



THE BUILDER'S
CHOICE
IN FIBER
CEMENT



Premier Fiber Cement Collection

The Allura Promise for **WORLD-CLASS SERVICE**

It's not just a promise – we guarantee it.



*World-class service may be the promise of many,
but the reality of only a few.*

*Allura believes all customers deserve our World-Class Service.
This kind of service means we meet or exceed your expectations
everyday without fail. And, we aren't just promising world-class
service, we guarantee it.*

Superlative Service

At Allura, we understand that time is money and you deserve respectful, courteous and knowledgeable customer service. Our helpful technical support, customer service reps and managers are eager to assist you with all your Allura fiber cement needs.

On-Time Shipments

Allura delivers 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.

Promised Inventory & Protected Investment

We promise to keep our inventory stocked, so you don't have to worry about receiving the exact amount of fiber cement products that you need. Every piece of fiber cement product received on your direct shipment will be palletized and wrapped to protect your investment from our door to yours.

Backed by Confidence

Allura Fiber Cement Products are backed by our 50-Year Limited Transferable Warranty*. Guaranteed!

**Please review our 50-Year Limited Transferable Warranty for specific details.*



Leading in a growing market.

The benefits and cost-efficiencies of fiber cement are driving overall market growth by 8 percent annually. Allura Fiber Cement by Plycem is driving increasing market share with innovative features that provide better aesthetics and increased options for customers to choose from, as well as superior quality and unmatched attention to customer service. The market continues to grow—and Allura continues to lead.

The builder's choice in fiber cement.

Plycem launched Allura in 2014 to become a leading cladding contender in North America. Allura's premier fiber cement collection offers advanced technology that Plycem is known for in the building industry coupled with more choices for styles, textures and colors.

The product line includes exterior siding, architectural panels, shakes, soffits, trim and interior backerboard. Allura is committed to giving world-class service to its customers and delivering a superior product line infused with beauty that is built to stand the test of time.



Great products are built on a strong foundation.

Beauty that lasts means offering customers endless design choices.

Plycem, a trusted international company that specializes in manufacturing advanced fiber cement products around the world, presents the Allura Premier Fiber Cement Collection.

- *Developed with advanced technology*
- *Durable, engineered to stand up to harsh weather and high wind climates.*
- *Arrives ready for easy installation*
- *Non-combustible, Class A fire rating*
- *Guaranteed to extend the design life and ROI*
- *Helps save money and time on a job*
- *Superior aesthetics*
- *Factory primed for life*
- *Distinctive, more realistic textures*
- *Preferred by pros*
- *50-year Limited Warranty**



**Please review our 50-Year Limited Transferable Warranty for specific details.*





“Capital Lumber is excited to be the distributor of Allura Fiber Cement Products because of their superior quality, the best aesthetics and program support. With Allura we can provide exceptional advantages!”

***– Grant Pearsall, Branch Manager
Capital Lumber Company***

Lap Siding

The choice is yours.

Allura Lap Siding combines the appearance and workability of wood with the durability of fiber cement technology. Indulge in an ultimate product that offers easy installation and a long-lasting alternative to traditional exterior wall cladding or vinyl siding.



Smooth



Traditional Cedar



Rustic Cedar



Colonial Cedar



Perfection Shingles



Technical Specifications

Allura Lap Siding is composed of cement, silica sand, cellulose fibers, water and selected additives that have been autoclaved (cured with pressurized steam).

| 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" minimum overlap with all Lap Siding

Check market availability as products may vary.

Perfection Shingles

| THICKNESS | WIDTH | LENGTH | EXPOSURE |
|-----------|--------|--------|----------|
| 7/16" | 8 1/4" | 12' | 7" |



Panel

Show off your best side.

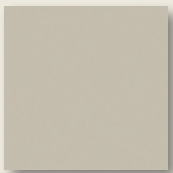
Allura Panel is designed for use as vertical siding. Born to be durable, these fiber cement vertical panels can hold their own for seasons to come.



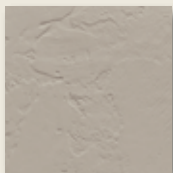
Traditional Cedar



Rustic Cedar



Smooth



Stucco



Rustic 8" OC Groove

Technical Specifications

Allura Panel is perfect for just about any exterior application, from sidewalls to overhead details.

Plycem's fiber cement scientists have refined Allura's proprietary formula to maximize performance. Our products pass ISO-9001:2008 standards and requirements.

| THICKNESS | WIDTH | LENGTH |
|-----------|-------|--------|
| 5/16" | 4' | 8' |
| 5/16" | 4' | 9' |
| 5/16" | 4' | 10' |

Check market availability as products may vary.



