



THE BUILDER'S
CHOICE
IN FIBER
CEMENT



PPG ColorMax

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

Add instant curb appeal to your home with ColorMax.



**MACHINE APPLIED
COATINGS**

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.)

Better Siding

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

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. You'll see your projects come alive with ColorMax. Allura's ColorMax Finishing System offers the broadest spectrum of prefinished design possibilities with 22 solid and 6 stain colors.

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.



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



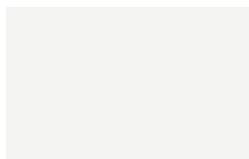
Desert Tan



Linen



Sterling Gray



Snow

The color samples shown here are as accurate as printing methods will permit. For a physical color card, a request form or to find a preferred dealer near you, please visit AlluraUSA.com.

Stain Finish



Cedar



Maple



Redwood



Mahogany



Slate



Emerald

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.



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