



FULL-LINE PRODUCT COLLECTION





Beyond the appeal of the products.

For more than 75 years, Allura has been building its enviable reputation by Making the Material Difference — focusing on the things that make a real difference for our customers. We begin by providing service through a team of professionals dedicated to exceeding your expectations. We're adamant about ensuring you get the right material in the right location at the right time. To do so, we offer a full line of building materials that deliver the distinctive look and unsurpassed performance you demand.

Unlike wood, vinyl and other traditional building materials, Allura Fiber Cement products resist damage from hail or termite attacks, resist rot, are noncombustible, and are free from manufacturing defects. They are also suitable in both hot and cold climates and are fire resistant. What's more, Allura products feature realistic wood grain and textures, come in an incredible array of colors and are paintable for unlimited design possibilities.



When it comes to the natural look you want with none of the hassles, Allura fiber cement products are all you need.

- *Durable, engineered to endure harsh weather and high-wind climates*
- *Noncombustible, Class A fire rating*
- *Superior aesthetics*
- *Factory pre-primed*
- *Distinctive, more realistic textures*
- *30-year limited warranty*
- *Best ROI for homeowners* for 8 years in a row*

* According to Remodeling Cost vs Value Report



Impact-resistant



Termite-resistant



Rot-resistant



Weather-resistant



Noncombustible



LAP SIDING



Classic style. State-of-the-art performance.

Combining the appearance and workability of wood with the durability of specially formulated fiber cement, Allura Lap Siding not only looks great but lasts considerably longer than traditional exterior wall cladding or vinyl siding.



AVAILABLE TEXTURES *



Traditional Cedar



Smooth

DESIGNER'S CORNER

Our Traditional Cedar texture features a deep, realistic wood grain appearance for an unbeatable classic style, while the Smooth texture creates a cleaner, modern aesthetic. You can even customize your design utilizing our extensive range of widths. No matter the style, Allura Lap Siding has got yours covered.

LAP SIDING*

Thickness	Width	Length	Exposure
5/16"	5 1/4"	12'	4"
5/16"	6 1/4"	12'	5"
5/16"	7 1/4"	12'	6"
5/16"	8 1/4"	12'	7"
5/16"	9 1/4"	12'	8"
5/16"	12"	12'	10 3/4"

* 1 1/4" min. overlap with all Lap Siding. Check market availability, as products may vary.

PANEL SIDING





Versatility that spans traditional to contemporary.

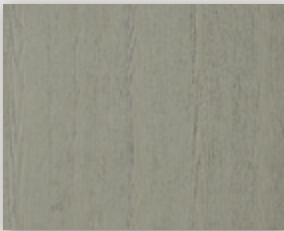
Designed for everything from sidewalls to overhead accents, Allura Panel Siding adds beautifully versatile — and exceedingly durable — distinction to your next project.

TECHNICAL SPECIFICATIONS

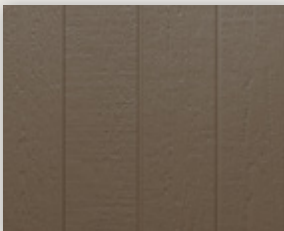
Thickness	Width	Length
5/16"	4'	8'
5/16"	4'	9'
5/16"	4'	10'
5/16"	4'	12'

* Check market availability, as products may vary.