Soffit

Underlying craftsmanship guaranteed.

Whether you choose vented or non-vented soffits, either style of Allura Soffit panels will accent, cover, dress and protect your exterior. Lightweight and durable, our fiber cement products are built for a lifetime of versatility.



Cedar



Cedar Vented



Smooth



Smooth Vented



Technical Specifications

Allura Soffit is composed of cement, silica sand, cellulose fibers, water and selected additives that have been autoclaved (cured with pressurized steam). Our smooth board technology creates a surface that authentically captures the finely crafted, smooth finish of sanded wood.

Experts agree that the most effective system is a balance of air intake and exhaust that creates a uniform flow of air through the attic. This system creates a condition in which the roof temperature is equalized from top to bottom, supplying a consistent airflow along the entire underside of the roof deck.

| TYPE | THICKNESS | WIDTH | LENGTH |
|-------------------|-----------|-------|-----------|
| Vented/Non-Vented | ¼" | 12" | 12' |
| Vented/Non-Vented | ¼" | 16" | 12' |
| Vented/Non-Vented | ¼" | 24" | 8' or 12' |
| Non-Vented | ¼" | 4' | 8' |
| Non-Vented | ¼" | 4' | 10' |

Check market availability as products may vary.



Multishake

Shake it up.

Own the beauty of Allura Multishake with the natural look of cedar with rich, rugged textures of hand-hewn cedar shingles, shakes and half-rounds. The panels are used to decorate large areas or full wall applications, providing the look of individual shingles, but all in one single panel. At the end of the day, our product offers fast and simple installation with an attractive accent that will turn heads for a lifetime.



Straight Edge



Staggered Edge



Half-Rounds



Octagons

Available Textures



Combed Texture



Classic Cedar
Texture



Rustic Cedar
Texture

| THICKNESS | WIDTH | LENGTH |
|---------------|-------|--------|
| 5/16" or 1/4" | 16" | 48" |
| 5/16" | 12" | 48" |

Check market availability as products may vary.



Individual Shake Shingles

Protect your investment.

Allura Individual Shake Shingles are designed to stand up to any storm and will bring just the right texture to an application in walls and facades. Resistant to wood-boring insects, rot and moisture, Allura Shake Shingles might be lightweight, but convincingly strong. They are also ideal to cover smaller areas or make grand statements by greeting your guests distinctively.



Combed Texture



Rustic
Cedar Texture

Technical Specifications

Allura Shake Shingles demonstrate the ability to provide a product that meets customer and applicable statutory and regulatory requirements consistently and passes ISO 9001:2008 standards.

Primed for protection, Allura Shake Shingles will arrive at your door ready to install quickly and easily.



Combed

| THICKNESS | WIDTH | LENGTH |
|-----------|-------|--------|
| 1/4" | 12" | 18" |
| 1/4" | 8" | 18" |
| 1/4" | 6" | 18" |

Rustic Cedar

| THICKNESS | WIDTH | LENGTH |
|-----------|--------|--------|
| 1/4" | 12" | 18" |
| 1/4" | 8 1/4" | 18" |
| 1/4" | 6 1/4" | 18" |

Check market availability as products may vary.



Backerboard + Underlayment

Built-in moisture defense.

Our advanced technology created to produce Allura Fiber Cement Siding is now applied to interior ceramic tile underlayment. Allura Fiber Cement Backerboard + Underlayment features a dense, non-porous surface, which is an excellent choice for kitchen and bathroom applications where moisture is a fact of life.

The surface and edges are smoother than competing products for easier installation and cleaner finished jobs.

Technical Specifications

Allura Fiber Cement Backerboard is made of precisely blended combination of Portland cement, wood fibers and specialty additives. Our exclusive manufacturing process transforms these raw materials into fiber cement backer products that deliver outstanding performance in an easy-to-install package.

Versatile and suitable for floors, walls and countertops, Allura Backerboard is adaptable with tile, natural stone, faux stone and brick veneer. It's lightweight, easy to nail, moisture resistant and non-combustible. Allura Backerboard is backed by a 20-year limited warranty.



