

NEW
20 FT.
SYNTHETIC
PRODUCT



RISE® SIDING

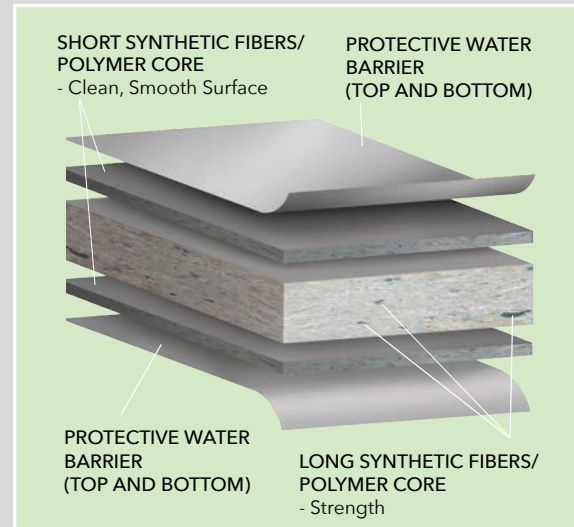


Innovation To Build On

P E R F O R M A N C E

Homeowners expect aesthetically pleasing homes, and exceptional performance standards.

Some plastic products have certainly met performance standards, but have fallen short on aesthetics, because they look too much like plastic. Other products, including wood-fiber composites, may have met the aesthetic goals of real wood, however, they have just as clearly been unable to meet long-term durability, installation simplicity, and performance requirements.



Cracking:
RISE Siding won't crack like other more brittle siding products.



Moisture decay:
RISE Siding won't degrade from moisture, including freeze / thaw conditions, like wood and other products when put in contact with the ground.



Minimal seams:
RISE Siding is available in 20' lengths, minimizing butt joints, and enhancing curb appeal.



RISE® Composite Technologies has patented a manufacturing process that compresses post-consumer and post-industrial synthetic fibers, and polymer waste that would otherwise be sent to landfills, into dense and durable wood replacement products. Our products outperform wood, wood-based, and cement-based products while remaining affordable, aesthetically pleasing, and environmentally-friendly.

INNOVATION To Build On

RISE Building Products has been developing technically advanced, affordable, synthetic fiber-based building products since 2005 that look and feel just like real wood. The key to positive performance of all RISE products is the use of post-consumer and post-industrial synthetic fibers, and polymer waste, as the core ingredients. The natural fibrous properties of wood gives it the strong and sturdy qualities that have made wood the most trusted building material for decades. RISE Building Products also uses a fiber construction, however, the synthetic fibers RISE uses are intertwined throughout the length of the boards.

RISE synthetic products have exceptional strength and sturdiness. In addition, and unlike wood, our synthetic construction process protects RISE Siding from moisture, freeze / thaw cycles, and decay, enabling it to outperform wood, OSB, and fiber cement products.

RISE Siding has unique values that make it the perfect, affordable, high-performance products for all types of weather environments.

RISE Performance Characteristics:

- 20' length with minimal seams; reduced waste
- 2-sided water protection (front and back)
- No decay, rot, or freeze/thaw damage
- Minimal expansion and contraction
- Looks, feels and installs like real wood
- Can be cut with standard wood working tools
- Available primed and pre-finished; can be painted

"A beautiful home is like owning a beautiful painting, except you can live in it."

Mickie Drexler

First impressions are important, especially when selling your home.

Long Lasting Curb Appeal

A home with effort put into its' curb appeal can increase the value by 10%.

RISE synthetic siding – cutting edge technology combines with industry experience to create unique solutions for today's homes.

Embossed Vertical Wood Grain

Comes Ready to Install

Available Primed, and in White and 7 Popular Colors

Dense Composition is Rugged, Yet Easy to Work

Fiber Technology is the Key to Many RISE Benefits

S U S T A I N A B I L I T Y

6.74+ billion lbs
of just one source of synthetic fiber is discarded in the USA every year



That's like throwing away 9 Empire State Buildings worth of synthetic fiber every year.