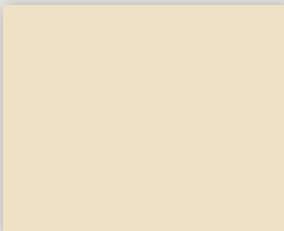
AVAILABLE TEXTURES*



Traditional Cedar

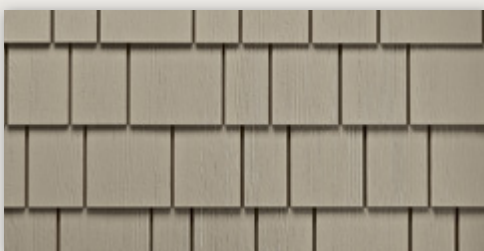


8" OC Groove

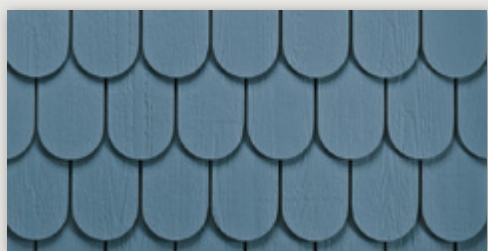


Smooth

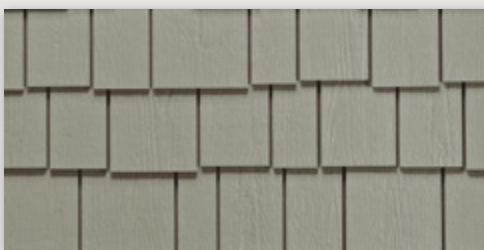
SHAKE



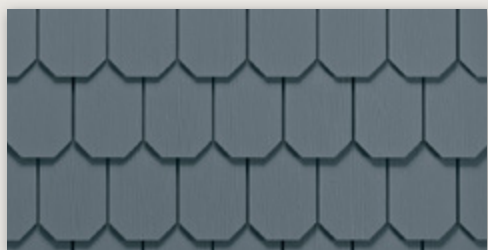
Random Square - Straight Edge



Half Rounds



Random Square - Staggered Edge



Octagons

The undeniable allure of texture and detail.

Replacing split or rotted wood shingles is a thing of the past thanks to Allura Shake. Featuring the natural beauty of cedar, our Shake provide the appearance of wood without the wear and tear, ideal for everything from small facades to large areas to full wall applications. What's more, our Shake achieves the look of individual shingles in easy-to-install panels. To elevate the authenticity even further, opt for Allura Shake Select, the innovative interlocking 3-panel system that minimizes repeating patterns to deliver a truly random aesthetic. All of which deliver a lot of extra curb appeal without a lot of extra work.

Allura Shake*

- Primed only
- Two textures: Traditional Cedar & Combed

STAGGERED EDGE

Thickness	Dimensions	Exposure
1/4"	16" x 48"	6"

STRAIGHT EDGE

Thickness	Dimensions	Exposure
1/4"	16" x 48"	7"
1/4"	12" x 48"	5"

HALF ROUNDS & OCTAGON

Thickness	Dimensions	Exposure
1/4"	16" x 48"	7"

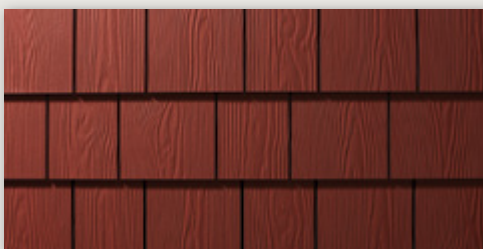
* Check market availability, as products may vary.



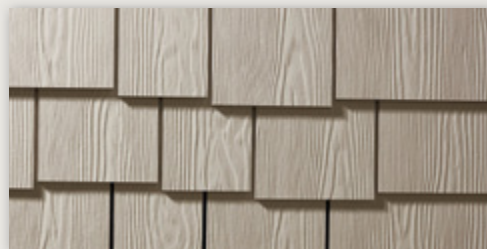
DESIGNER'S CORNER

When it comes to creativity and versatility, Allura Shake is all you need to establish a look that's all your own. Whether you prefer the classic Straight Edge look, the "randomness" of Staggered Edge or the decorative possibilities of our Half Round, Allura Shake makes your design ideas come alive.

SHAKE SELECT



Random Square – Straight Edge



Random Square – Staggered Edge

Innovative design for random beauty.

It's possible to achieve the look of handcrafted randomly placed shake shingle siding without actually installing individual shake shingles, one by one.

Allura's Shake Select siding achieves the truly distinctive look once only possible with individual cedar shingles with a fiber cement product that's unsurpassed in its ability to stand up to the harshest weather, wood-devouring insects or whatever else Mother Nature throws its way.

Allura Shake Select*

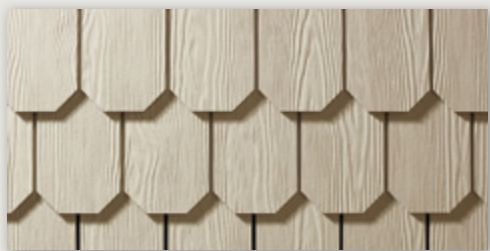
- Available in Straight Edge & Staggered Edge
- Traditional Cedar texture
- Available in Factory Prefinished & Primed

Thickness	Dimensions	Exposure
5/16"	16" x 48"	7"

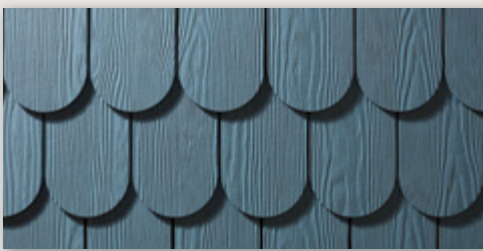
** Check market availability, as products may vary.*

DESIGNER'S CORNER

A repeating pattern is the last thing you want to see when standing on the curb looking at one of your finished homes. Allura has overcome this annoyance through an ingenious, one-of-a-kind system that utilizes a series of three distinct 4' X 8' panels and an intuitive installation sequence. With Allura Random Shake, installers can knock out 4' X 8' sections in a fraction of the time it would take to place individual shingles over that same surface area. Allura Shake Select is truly unique, delivering the look of old world craftsmanship in a beautiful new way.