Specifications

Thickness (nominal)

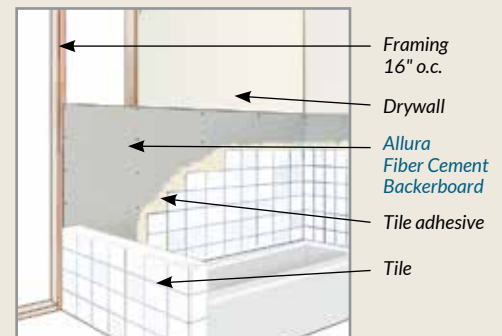
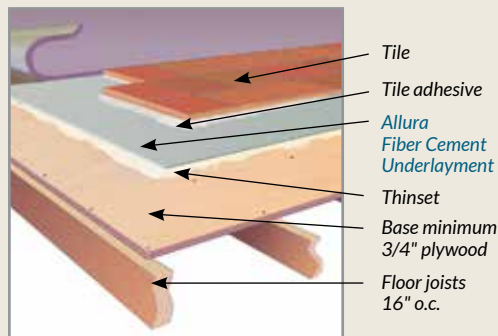
Underlayment: 1/4"

Backerboard: 1/2"

Sizes

Underlayment: 3' x 5'
4' x 8'

Backerboard: 3' x 5'



Plycem Trim/Fascia

Performance Where It Counts™

Finally, an exterior trim product that has all the advantages of wood trim without any of its shortcomings. Fiber cement trim significantly outperforms wood in ways that matter most to homeowners, builders and suppliers.

Detail work on the corners, framing along the front and various sizes and thicknesses make every detail a perfect finishing touch.

Plycem Trim/Fascia provides the ideal texture and color range to finish your home.

Because it is fiber cement, it offers a durable and eco-friendly formula. With Plycem Exterior Trim, there is no need to have specialized tools at the jobsite. Our fiber cement can be cut with the same saw blades and installed with the same tools that are traditionally used for handling wood products.

Fiber Cement 4/4 and 5/4 Trim

- Available in a reversible cedar/smooth board for added versatility
- All available 12 ft. lengths
- 25-Year limited warranty

THICKNESS: 4/4 (¾") and 5/4 (1")

| WIDTH | LENGTH |
|-------------|--------|
| 2" (1 ¾") | 12' |
| 3" (2 ½") | 12' |
| 4" (3 ½") | 12' |
| 6" (5 ½") | 12' |
| 8" (7 ¼") | 12' |
| 10" (9 ¼") | 12' |
| 12" (11 ¼") | 12" |



Choose a partner who has a genuine interest in your success.

Our customers deserve Allura's World-Class Service. We care about our customers and promise to be there when you need us. Our plants across the nation keep ample inventory on-hand to support your project and we promise to deliver it to your door on time.



“Allura is accessible and they have the right specifications to make projects work. Their field observation process is supportive and helpful, unlike other manufacturers. The Allura product arrives ready to install.”

