

**The Truth About
Vinyl Siding and Brick**



Side-by-Side

Side with the facts

Vinyl siding is the number one choice of remodelers, builders and homeowners. Used alone or in combination with other exterior cladding, vinyl and other polymeric siding deliver undeniable curb appeal at the most affordable price. An impressive list of benefits includes lasting beauty, durability, extremely low maintenance, sustainability and great value.

Some competitors continue to make claims that simply are not true. However, the Vinyl Siding Institute, Inc. (VSI) is dedicated to presenting the facts. On the pages that follow, we present the facts about vinyl siding and important things to consider about brick.

Important facts about vinyl and other polymeric siding

- Vinyl siding is the number one choice of exterior cladding across the United States and Canada, with demand nearly seven times greater than brick.¹
- Vinyl siding has the lowest total installed cost² (including materials and labor) and the lowest long-term maintenance needs of any exterior cladding.
- Vinyl siding is the only exterior cladding with both third-party product certification and certified installer programs, both of which are administered by an accredited, independent, quality control agency.
- The *VSI Product Certification Program* verifies that manufacturers' products – both vinyl and polypropylene siding – meet or exceed globally recognized ASTM standards in many critical areas, including windload, impact resistance and appearance.
- The *VSI Product Certification Program* also includes certification based on the industry standards for color retention.
- There are currently nearly 950 products and almost 350 vinyl siding colors in VSI's *Official List of Certified Products*.
- The *VSI Certified Installer Program* trains and tests experienced vinyl siding installers on their knowledge of proper vinyl siding installation techniques based on the industry standard, ASTM D4756.
- Vinyl siding outperforms brick in almost all performance measures when analyzed using Building for Environmental and Economic Sustainability (BEES) software, a life cycle analysis tool developed by the National Institute of Standards and Technology. For additional information on vinyl siding's environmental performance, go to www.vinylsiding.org/greenpaper.
- Vinyl siding contributes to achieving points for certification in the U.S. Green Building Council (USGBC) LEED® for New Construction and LEED for Homes Rating Systems as well as the ICC 700 National Green Building Standard™.



Why America sides with vinyl

Beauty

Vinyl Siding	Brick
<ul style="list-style-type: none"> An impressive variety of profiles and shapes, with ideal choices to suit virtually any architectural style An ever-increasing spectrum of colors, including darker options and period colors Comprehensive architectural trim options and accessories in matching and complementary colors 	<ul style="list-style-type: none"> While recognized for its attractive appearance, brick's limited variations and color options are not suited for popular architectural styles, including Queen Anne and Craftsman Because accessories are not available in brick, many brick homes rely on high-maintenance trim (e.g., wood) to complete the look



Installation

Vinyl Siding	Brick
<ul style="list-style-type: none"> Lowest total installed cost of any exterior cladding² An independent agency ensures that certified vinyl siding installers are trained and tested on ASTM-accepted application techniques 	<ul style="list-style-type: none"> Labor-intensive process equates to higher installation cost; about 420 percent more expensive than vinyl siding² No industry certification to verify installers are properly trained Due to weight, more expensive to ship to jobsite



Environmental Impact

Vinyl Siding	Brick
<ul style="list-style-type: none"> Qualifies as an environmentally preferred product³ Per BEES software analysis, has lower environmental impact than brick in total embodied energy, global warming potential and criteria air pollutants Produces less than 1.9 percent of the total construction waste by weight on a typical 2,000 sq. ft. home⁴ 	<ul style="list-style-type: none"> Per BEES software analysis, effects on global warming are three times greater than those of vinyl siding Per BEES, uses more distribution energy, even when averaging about 140 miles less per shipment than vinyl siding Per BEES, production of brick and mortar is responsible for generating almost 10 times the dioxin generated by the production of vinyl siding Generates about 12.5 percent of the total construction waste by weight on a typical 2,000 sq. ft. home⁴



Value

Vinyl Siding	Brick
<ul style="list-style-type: none"> A cost-effective exterior cladding with the lowest total installed cost² No long-term maintenance costs No evidence of different appreciation rate of property value compared to other types of exterior cladding (see next page) Lifetime, transferable warranties are available 	<ul style="list-style-type: none"> Nearly 400 percent more expensive material cost than vinyl siding² Maintenance to re-point joints adds to life cycle cost of the home

Property value

The Brick Industry Association website cites a study of masonry ordinances and property values conducted by the University of Michigan⁵ that makes inaccurate claims about masonry and its effect on property value. The study contains numerous caveats and exceptions that *undermine the underlying claims that the use of brick on a home's exterior improves property values.*

- “The strong economic performance observed in (neighborhoods with masonry ordinances) may not be entirely attributed to the adoption of a masonry ordinance. We cannot deny the possibility that these positive outcomes may well reflect the confluence of many factors, with a masonry ordinance being one of them.”
- “The study shows two conflicting patterns. The price level comparison shows that property values are higher in Orland Park and Tinley Park, but the appreciation rate analysis shows that housing price appreciates faster in (areas *without* masonry ordinances) during the study period.”



Siding with quality

Before you let someone else tell you what today's vinyl and other polymeric siding are all about, we recommend discovering for yourself. Visit www.vinylsiding.org to learn more about the nearly 950 certified products and almost 350 certified vinyl siding colors listed in VSI's *Official List of Certified Products*. All verified by an accredited, independent, quality control agency to meet or exceed industry standards for quality.

Through links to manufacturer websites, you will see the vast selection of colors and styles now available, even warranties that can last the lifetime of a home and transfer to the next owner.

The more you learn, the more you'll appreciate why America sides with vinyl.

America
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VinylSM



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¹Freedonia – Siding to 2019, 2009 Residential Siding Demand by Material. ²R.S. Means 2011 Residential Cost Data. ³U.S. Green Building Council LEED® for New Construction, 2009. ⁴NAHB Construction Waste Estimate of a Typical 2,000 Sq. Ft. House, NAHB Research Center, 2001. ⁵Deng, Lan, Construction Quality, Externalities, and Community Competitiveness: A Study of Masonry Ordinances in Chicago's Suburbs, 2006. ©2012 Vinyl Siding Institute, Inc.