Octagons



Half Rounds

TRIM



Tie it all together.

Thanks to our special fiber cement formulation, Allura Trim has all the advantages of wood and none of the hassles. It looks like wood yet is incredibly durable. It won't rot, warp or splinter and is designed to significantly outperform wood in every way. Best of all, there is no need for special tools on the job site. Our Trim can be cut with the same saw blades and installed with the same tools normally used for wood products. Why bother with wood? Trim provides the look and long-lasting protection you need to bring your home that all-important finishing touch.



TRIM FEATURES

- Available in reversible Cedar/Smooth board for added versatility
- 15-year limited warranty

DESIGNER'S CORNER

Nothing brings the look of your home together quite like Allura Trim. Its clean lines, exceptional durability and paintability provide the ultimate in beauty and versatility. Allura Trim is the perfect finishing touch.

Size	Thickness	Nominal Width*							
		2"	3"	4"	5"	6"	8"	10"	12"
7/16"	7/16"			●		●	●		●
4/4	3/4"	●	●	●		●	●	●	●
5/4	1"	●	●	●	●	●	●	●	●
8/4	1 1/2"			●		●			

All available in 12-ft. lengths

**Check market availability, as products may vary.*



Industry-leading
15-year Transferable Trim
Limited Warranty

SOFFIT



Elevate the look and performance.

Available in both vented and non-vented styles, Allura Soffit Panels will neither warp nor rot. Unlike traditional wood, they are engineered to repel moisture, withstand any climate, and provide extensive protection around the home. Soffit helps equalize the roof temperature from top to bottom by supplying a consistent airflow along the entire underside of the roof deck.

For outdoor ceiling applications, including porches and gazebos. Allura Fiber Cement Beadboard is perfect. Best of all, it's weather-, rot- and fire-resistant. Raise your expectations for any outdoor ceiling with the aesthetics and durability of Allura Beadboard.

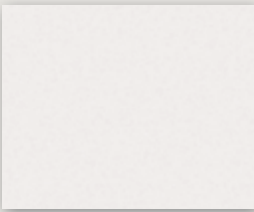
DESIGNER'S CORNER

Whether you prefer Smooth or Cedar texture, Allura Soffit options allow you to ensure your home's design style is consistent from every angle.

AVAILABLE TEXTURES*



Traditional Cedar



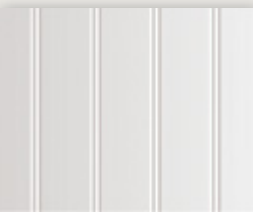
Smooth



Traditional Cedar Vented



Smooth Vented



Beadboard
(only available for Ceiling Soffit)

EAVES SPECIFICATIONS

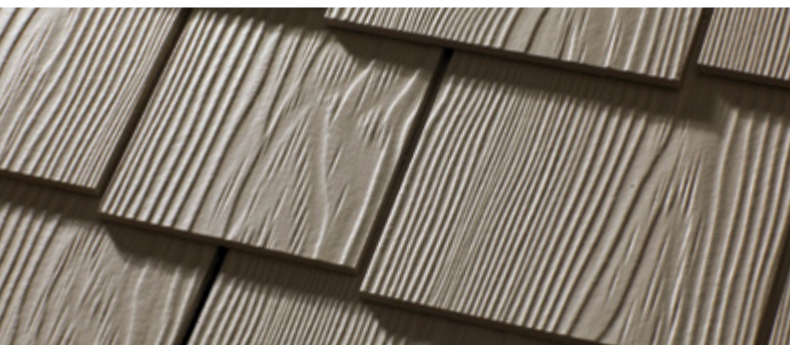
Type	Thickness	Width	Length
Vented/Non-Vented	1/4"	24"	8'
Vented/Non-Vented	1/4"	24"	12'
Vented/Non-Vented	1/4"	16"	12'
Vented/Non-Vented	1/4"	12"	12'

CEILING SPECIFICATIONS

Type	Thickness	Width	Length
Non-Vented	1/4"	4'	8'
Beadboard	5/16"	4'	8'

* Check market availability, as products may vary.

