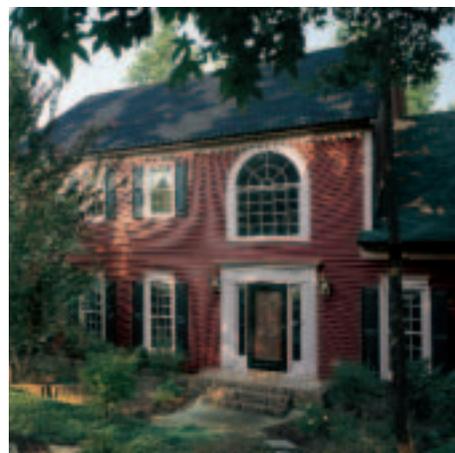
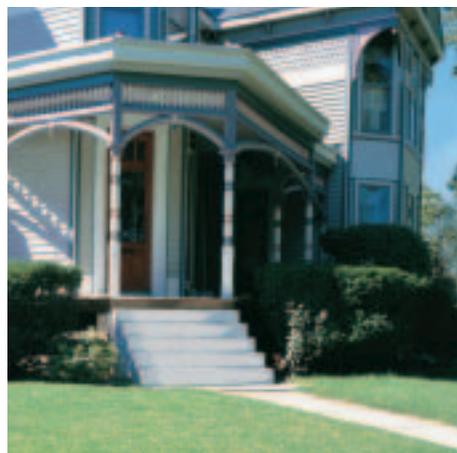


a house of a



different color



More colors. More designs. More curb appeal.

ALCOA reinvents exterior design with DreamColor.

Alcoa brings a fresh **new**
perspective



Forget what you
thought you knew
about

**vinyl
siding.**

to low-maintenance home exteriors.



Alcoa has changed the game with a brand new palette of colors, a bold new portfolio of designs, and an advanced product family that takes carefree living to a whole new level.



Suddenly your home is perfectly coordinated in a statement of sensational curb appeal with the lure of smart, paint-free living.

imagine virtually any **color**, any shade, any tone.

Now picture it in new age vinyl siding. In maintenance-free shutters. In window frames, door mantels, and design accents that last a lifetime.

That's a house of a different color.
That's DreamColor by Alcoa.





color comes home

Imagine the perfect blue.

The ideal cream.

The classic colonial red. And a stunning array of shutters and designer accents in colors and shades that make your entire home a showcase.

Now imagine they are part of a brilliant new unlimited color palette of engineered sidings called **DreamColor**, exclusively from **Alcoa Home Exteriors**.

high style.

low maintenance.

and now virtually unlimited color.

It's how color is coming home for America like never before with Alcoa Home Exteriors.

their side:



about 10-30 base colors
and that's it!



**We Sell the Colors
You Want.**

Our Competitors Sell
the Colors They Make.



We make **One More Color**
than our competition...

the **One You Want.**



our side:

WOW

over 700 colors
and virtually
any color you
really want!



DreamColor...
start with
over 700
baseline colors

Forget the “dull dozen” colors you’ve been used to seeing on siding. Alcoa lets you start with more than 700 vibrant colors as a baseline for your creative spirit.

And if you can’t find the perfect color on our brilliant color palette fandecks, we’ll custom make it for you.

It’s a dramatic breakthrough for the industry, and another innovation from Alcoa, the home of America’s most respected home exterior brands.

add custom
coordination
everywhere

From window mantels to corner posts and everywhere in-between, Alcoa provides complete freedom of choice with more coordinated colors than ever before.

Add drama, enhance beauty, and create true individuality exclusively with the Alcoa Home Exteriors expanded family of color & design products.



finish with the perfect match



Alcoa's **custom color matching system** allows you to match colors beautifully.

Additions go on seamlessly as if they were part of the original plan. Replacement is a breeze with perfectly matched sections of damaged or weathered siding. And custom colors for siding, shutters or accents can

coordinate exactly with any inspiration... from the color of your brickwork to the shade of your prize roses.

And Alcoa will provide professional designers in our **Studio A** to develop custom designs that match any mood for your home.

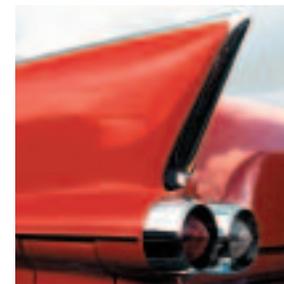
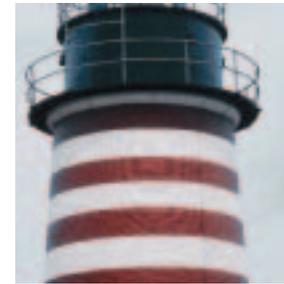
freedom of choice

Choose your blues.
Go for great greens.
Pick the perfect pink.

With DreamColor, Alcoa Home Exteriors opens up the brilliant world of color and design to homeowners who want the ease and low-maintenance of advanced polymer siding with an unprecedented freedom of choice.

