

*"Achieving sustainable development is perhaps one of the most difficult and one of the most pressing goals we face. It requires on the part of all of us commitment, action, partnerships and, sometimes, sacrifices of our traditional life patterns and personal interests."*

~ Mostafa Tolba, Chairman  
Commission on Sustainable Development

# Innovating solutions for the environments of your life.™

Window & Door Systems

Decking, Railing  
& Siding

Responsible  
Manufacturing for  
a Better World

*"When we tug at a  
single thing in nature,  
we find it attached to  
the rest of the world."*

~ John Muir



**deceuninck®**

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**deceuninck®**

**Sustainability. Renewable resources. Eco-stewardship. There's no shortage of buzzwords when it comes to going green. How do we ensure that what is trendy today connects with a greater vision for tomorrow?**

## Make a commitment.

At Deceuninck®, our commitment to innovating solutions for the environments of your life extends beyond the boundaries of homes, backyards and work places—to our communities and the world. We know that green isn't a fad; it's our future. And we recognize that every improvement we make—in our processes or our products—has the potential to ripple outward and effect positive change.

Since 2006, Deceuninck North America has earned the annual Excellence in Pretreatment Award from the Butler County, Ohio Board of Commissioners and Department of Environmental Services.

*"We are pleased to be recognized for implementing protections to ensure our local streams and rivers are safe for wildlife and the public."*

Award recipients are Significant Industrial Users, as defined by the EPA, which consistently meet all local, state and federal wastewater discharge standards and requirements.

Within the construction industry, the commitment is also evident. According to the National Association of Home Builders (NAHB), by the end of 2007 more than 50% of its members—responsible for building over 80% of homes in the U.S.—were integrating environmentally-friendly planning, design and construction into new homes.<sup>1</sup>

Both the U.S. Green Building Council (USGBC) and the NAHB have developed standards to further define and certify green building practices.

### LEED® Green Building Rating System™

First introduced in 2000, the voluntary Leadership in Energy and Environmental Design rating system addresses numerous areas of construction including:

- New construction
- Existing buildings
- Core and shell
- Schools
- Retail
- Healthcare
- Commercial interiors
- Homes
- Neighborhood development

### The National Green Building Standard™

The ANSI approved **ICC 700-2008 National Green Building Standard™** defines green building, while still allowing for the flexibility required for regionally-appropriate best green practices. With certifications for:

- Single-family homes
- Multi-family homes
- Residential remodeling
- Residential renovation
- Site development projects

Individuals may pursue professional certification through USGBC LEED AP and NAHB Certified Green Professional (CGP).

**Green building is moving from the niche market to the mainstream. How do you fit in?**

### What's the buzzword?

#### Cradle to Cradle

Products that are designed to be re-used, recycled or re-purposed rather than being disposed of permanently. Products with no material end life.

#### Daylighting

Incorporating various design methods to increase the amount of natural light that enters a building using windows and skylights, thereby reducing reliance on electricity.

#### Carbon Footprint

The measure of the impact human activities have on the environment in terms of the greenhouse gases produced (CO<sub>2</sub>).

<sup>1</sup> May 2008. <http://www.nahb.org> "SmartMarket Trends Report." McGraw-Hill Construction Analytics. 2008

## The Goals of Green Building

The primary goals of green building encompass improved efficiency and reduced impact on the environment and human health. How do vinyl and vinyl composites fit in?

Despite misconceptions, numerous studies have proven that vinyl-based building materials are effective and responsible alternatives to other building materials.

### Environmental Advantages

- **Energy efficient** – Vinyl windows require 1/3 less energy to produce than aluminum and steel windows
- **Reduces waste** – More than 99% of all vinyl ends up in the finished products
- **Thermal performance** – Window frames and sashes constructed of vinyl maintain interior comfort and reduce energy consumption
- **Long life-span** – Products can last for decades; then be recycled into new products, extending the material life-span even further
- **Sustainable** – Nearly 60% of its principal raw material is derived from common salt
- **Durable** – Vinyl and composite building products will not rot or corrode and do not require frequent cleaning and painting like other materials, reducing the use of harsh chemicals and helping to conserve resources

*“Our ideals, laws and customs should be based on the proposition that each generation, in turn, becomes the custodian rather than the absolute owner of our resources and each generation has the obligation to pass this inheritance on to the future.”*

~ Charles A. Lindbergh, *New York Times Magazine*, 23 May 1971

## Responsible Manufacturing at Deceuninck

For nearly a decade, Deceuninck has taken a proactive approach, advocating and implementing continuous process and materials improvements to reduce the environmental impact of engineered vinyl-based products worldwide.