PRE-FINISHED



Build in more durability with pre-painted fiber cement.

Opt for pre-finished fiber cement siding to build in quality and durability. Unlike retail paint made from a clear base tinted with synthetic pigments, the paint formulated for fiber cement manufacturers uses natural color pigments, which are renowned for their superior durability, coverage, stability and resistance to fading. (Ancient cave drawings used natural pigments, and they haven't disappeared after 30,000 years.) Pre-painted siding from Allura is guaranteed for 15 years — up to twice the durability of an on-site application.

ALWAYS THE RIGHT CONDITIONS

Paint will never apply with the same consistency and control on a vertical surface in outdoor conditions as it will in a cutting-edge painting facility. Not only is pre-painted siding application more consistent, but the coating is also thicker.

Moisture can prevent paint adherence to virtually any substrate. For best results, painters should delay for 24-hours after any precipitation and should avoid application altogether within 4 hours before forecasted rain. Additionally, most paint labels recommend painting when the relative humidity is between 40-60%, but in many areas around the United States, the humidity almost never drops below 60%.

When temperatures outside are too high or too low, painting the building's siding is also problematic. To create a durable film, the air temperature must be over 35° and lower than 90°. But weather is never a problem in the factory, where painting conditions are perfect 365 days a year.

DESIGNER'S CORNER

Would you prefer to have a new car delivered with just the primer applied? Imagine trying to match that factory finish out in your driveway. When a product is finished in a controlled factory setting with specially formulated coatings, it delivers unrivaled results. It's that simple.

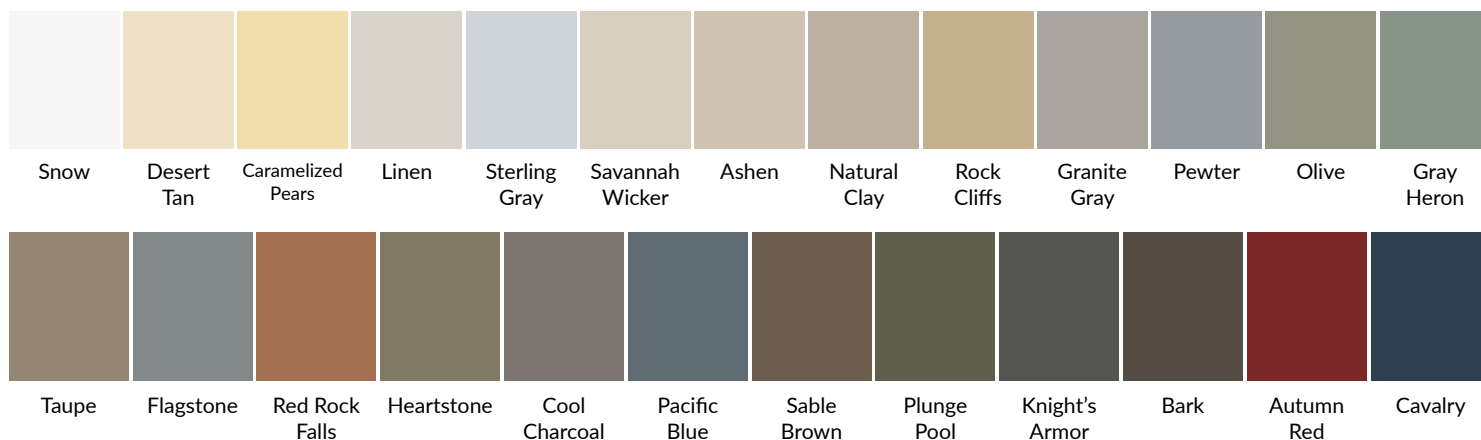


Unleash your imagination.



Allura's proprietary Spectrum™ Finishing System not only ensures unparalleled protection against the elements, but also brings out your style in a gorgeous palette of eye-catching designer colors. But that's only part of the story. Beneath our alluring Spectrum finish lies a strong precision process. Optimal defense is built in with our primer/sealer for premium weather protection and machine-applied coats of Spectrum color.

With 25 solid colors available to choose from our Spectrum pre-painted collection, your homeowner can rest assured knowing they won't need to repaint for 15 years. We back this claim up with a 15-year warranty on all our pre-finished options.



