished look.</li></ul>	<ul style="list-style-type: none"><li>• Shorter 12' plank lengths not only mean more unsightly seams, but also more unsightly expansion gaps.</li></ul>
FASTENING	<ul style="list-style-type: none"><li>• Unique hidden fastener system eliminates visible nail heads for a cleaner aesthetic.</li></ul>	<ul style="list-style-type: none"><li>• Face nailing may be required and not only compromises overall looks, but also increases potential for cracked panels during installation.</li></ul>



# ICON™ at a glance

ICON is an exceptional choice for bringing your absolute best to every project.

Here's an up-close look at some of the leading features that deliver distinct advantages in installation, performance and looks that will last.



**STUDfinder™** patented feature helps identify wall studs to ensure accurate installation every time.

**Stack Lock Panels** are self-aligning after the first plank for a one-person installation.

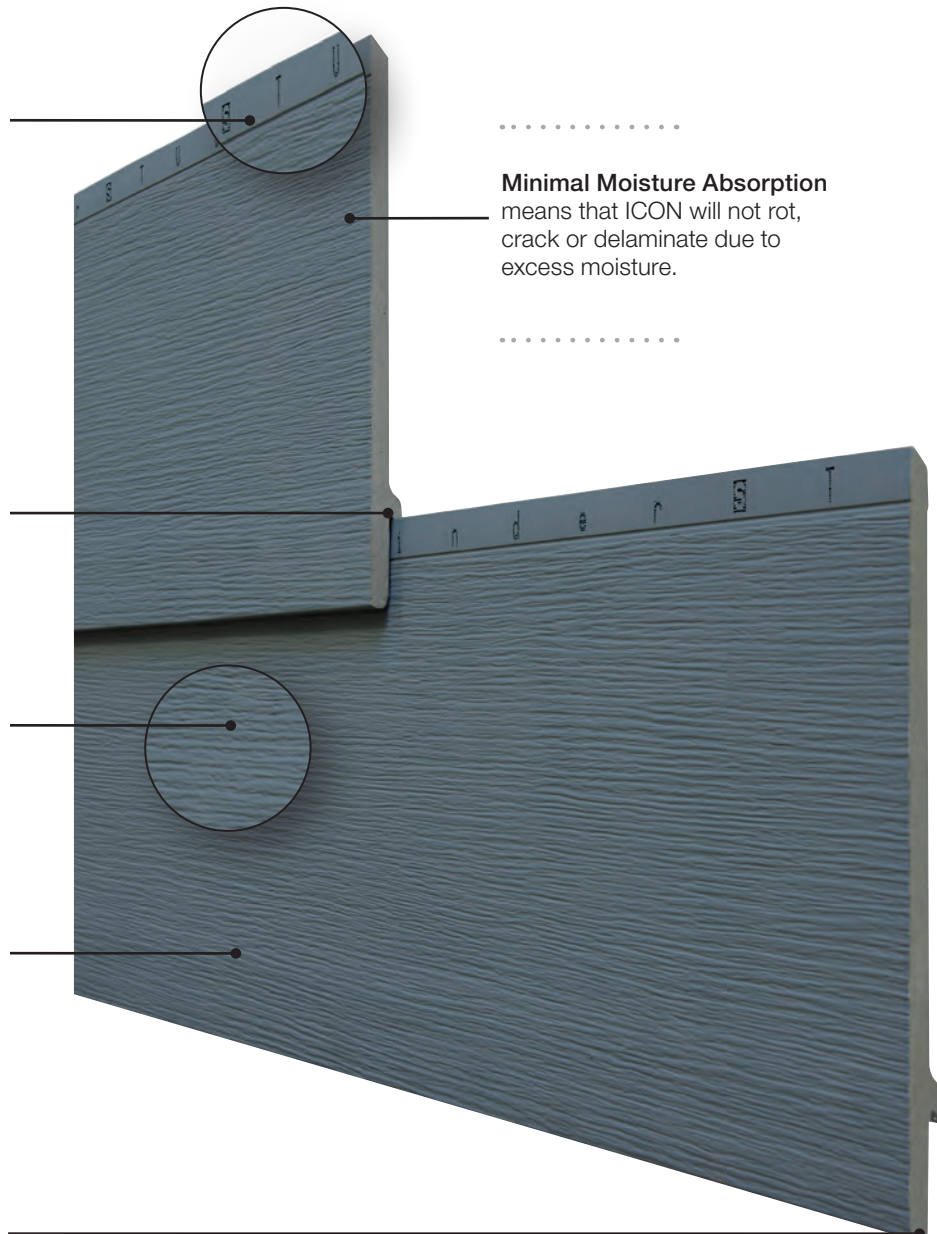
The interlocking panels give ICON superior windload performance.

**TrueTexture™**  
**Select Cedar Finish,** molded from real cedar planks, creates an authentic woodgrain.

Also available in **Longer 16-foot Planks** ensuring less seams on the wall to create a better looking finished job.

**Minimal Expansion / Contraction** so planks can butt together with no need for back flashing or caulking.

**Minimal Moisture Absorption** means that ICON will not rot, crack or delaminate due to excess moisture.





## The New Standard in Siding

### Timeless beauty

Extra-long panels, defined square edges that produce dramatic shadow lines, realistic Select Cedar woodgrain, and hidden fastening system—all work together to perfect the look of real wood.

With a 30-Year limited product warranty backed by CertainTeed, ICON is a product that defines a new era.

### Installation speed and ease

ICON was developed to help you get the most profit from your man-hours. Lightweight and flexible, these planks are easy to handle and transport, reducing the number of installers needed on the jobsite. Patented STUDfinder and the unique Stack Lock feature provide a trouble-free installation every time.

### Durability and performance

Engineered for longevity, ICON withstands use, abuse and the test of time. Our patented formulation delivers superior performance. Minimal moisture absorption reduces the potential of expansion and contraction.

### The choice is obvious

In every category that's important to you and your customers, ICON has set a new standard that other siding products just can't match. For details, pricing, samples and literature, contact your local CertainTeed representative.



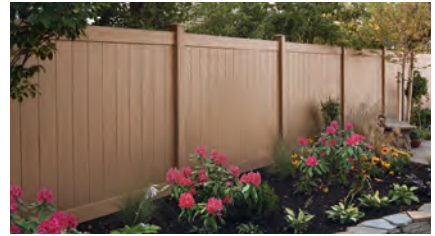
CertainTeed products are designed to work together and complement each other in color and style to give any home a beautiful finished look.



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