

## ALCOA - Vinyl Siding and the Environment

Alcoa vinyl siding can be one of the most important design elements in planning your dream home. After you and your architect have developed the interior space you want, it's time to choose the exterior look. With all of the choices available from Alcoa, you can achieve the style, color and unique touches you've always dreamed of -- and give your new home a great start with the long-lasting, carefree beauty of Alcoa vinyl siding.

Vinyl siding offers consumers and designers more than just a broad palette of colour options. Research demonstrates that vinyl siding has no negative impact on the environment. As vinyl siding production utilizes few natural resources, and is not made of wood (cedar), it causes no strain on natural resources. More than half of vinyl's content is derived from common salt, an abundant and inert natural resource. In addition, it is estimated that vinyl production accounts for less than 0.3% of oil and gas consumption annually worldwide. What's more, during its manufacturing nearly all scrap is recycled back into a finished product.

Vinyl siding is incredibly durable, which means it has a long lifespan, often from 50 years to a lifetime. Another key environmental benefit is how lightweight it is, thus consuming considerably less energy in its transportation. Unlike wood and fiber cement, it never needs painting, which limits considerable waste and pollution. And according to a U.S. Environmental Protection benchmark report, vinyl is not listed among the 36 typical constituents in construction and demolition debris.

The NAHB Model Green Home Building Guidelines awards point to builders using materials that require no additional finishes to complete on site. Safe to cut, handle and install, vinyl requires no additional finish resources – meaning no paint or off-stain gassing is present. Vinyl requires no harsh chemicals to clean and maintain -- only water, a mild detergent and a soft bristle brush.

The facts speak for themselves – vinyl siding is one of today's leading energy- conscious options in home design.



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