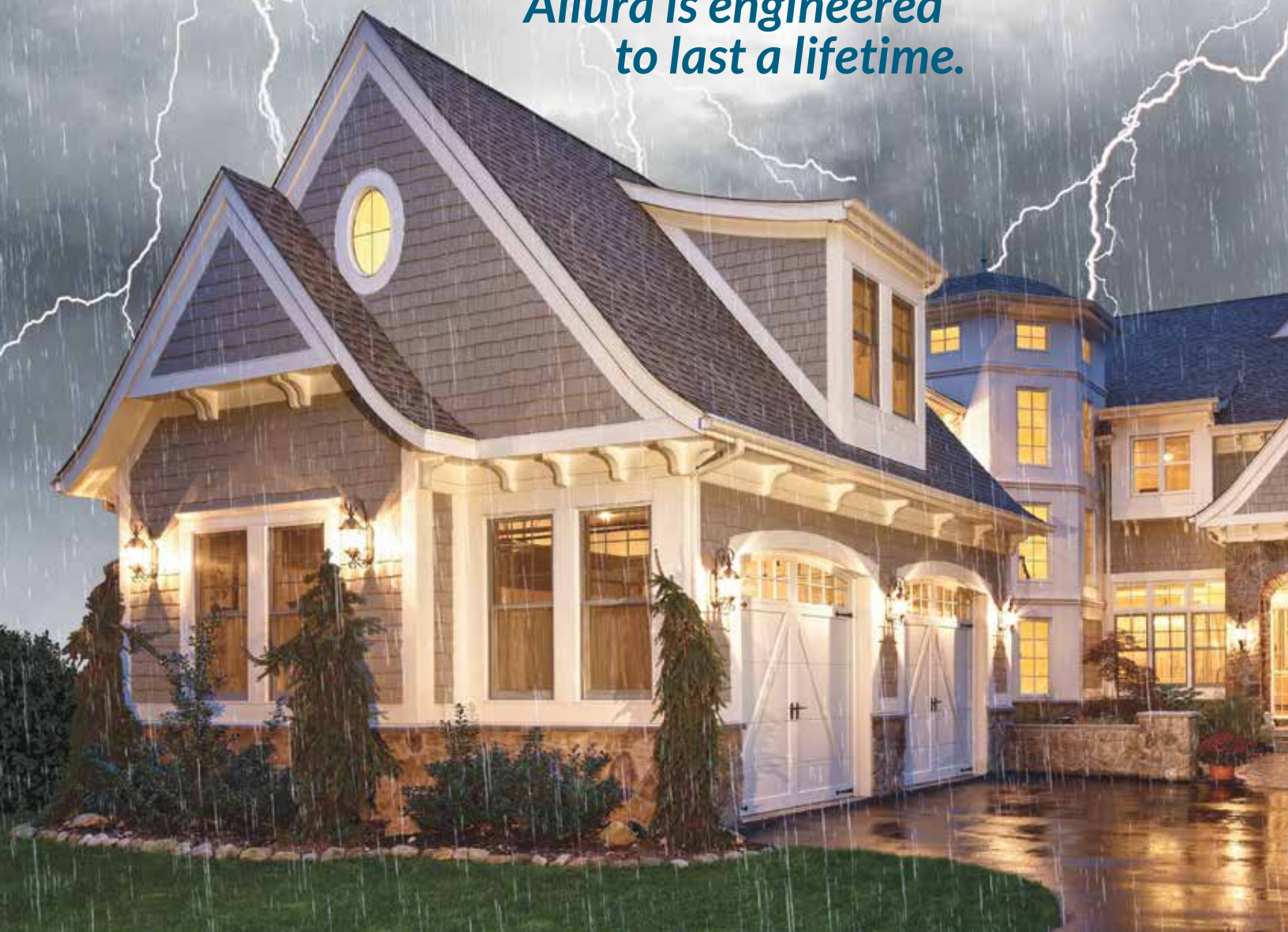
***- George Pondella of Rossmoyne, Inc.
General Contractor, Runway Playa Vista***

Our dedicated customer service team are only a phone call away for advice on all your project needs. As a matter of fact, at the end of a long day, if you still need us – we will be there.

***Toll Free: 844-4-ALLURA
www.allurausa.com***

BUILT TO LAST

*Allura is engineered
to last a lifetime.*



Weathering a storm can be a beautiful thing.

There's no need to sacrifice aesthetics in order to achieve exceptional durability with Allura cladding and backerboards. The brand you ultimately choose will impact how long your structure will look aesthetically pleasing. A premium material should defend a home against Mother Nature and resists rotting underneath lavish bathroom floors. It should offer high-end resale value because it has been built to overcome every weather condition, the daily impact of life and destruction brought on by wood-boring insects.

Tested to endure.

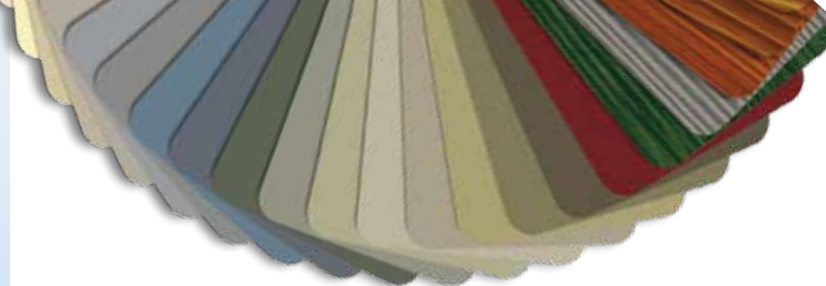
Our exclusive manufacturing process builds a lasting fiber cement product that endures rigorous testing in accordance with ASTM C1186 requirements. These standards include a stringent review of flexural strength, moisture movement, frost resistance, traverse loading and water absorption.

That's what we call built to last.



BRILLIANT *Technology*
BEAUTIFUL *Color*





***We've partnered with
PPG Pittsburgh Paints to
ensure our proprietary
ColorMax Finishing System
delivers durable designer color.***

Allura's ColorMax® Finishing System delivers a proven-tough exterior finish with a large palette of color options to please the most discriminating home owners.

ColorMax Pre-Finished

ColorMax has been infused with PPG's innovation coating offering a broad selection of pre-finished solid colors and stain finishes. (Custom color is available in most markets.)