1000 square feet
Recycling 1,000 square feet of synthetic fiber prevents 913 lbs of CO₂ emissions



This is equivalent to driving 950 miles - the distance from New York City to St. Louis.

94%
of RISE siding and trim is recycled synthetic fiber/polymer waste



It can take hundreds of years for synthetic fibers to decompose in a landfill.

Circular Economy



Innovative technology re-purposes synthetic waste materials into high-performance building products.

Addressing the challenge of our global community.

At RISE Building Products we take natural resources, and the environment, very seriously. Our patented new approach toward manufacturing allows us to create affordable, high-performing, and durable wood replacement products that look and feel just like real wood, and that help sustain our environment.

Protecting the Environment



RISE
A PROUD PARTICIPANT
IN THE CIRCULAR
ECONOMY



"The greatest and most rewarding challenge in environmentalism is figuring out how builders and homeowners can meet their goals and needs while protecting the environment."

Attributed to Gale Norton

P R O D U C T



featuring RISE Technology 

RISE Siding

is available in a vertical wood grain finish, and offered in all the typical sizes needed to complete your home's exterior. It's pre-finished in white and seven colors specifically chosen to work well with all types of home styles.

Performance Comparison

| | PVC | OSB | Fiber Cement | Wood | RISE |
|-------------------------------|-----|-----|--------------|------|------|
| 20' Boards | | | | | X |
| Protective Barrier (2-sided) | | | | | X |
| Minimal Expansion/Contraction | | | X | X | X |
| Look/Feel of Wood | | X | | X | X |
| Ground Contact | X | | | | X |
| Impact Resistance | X | X | X | | X |
| Low Job Site Waste | X | X | | X | X |
| Moisture Resistance | X | | | | X |
| Paint Adhesion | X | | | | X |
| Positive Environmental Impact | | | | | X |
| Stiffness | | X | X | X | |
| Ease of Workability | X | X | | X | X |

RISE Siding Available Sizes in Vertical Wood Grain

| RISE SIDING | | | |
|-------------|--------|--------|--------|
| THICKNESS | WIDTH | | LENGTH |
| Actual | Actual | Reveal | Actual |
| 3/8" | 5.25" | 4" | 20' |
| 3/8" | 8.25" | 7" | 20' |

High Performance Coatings

RISE Siding products are primed or pre-finished with paint provided from a national brand and with other high-performance coatings.

Product availability and colors vary by region. Please contact your building materials provider for details.

Please also visit risebuildingproducts.com to learn more about RISE Siding, RISE Trim, companion products, and on-going product and color updates.

RISE Siding Colors

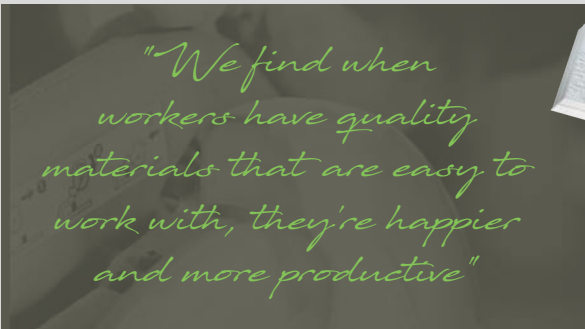


W O R K A B I L I T Y

**Craftsmanship is not compromised with RISE Siding.
It can be worked and installed just like wood.**

Even though RISE Siding is manufactured using patented RISE® Technology, building professionals can rest assured that RISE can be worked and installed similar to wood.

- RISE can be cut with standard wood working tools: circular saws, table saws, miter saws and routers.
- Stainless nails are recommended for best rust proof results.
- Nail guns can be used at proper pressure.
- Although RISE is pre-finished, it can still be painted.



ASK ABOUT RISE TRIM

THE PERFECT COMPLEMENT
to RISE SIDING.



Dense material gives a clean cut.

Works Like Wood

Primed and pre-finished to save
time and cost on the job site.



featuring RISE Technology



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