**Deceuninck sets and meets standards for continuous process improvements.**

- Six Sigma approach to meet zero waste goals
- 5S certification to provide clean, safe work environments
- Responsible waste recycling
- Deceuninck is one of the original members of Vinyl 2010, an organization of European PVC manufacturers committed to sustainability
- Research in support of innovative chemistry and improved materials, such as the renewable, plant-based lubricants



**Deceuninck has completely redesigned its product packaging and shipping process.**

- Plastic bag packaging has been eliminated
- Extruded packaging made from scrap vinyl is processed in the Monroe, Ohio facility, ensuring that no material is wasted or discarded
- Lighter weight, tight stacking packages enable more material to fit on a truck, economizing fuel usage and reducing shipping costs
- Extruded packaging is returned by customers to be reused or recycled, providing a limitless life cycle
- Manufactured and distributed at over 500 locations within the United States, products made from Deceuninck materials are available close to the job site, requiring less fuel to transport, offering an economic advantage while reducing pollution



## Innovative Materials Technologies from Deceuninck

The innovative technologies that go into our window and doors systems and decking, railing and siding ensure optimum performance. Superior weather resistance and excellent color retention are hallmarks of these technologies.

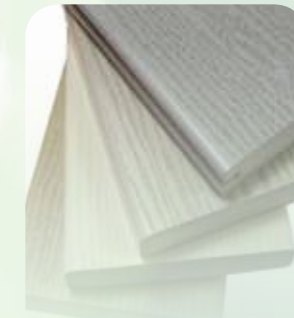
### SunShield® Vinyl Compound

**SunShield®** by Deceuninck is an advanced vinyl building material developed through an intensive manufacturing process and formulated to withstand the harsh effects of weather and ultraviolet light. This environmentally safe compound exceeds all required materials standards for strength and color retention established by the American Architectural Manufacturers' Association (AAMA)– for all colors. Products made with SunShield are warranted against rotting, rusting, cracking, warping, pitting, corroding, peeling, blistering or color failure.



### Korelite™

**Korelite™** Developed as a result of Deceuninck's on-going R&D commitment, our Korelite technology combines advanced formulation science with extrusion technology to create a rigid outer layer with a dense foam interior. At 25% lighter than most wood and wood composites, products made with Korelite technology offer a dense cell structure that minimizes imperfections, voids and water absorption while offering superior strength and resistance to environmental elements.



*Solstice™ Cellular PVC Decking featuring Korelite technology provides nearly 20% stronger Modulus of Elasticity (MOE) than the leading competition for greater strength and durability.*

### Solex®

**Solex®** Deceuninck's exterior laminate, which can be used inside as well, offers a wide range of solid and wood grain colors to meet your aesthetic requirements. In addition to superior color retention, it provides excellent resistance to driving salt and sand, ideal for coastal regions vulnerable to hurricane conditions.



Deceuninck's interior laminate is available in solid colors, wood grains and real wood veneers. These beautiful interior laminates have a natural, matte finish. The real wood veneers are available in a variety of wood species and can be painted or stained.

Our building products, featuring real and faux wood laminate interiors and exclusive heat reflective, UV-resistant color exteriors, provide the curb appeal you want with unrivalled quality, color retention and weather resistance throughout the product's lifetime.

*Deceuninck window and door systems exceed NFRC and Energy Star Requirements, qualifying them for use in all of the popular green building certification programs.*

## Deceuninck advantages – for your home and your world

Deceuninck is more than our materials or our products. We live, play and work in this world too. Our products are in our homes, schools and offices; we continually strive to create solutions that will offer beauty, safety and protection from the weather while respecting the environment.

Whether you are a homeowner, builder, architect or manufacturer, our window and door systems, decking, railing and siding are designed to outlast the buildings they are placed in, because we understand the importance of sustainability, reducing the use of valuable resources and stewardship.

The interconnected nature of our world has reached a critical point—and Deceuninck is committed to supporting solutions that truly make the environments in which you live, better.