Alcoa Home Exteriors has developed a way to produce the colors of the rainbow in everything we make for the home... siding, shutters, designer accents, even soffit and fascia. And we give you **three ways you can choose your color** and coordinate it with everything on the exterior of your home for a total look that is nothing short of exceptional.

**virtually unlimited colors.
endless possibilities.**



Choose virtually any color.

Any tone. Any shade.

It starts now...with your dream and ends with your complete satisfaction.

1 The Design Folio

Too many colors, too little time?

...Professional design help is just a mouse-click away with Alcoa Home Exteriors' **Studio A Design Folio** service.

Simply click into **www.AlcoaHomes.com** and follow the links to our professional designers and an easy-to-order custom design folio created specifically for your home.

Answer a few questions, send us pictures of your home, and we do the rest.

The result is a handsome bound folio containing:

- **Three custom designs created for your home**
- **Before and after photos to compare looks**
- **A complete color palette for each design**
- **Product specifications for each design**
- **List of Alcoa Contractors in your area.**

Studio A is the professional way to put color & design to work for your home's exterior.

2 The Perfect

Know what you like when you see it?

...Then choose it yourself from Alcoa Home Exteriors' extensive new color palette and design options.

It's easy.

Log into **www.AlcoaHomes.com** and order any one of our IdeaBooks chocked full of coordinated colors and concepts to choose from. They feature full color photos, color swatches, and identification numbers so you can clearly communicate your choice to your contractor.

Or start with an **Alcoa Contractor** and review a complete set of custom-color fandecks featuring 700 colors arranged in coordinated families that make finding the perfect color fun and exciting.

Either way, you'll see why we call it The Perfect Point & Pick.

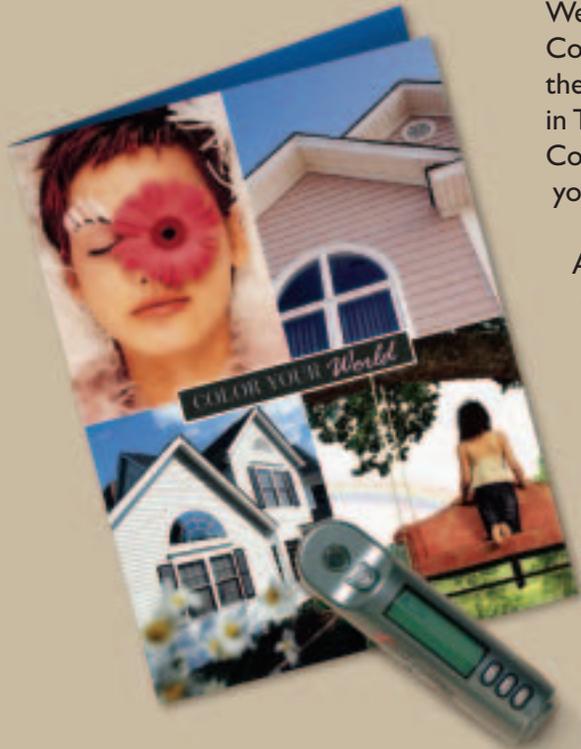
OPTION

3

The Custom Match

Looking for the red from your brickwork? We've got an exact match. Want the green from the copper patina above your bay window? We've got the color dead on. Considering the yellow-orange from the hand-painted sun dial you bought in Tuscany? Bravo...Alcoa's Custom Color brings reality to the dreams you see in color.

Alcoa Home Exteriors' custom color matching system allows you to match virtually any color exactly in custom siding, shutters and accents for your home.



- **Need to match old, weathered siding?** ...*Done.*
- **Looking to duplicate paint colors?** ...*No problem.*
- **Want to reproduce the colors of your alma mater?** ...*This is the system for you.*

Simply send in a sample of any color you want matched (including old weathered siding), and Alcoa will match it beautifully in siding, shutters or trim and provide a swatch. With your approval, your custom order will be produced and packaged for your individual project. It's that easy.

That's

true custom color
matching...

exclusively from Alcoa Home Exteriors.

how to make it even easier

Call or click in for an
Alcoa Contractor...
800-962-6973 or
www.AlcoaHomes.com.

Alcoa Contractors have the training
and support to help you with any
option you choose...

- completing a **Studio A Design Folio** request
- **matching virtually any color** on your home
- pulling together just the right blend of colors from our vibrant **color swatches**.

An Alcoa Contractor has the skill and

expertise to install Alcoa Home
Exteriors' full product line and have it
covered completely by the terms of our
**Registered Medallion and V.I.P.
Lifetime Warranties.**

Inspiration is easy...

with your

Alcoa Contractor.



Omega Corporate Center • 1590 Omega Drive • Pittsburgh, PA 15205

1-800-962-6973 • www.alcoahomes.com