

Faux Wood Façades

A beautiful and cost-effective design alternative

By Bob Cujé, President, Modern Materials

Rocky Mountain building exteriors are often defined by stucco, stone and wood claddings, a reflection of our natural resources and mountainous influence. Unfortunately, wood has drawbacks that include a shortened lifecycle and a fading aesthetic. We love the brand-new look of wood claddings, but maintenance, warping and discoloration make natural wood facades cost prohibitive. Owners, production builders and developers struggle with the expense of keeping wood siding presentable.

Fortunately, the façade industry has dedicated millions of dollars to create new dimensional textures and high-resolution printing processes. Given so, faux wood today has unsurpassed realism while meeting all life safety requirements including fire compliance and non-combustibility. Today's faux wood systems are cost effective alternatives and "look great continuously", so they eliminate maintenance, assessments and replacement headaches.

New faux wood technology is providing cladding systems with "digitized wood images" that are laser printed onto extruded aluminum. These high-definition images create photographic quality reproductions of natural wood with improved wood grains in an unlimited range of color variations. The process actually improves upon nature's varieties of real wood with color highlights and variegated patterns in over 25 different species of wood.

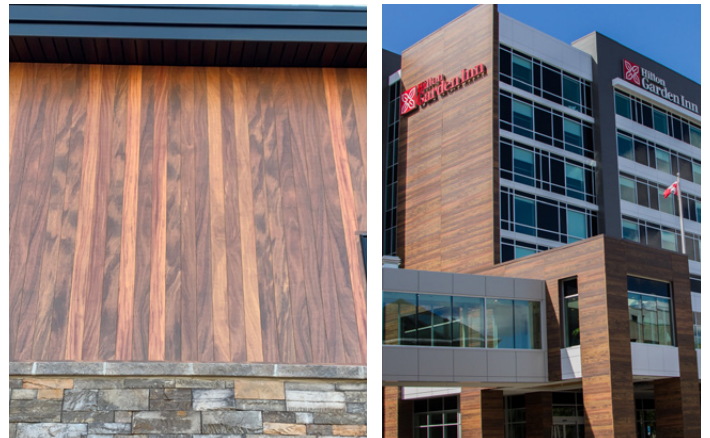
This broad range of wood alternatives provide multiple choices for developers and architects to consider. One of the more popular selections includes a "ceramic baked" fiber cement panel, for the ultimate in color retention, anti-graffiti and life cycle. The ceramic baked surfacing is a hard-impenetrable barrier for UV protection, but protects the substrate and supports the 50 year structural warranty. These modular fiber cement planks have a three-dimensional texture, with real wood dimensions and raised grain, for a very natural appearance.

Traditional lap siding with "engineered wood" have also made dramatic advancements. Polymer resin technology has pushed EWP to a premium level of advanced service life, colorfastness and warrantability for the multifamily and homebuilder markets. In fact, the natural or "authentic wood colors" bring an entirely new aesthetic to the production builder. EWP is replacing commodity cement panels as life cycle costs have proven to be more advantageous and developers like the security of "no painting for 25 years". Most

importantly, it addresses the Silicosis and OSHA demands, application restrictions and exposure procedures for crews and building tenants.

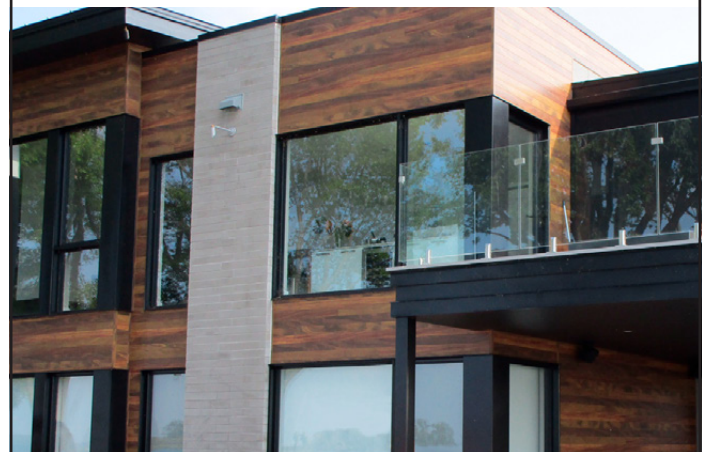
From a reliability standpoint, all of these cladding panels have defined ASTM testing criteria for UV stability as well as published warranties that outline performance standards. All defined with long term protection against sunlight, fading and some offer hail resistant coverages. So faux wood can provide guaranteed weatherability, fire ratings and a continuously clean and new wood appearance.

The final results are economical structures with great curb appeal and a true wood aesthetic.



Faux Wood Facades

- Unmatched Realism
- 25 Year Colorfast Warranties



- SINGLE SOURCE SUPPLIER for Multiple Facade & Continuous Insulation
- Multi-Family & Commercial Wall Assemblies

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