

INSPIRINGLY BEAUTIFUL.



PRODIGY
NEXT GENERATION INSULATED SIDING



PRODIGY . . .

- New innovative insulated siding system.
- Energy efficient, beautiful, breathable and durable.
- Developed, manufactured and warranted by a company you know and trust.

But, how does PRODIGY
compare with Fiber Cement?



Engineered Performance

The Prodigy Advantage

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Engineered Performance?

Fiber Cement

- Can follow the irregularity of bowed walls and framing giving a finished appearance of wavy walls.
- Difficult to handle - can break when carrying and installing.
- Lacks rigidity.

Engineered Performance

PRODIGY

- Fully self-supporting wall system with a premium thickness, laminated foam insulation, and patent-pending stack lock design.
- Prodigy is hung not hard nailed spanning over irregularities in bowed walls and framing.
- Finished appearance of true, straight course lines!



Installation

The Prodigy Advantage

Installation

Fiber Cement

- Fiber cement is heavy.
 - Weighs approximately 2.3 lbs per square foot once installed.
 - This weight can cause additional challenges during installation.
 - Improper installation can cause moisture absorption, changing its dimensional characteristics.



Installation:



Fiber Cement Contains Hazardous Materials!

- Hardiplank contains crystalline silica (35-45%), calcium silicate (50-60%), cellulose (<10%), and fillers (<10%). A danger of working with Hardiplank is the potential for inhalation of silica dust, which can lead to silicosis, a potentially disabling lung disease. Silicosis has been linked with other diseases.

WARNING: AVOID BREATHING SILICA DUST!

- Work outdoors . . . or use mechanical ventilation.
- Wear a dust mask or a NIOSH/MSHA approved respirator.
- Warn others in the area.

Danger!
Respiratory
Hazard!

FAILURE TO ADHERE TO WARNINGS, MSDS, AND INSTALLATION INSTRUCTIONS MAY LEAD TO SERIOUS PERSONAL INJURY.

SOURCE: James Hardie Literature Material Safety Data Sheet.



Installation

PRODIGY

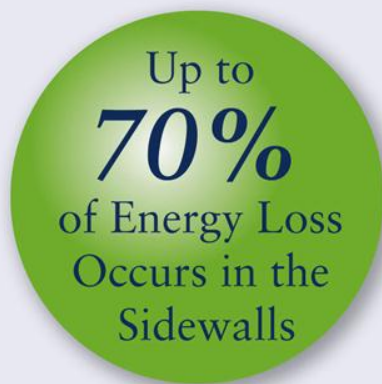
- Weighs less than 1 lb per square foot.
- Does not retain moisture . . . regardless of weather conditions.
- No special tools required.
- Proven installation methods.
- Independent certification programs available.

A close-up photograph of the interlocking joint between two pieces of Prodigy insulated siding. The siding has a light tan, wood-grain-like texture. The joint shows a white, textured insulation layer sandwiched between the siding panels. The metal fasteners and the interlocking mechanism are visible.

Energy Efficiency

The Prodigy Advantage

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Energy Efficient?

Fiber Cement

- Nominal R-Value ratings.
- Perm ratings between 1 and 3 - *depending on product thickness.*
- Product not designed to insulate!



Energy Efficient

PRODIGY

- Industry-leading R-Value of 5.0!
- *When installed on homes built prior to 1980, Prodigy can increase the R-Value of the wall by more than 40%!*
- 1½" thick insulation means less noise so your home is quieter!



See for Yourself . . .

PRODIGY Energy Savings Calculator

Step 1. Select State

Step 2. Select City

Step 3. Choose how the home is heated

Step 4. Select when the house was built

Step 5. See the potential Energy Savings over the next 10 years!


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NEXT GENERATION INSULATED SIDING

Energy Savings Calculator

Learn more at: prodigysiding.com

In three easy steps, discover how much you could be saving on your energy bills when you install Prodigy Next Generation Insulated Siding on your existing home. With a system R-value of 5.0, Prodigy can help control your comfort - and your costs - in hot climates and cold. See for yourself!

Step One: Select Your State



Potential energy savings are based on a data modeling study performed by Architectural Testing Incorporated and are not based on actual field studies of this product. The data modeling is based on several assumptions as listed on Page Three. See Your Results. Your actual energy savings may vary.