Or if you have a special request beyond our existing samples, you can create your own custom look with our Spectrum Plus™ curated collection. This offers a palette of beautiful colors reserved exclusively for your use in your market. Contact your Allura sales representative for more details on both of these customized programs to determine what best fits your needs.

The color samples shown here are as accurate as printing methods will permit.

For a physical color card, a request form or to find a preferred dealer near you, please visit AlluraUSA.com.

We don't just promise world-class service. *We guarantee it.*

At Allura, we believe the building industry is first and foremost a service industry. We understand time is money and you deserve respectful, courteous and knowledgeable customer service. So you can always count on us for helpful technical support, customer service reps and managers who are eager to assist you with all your Allura fiber cement needs.

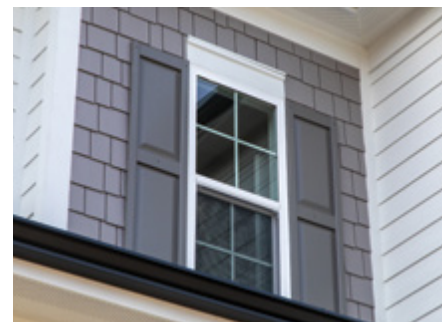


ON-TIME SHIPMENTS

We take pride in delivering full and on-time shipments. If for any reason your direct Allura order does not ship on your promised ship date, please contact Allura's Customer Support immediately, so we can assist you.

QUALITY PRODUCTS & PROTECTED INVESTMENT

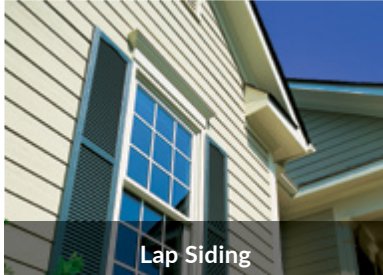
With over 75 years of experience, Allura provides a top-line fiber cement product using our advanced formulation and quality-control monitoring. Every piece of fiber cement product delivered from Allura will be palletized and wrapped to protect your investment.



BACKED BY CONFIDENCE.

Allura fiber cement siding products are backed by our
30-year Transferable Limited Product Warranty*.

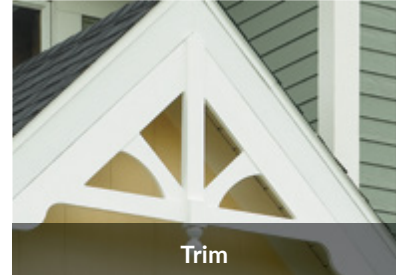
*Please review our Limited Transferable Warranty for specific details. Use of the product subjects you to a Limited Warranty and Arbitration Agreement. For a copy and further details, visit Allurausa.com/warranties.



Lap Siding



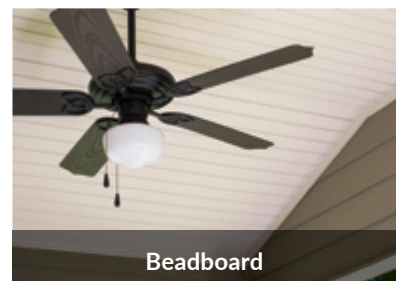
Shake



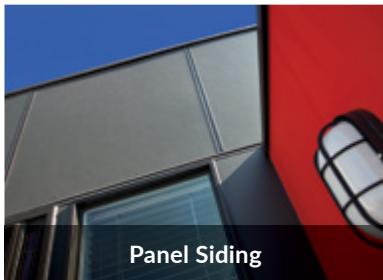
Trim



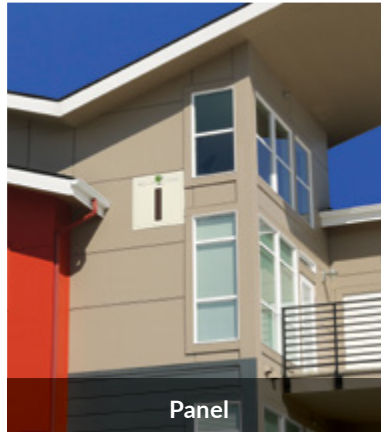
Soffit



Beadboard



Panel Siding



Panel



Shake Select



AlluraUSA.com

396 West Greens Road, Suite 300 • Houston, Texas 77067 • (844) 4.ALLURA (844) 425.5872



BACKED BY CONFIDENCE.

Allura fiber cement siding products are backed by our
30-year Transferable Limited Product Warranty*.

*Please review our Limited Transferable Warranty for specific details. Use of the product subjects you to a Limited Warranty and Arbitration Agreement. For a copy and further details, visit Allurausa.com/warranties.