

# Vinyl with a Weathered Cedar Look

Warms Up Discerning Homes



---

case study



The historic town of Sagamore Hills, Oh., near Cleveland is nestled among rolling hills and wooded terrain. It's a small town with a small-town feel, where the trees in autumn blaze a canvas of cranberry, tangerine and golden yellow.

The neighborhoods of Sagamore Hills are rich with community pride, lending a friendly, approachable feel. Like most houses in his neighborhood, Carl Rohrer's newer home rests on a lot sized just over half an acre. Set towards the rear, his home offers the image of an elegant, picturesque abode. "Everyone tries to generate nice curb appeal here. It's a great neighborhood," Rohrer said. His three-bedroom home features a richly-toned brown exterior of premium vinyl siding. On the façade, a stone veneer wainscot adds texture while the entryway is brightened in a warm red color. Crisp white trim is used throughout the facade, providing brilliant contrast and framing a visually interesting array of windows, including a pair that meets in a glass corner. Many homes in the community feature Foundry Siding® by The Tapco Group®, panels manufactured with detailed molds cast from natural cedar shakes and shingles. Rohrer's home is one of several that showcase The Foundry's unique Weathered Collection Shakes. In Rustic Brown, they are used for an authentic cedar look on the façade.

Weathered Collection proprietary finishes feature varying tones of a color; a darker hue in the deep grooves of the graining and a lighter shade on the ridges and higher points. The effect is a naturally-weathered, timeless look.

The façade of Rohrer's home was itself allowed a more grand treatment via a side-loading garage. To complete a welcoming appearance, Rohrer added landscaping at the façade not long

after his family moved into the home three years ago. "The Weathered Collection had come out recently before we built our house and it was something we chose. We liked that it was different, along with the fact that our specific color was unique in our community," Rohrer said. "We like The Foundry because it looks like cedar. From the street there's a warm cedar feel to it. It's just a really nice look." Among several lines of cedar-look vinyl products carried at the nearby Alside Supply Center in Solon, Oh., Foundry Shakes and Shingles account for about 60 percent of sales according to Kyle Robinson, supply center manager. At his location, Foundry demand breaks prominently toward the look of shakes and popular earth tones. As an installer, Robinson noted that The Foundry's easy application sets it apart. "I like to put it up because I can cut it easily with my snips. There's virtually no waste. You can cut it on a seam, butt it up, and then you can't even tell where you've cut, so you've made a factory edge. It's very easy to work into a gable," Robinson said.

Even though it's simple to work with, The Foundry is rated for toughness with a 170 mph windload, Class A fire resistance and a limited lifetime warranty. With fewer homes being sided with natural cedar, the siding also has an edge over the cedar alternative of fiber cement shakes; homeowners never have to paint. With a low waste factor of less than five percent, The Foundry also

"The shakes have good-looking texture, and with the Weathered Collection, it's a truer look of authenticity,"

Kyle Robinson, Alside Supply Center



produces much less scrap compared to fiber cement. With The Foundry, a proprietary cap stock protects the 41 total available colors, keeping them vibrant and protecting from UV weathering. Recently introduced Weathered Collection colors such as Cedar Moss, Coastal White and Red Cedar further enhance possibilities, delivering unique yet warmly-traditional looks.

Rohrer actually remembers when vinyl siding initially came out on the market decades ago – he’d been working with his father for a time hanging aluminum siding. He says he enjoys his Foundry Siding simply for its good looks. “Premium vinyl like The Foundry is nice. It’s thicker and it’s full of texture. I would recommend it to other homeowners,” Rohrer said. “The shakes have good-looking texture, and with the Weathered Collection, it’s a truer look of authenticity,” Robinson added.

One of Robinson’s customers, Bill Byler, owner of Dry Creek Siding in Huntsberg, says that for one out of every five Foundry jobs, homeowners opt for the more discerning look of The Foundry Weathered Collection. He’s been installing Foundry siding since it was introduced. “Homeowners think it looks like real cedar and they like it because it’s maintenance-free,” Byler said.

“I’m doing a job right now installing Foundry Shakes where the homeowners previously had cedar shake siding. They’re very

happy with The Foundry. I remember a big job from last year where we hung pre-finished cedar shingle panels on a home; the cost for that material is triple the amount for Foundry vinyl shakes and shingles. I’ve never had any complaints about Foundry’s authenticity. “As a siding professional, there’s a lot to like about The Foundry. I like that the panels lock in from the bottom, instead of having a side lock. The Foundry’s continuous lock is strong all the way through. The way the panels are designed, it’s very easy to keep them straight. You just snap them in, push them down until you can’t see any line, and then everything’s right. It’s simple,” Byler said. “Another thing that’s very important to me is that we can use the same j-channel with The Foundry that we use for other siding. It has a little bit wider profile than your average 5/8” siding, but a 3/4” j-channel still fits beautifully. We’ve used shake by other manufacturers where you have to buy their exclusive j-channel, which is added cost. And some of it only comes in 10’ lengths,” Byler noted. “The Foundry allows me to use standard j-channel. That simplifies my installation.”