PRODIGY.
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Energy Savings Calculator

Learn more at: prodigysiding.com

Step Two: Complete Form

State: **Ohio**

Select city:

Select heating type:
☐ Gas ☒ Electric

When was the home built?
☐ Before 1970 ☒ After 1970

Amount of wall space - 2000 sq. ft.

Continue >>

Understanding Wall Space
Wall space is a measure of the amount of siding needed to cover a home. This energy calculator uses a default value of 2,000 square feet which home improvement professionals refer to as 20 squares of siding (1 square of siding = 100 square feet).
2,000 square feet of siding may cover a home 1,400 - 1,700 square feet depending upon the number of doors, windows and other factors.
A home improvement professional can determine the exact amount of siding needed.
*This study assumes an existing wall R-value of 4.0 for homes built before 1970 and an existing wall R-value of 7.5 for homes built after 1970. A home improvement professional can determine your home's existing wall R-value.

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Energy Savings Calculator

Learn more at: prodigysiding.com

Step Three: See Your Savings

Potential Savings on Heating and Cooling with Prodigy Next Generation Insulated Siding

Year	Heating	Cooling	YOUR INFORMATION
Year 1	\$1,000	\$1,000	Your State: Ohio
Year 2	\$1,000	\$1,000	Your City: Canton
Year 3	\$1,000	\$1,000	Your Heating Type: Gas
Year 4	\$1,000	\$1,000	Your Year Built: Before 1970
Year 5	\$1,000	\$1,000	
Year 6	\$1,000	\$1,000	
Year 7	\$1,000	\$1,000	
Year 8	\$1,000	\$1,000	
Year 9	\$1,000	\$1,000	
Year 10	\$1,000	\$1,000	
Total	\$4,600	\$4,700	

Print This Page **Change Information >>**

Potential energy savings are based on a data modeling study performed by Architectural Testing Incorporated and are not based on actual field studies of this product. The data modeling is based on several assumptions as listed on this page. See Your Results. Your actual energy savings may vary.

Energy savings apply to homes having an existing wall R-value of 4.0 (built before 1970) or 7.5 (built after 1970), and wall area of 2000 sq. ft. Your home improvement professional can help you determine your home's exact existing wall R-value and wall area. Energy savings for Gas heating systems based on gas price of \$0.7910 per therm, heating efficiency of 80% and cooling and seasonal efficiency rating (SEER) of 12.5. Energy savings for Electric heating systems based on electricity price of \$0.0401 per kWh, electric heating efficiency of 100% and cooling and seasonal efficiency rating (SEER) of 12.5.

Breathability/Permeability

The Prodigy Advantage

Per•me•a•bil•i•ty *n.* 1. The property or condition of being permeable. 2. **The rate of flow of a liquid or gas through a porous material.**



Breath•a•ble *adj.* 1. Able or fit to be breathed: *filters to make the air more breathable.* 2. **Allowing the passage of air and moisture: a breathable fabric or material.**

A vertical photograph on the left side of the slide shows a kitchen scene. In the foreground, a hand holds a small orange cup with a dark liquid and a spoon. In the background, there is a stainless steel sink with a faucet, a bowl of fruit (lemons, apples, and limes), and a small potted plant.

Why is Breathability Important?

- Trapped moisture can contribute to “sick home syndrome”.
- Trapped moisture can severely damage the wall system.



Allow Your Home To Breathe Easy . . .

- Average family of four generates 4-6 gallons of water vapor per day.
- Some exterior insulations or claddings inhibit the release of water vapor that can damage a home.



Permeability?

Fiber Cement

- When temperature and dew point meet, condensation can occur.
- Lack of substantial perm rating can inhibit the escape of moisture vapor.
- Depending on panel thickness, fiber cement has a perm rating between 1 and 3.

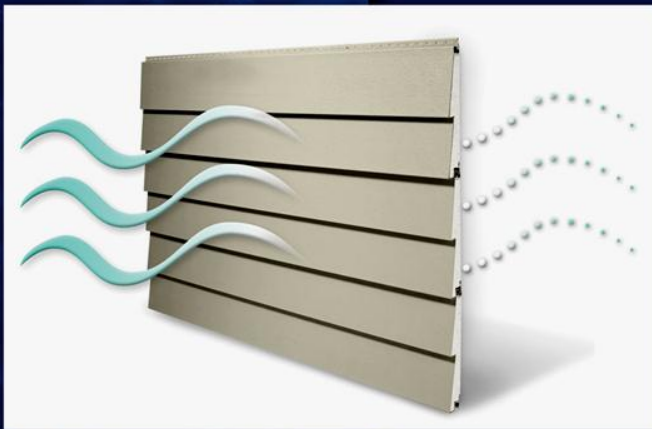
Poor Permeability = Trapped Water Vapor = Condensation

Permeability

PRODIGY



- High Perm Rating of 5.0, Prodigy allows 5 times more water vapor and moisture to escape than traditional cladding systems.
- Prodigy works as a vapor breather, *not* a vapor barrier.