Primed for Any Color

With the built-in protection of our proprietary primer/sealer, Allura Fiber Cement Products offer endless color possibilities for painting after installation with an unprecedented 6-month window to choose the perfect hue.

Color Built to Last

Automated, consistent coverage on all surfaces seals each piece for maximum resistance to exterior exposure that's backed by PPG's 15-year limited finish warranty.

About PPG Paints

Allura partnered with PPG Industries due to their advanced primer and finish coating system and impeccable customer service. PPG has been the industry leader in factory applied finishes for over three decades taking an expert approach to surface design. They have provided premier color coating for automobiles, NASA and the Oval office. From initial design, and engineering through application, PPG finishes offer a better investment value for any structure.



**MACHINE APPLIED
COATINGS**

Solid Color



Autumn Red



Sable Brown



Hearthstone



Suede



Taupe



Nantucket Gray



Cypress



Olive



Forest



Pacific Blue



Coastal Blue



Flagstone



Pewter



Granite Gray



Natural Clay



Savannah Wicker



Marigold



Light Maple



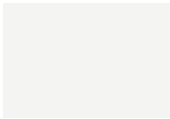
Desert Tan



Linen



Sterling Gray



Snow

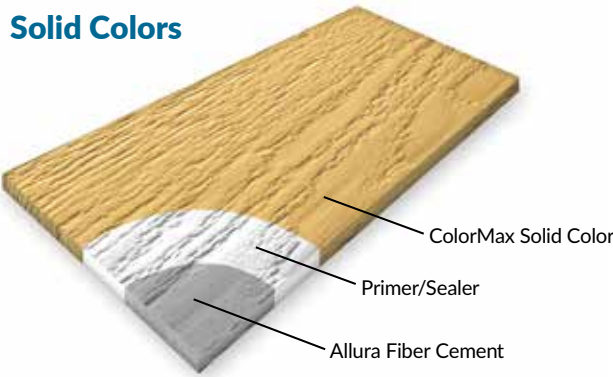
For a physical color card, visit www.allurausa.com for a request form or find a preferred dealer near you.

Twenty-two choices never looked so good.

Allura Fiber Cement Products on your project guarantees strength, beauty and a plethora of choices for your design. Our proprietary ColorMax® Finishing System with PPG innovation ensures unparalleled ensures unparalleled protection against the elements whilst bringing out the rich textures of the woodgrain beauty in the broadest palette of designer colors.

Beneath the alluring finish lies a strong precision process. Optimal defense is built in with our primer/sealer for premium weather protection and machine-applied coats of ColorMax color. Automated, consistent coverage on all exposed surfaces seals each piece for maximum resistance to exterior exposure while resulting in a seamless, smooth installed look and feel.

Solid Colors



Stain Finish

Exclusively yours.

Allura offers the only stain pre-finished fiber cement product in the industry. Allura's ColorMax technology with PPG innovation provides multi-layers of protection and defense.



Cedar



Maple



Mahogany



Redwood



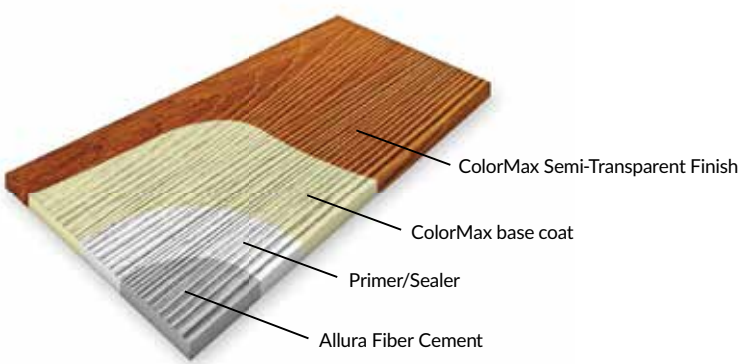
Slate



Emerald



Stain Finish



CONFIDENCE THAT LASTS

Allura's premier fiber cement products by Plycem USA offer an extremely durable, weather-resistant collection that features superior aesthetics for a wide range of construction projects. Since Plycem is known for its advanced technology, the construction community can rely on Allura for an easier installation system that saves time and money on a job.

Lap Siding



Multishake



Panel



Trim



Soffit



Backerboard + Underlayment



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Plycem USA LLC
15055 Woodham Drive
Houston, Texas 77073

1 844 4 ALLURA
(1-844-425-5872)
info@allurausa.com

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