Inspired Beauty

The Prodigy Advantage

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Inspired Beauty?

Fiber Cement

- Generally available in 12' lengths -- increasing the amount of seams on the wall.
- More seams result in more unsightly caulk joints.
- Face nailing may be required, leaving exposed nail heads.



Inspired Beauty!

PRODIGY

- Standard Extended Length of 16' 8" - 39% longer than a standard 12' panel.
- 33% less seams with no messy caulk joints!
- Face nailing is NEVER required.



Long-Term Maintenance

The Prodigy Advantage

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Long-Term Maintenance

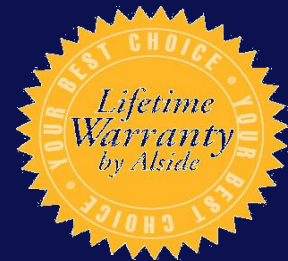
Fiber Cement

- Requires up-keep on painted finish.
- Requires periodic re-caulking of the seams.
- Minimal pre-finished warranty coverage.
 - Limited to peeling, cracking and chipping of factory finish for 15 years.
 - No coverage for fading.
 - Pro-rated after 1st year (1st year reimbursement not to exceed nominal dollar amount per sq/ft).

Easy-Care Exterior

PRODIGY

- Does not require painting.
- Does not require caulking of seams.
- Warranty* coverage is lifetime, transferable and includes fade, materials and labor!



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*See printed warranty for complete details.



Peace-of-Mind

The Prodigy Advantage

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BASF



- *Prodigy meets or exceeds the vinyl siding industry's rigorous quality standard, ASTM D3679. This independent certification ensures the long-term viability of your siding.*
- *Acts as a strong exterior layer of protection. It's long term stability & enhanced weatherability mean we can design a wider spectrum of color with uncompromising performance.*
- *We voluntarily submit to UL bi-yearly testing and quarterly inspections to assure that Prodigy is UL Classified and meets ASTM E84.*
- *Professionals demand more in their own home. Prodigy is designed to meet that higher standard. You should demand it too.*
- *When correctly installed, Prodigy, with insulating foam underlayment from Progressive Foam Technologies, can help meet the performance guidelines of an ENERGY STAR®-qualified new home.*

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PRODIGY . . . Next Generation Warranty* Coverage



- **Industry-Leading Coverage**
 - Lifetime, non-prorated and transferable - includes labor & materials!
 - Lifetime transferable fade protection (3 Hunter Units)!
 - Insulation is guaranteed!



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*See printed warranty for complete details.

Next Generation Insulated Accessories

- Prodigy trim and accessories are painstakingly designed and manufactured to complement the color and style of the siding.
- Corner posts have precision-fitted insulation to add rigidity, impact resistance and insulating value.
- The ColorConnect® Color Matching System ensures that all products are perfectly color matched to the siding.





Exclusive Features

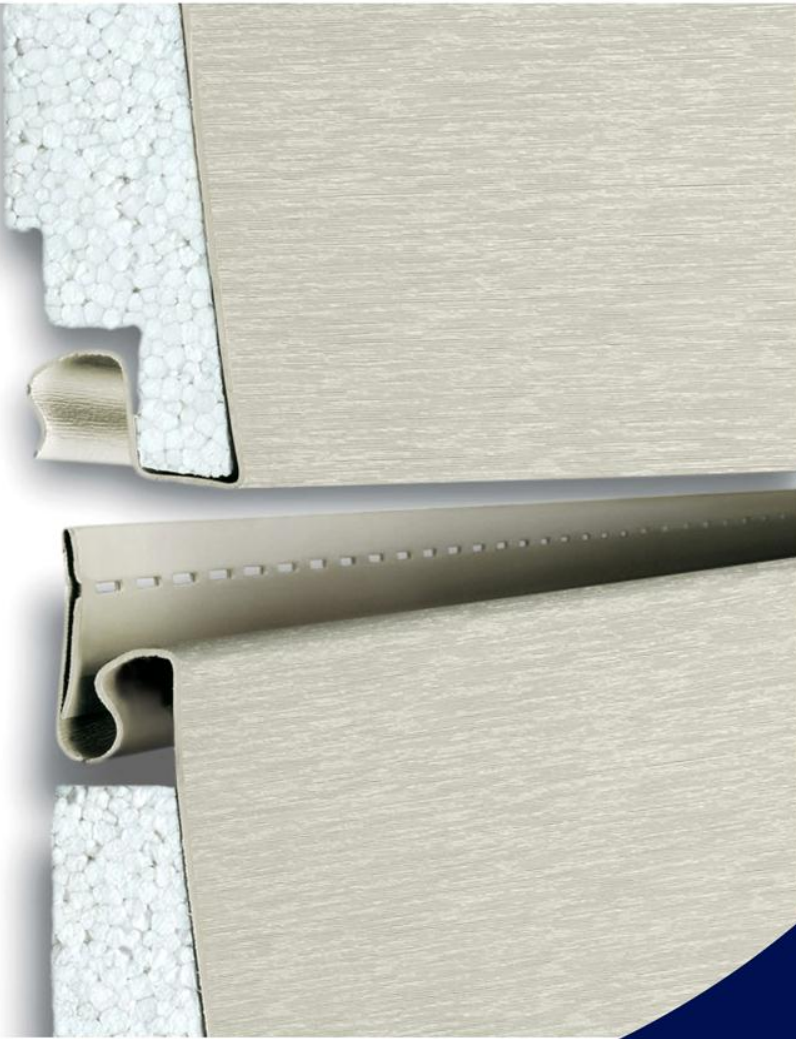
The Prodigy Advantage

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Secure Interlocking Panel Design

Innovative, patent-pending panel locking design for a tight, secure fit with no insulation gap. This ensures the siding will be securely locked in, will have straight and even course lines, and look great for a lifetime.





Structurally Independent Wall System

Structural Integrity and rigidly interlocking panels mean Prodigy stands tall on its own. The siding that stands on its own will stand up to almost anything.

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The Look of Hand-Installed Boards

Designed and expertly manufactured to capture the look of traditional single-plank siding.



R-Value of 5.0

Prodigy's 1½" insulation provides industry-best energy savings with a system R-value of 5.0 and is designed to reduce energy costs year round.



Energy Gap Protection

With innovative features like RigidLock and TrueForm™ combined with a fully insulated line of trim and accessories, Prodigy provides an unbroken blanket of insulation.



TrueForm™
One-Piece Insulated Siding System.



*Significantly
Reduces
Outside
Noise*

One-Piece Insulated Siding System

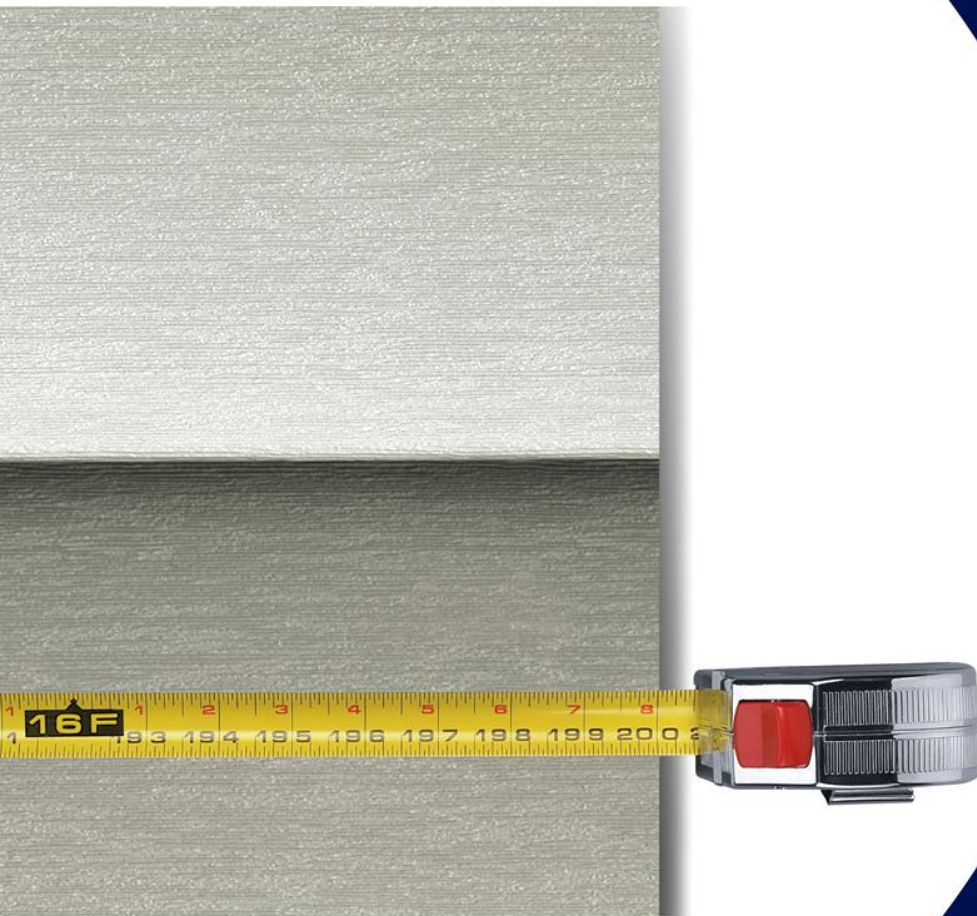
Prodigy high-performance insulation is bonded to the outer panel, providing exceptional strength and durability. It withstands Mother Nature while safeguarding against energy loss.

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The logo features the text "16'8"" in a bold, green, sans-serif font, enclosed within a blue square border that has a white inner border.

Extended Length

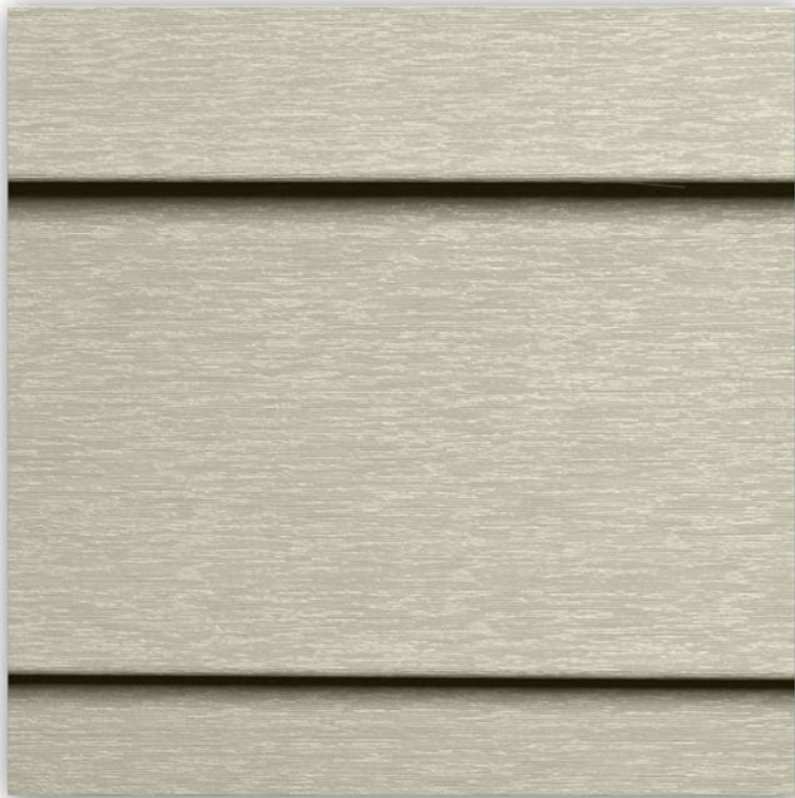
More Panel. Less Seams.



More Panel - Fewer Seams

39% longer than a standard 12' panel, the Prodigy Extended Length panel design yields a straighter, cleaner exterior appearance and fewer overlaps.

PR**ODIGY**
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Crisp, Clean and Subtle

The look and feel of finely milled wood attracts admiration without seeking attention. This Lay-Flat design is timeless and genuine.

EXTREME  RATED CONDITIONS



Stays Securely Fastened

No tearing or rattling, even in extreme winds. The vinyl surface repels downpours and the insulating layer breathes to help keep a home more comfortable.

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The Prodigy Advantage . . .

- Engineered Performance
- Simplified Installation
- Energy Efficiency
- Inspired Beauty
- Easy-Care Exterior
- Peace-of-Mind

PRODIGY
NEXT GENERATION INSULATED SIDING

INSPIRINGLY BEAUTIFUL.

Welcome home.

PRODIGY[®]
NEXT GENERATION INSULATED SIDING