

THE FACTS: BRICK VS. VINYL SIDING



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THE PLASTIC CLADDING ALTERNATIVE: VINYL SIDING

Vinyl siding is a cheaper, popular cladding material however it is environmentally suspect. Introduced in 1957, vinyl became the go-to siding for budget-conscious builders. It's affordable, mimics wood textures, and comes with various trims and accessories.

However, vinyl isn't watertight. It acts as a "rain screen," channeling water away from the house wrap beneath. Concerns lie in its main ingredient, PVC, a petroleum derivative. While the industry claims improved environmental practices, the chlorine and dioxin used in its production raise concerns. In short, vinyl is a budget-friendly choice, but its environmental impact is a consideration.

DEBUNKING POPULAR MYTHS

Vinyl's appeal? Affordability. It's common on mobile homes and budget-friendly builds. But its presence can drag down a home's resale value. Why brick? Curb appeal! It adds elegance and boosts your bottom line. Plus, with architectural freedom, brick seamlessly blends into any neighborhood. Durability matters. Brick stands the test of time, while vinyl dents, scratches, and melts under heat. Choose brick for low maintenance and lasting beauty.



"It costs less than brick"

"Many of the homes in my neighborhood have vinyl siding."

"Its durable and maintenance free."



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VINYL SIDING WEAKNESSES

Aesthetics:

- Consumer perception: "Cheap," "flimsy," wavy, storm-damaged, uninspiring.
- Curb appeal killer: Detracts from home value.

Environmental Concerns:

- PVC production: Hazardous materials, difficult recycling.
- Toxic fumes and smoldering: Flammability raises safety concerns.

Durability:

- Dents and scratches: Hail, tools, kids... it's not invincible.
- Staining: Vulnerable to everyday household products.

Installation:

- Nails need to be snug, not slammed tight. Overdriving allows movement for thermal expansion and contraction, preventing unsightly buckling.

Wind Damage:

- Wind-blown objects pose a significant threat to the integrity of vinyl siding.



Vinyl Siding: Is the Low Cost Worth the Long-Term Risks?

Cheap upfront, costly down the line: vinyl siding's fleeting charm fades against brick's lasting beauty, fire safety, and environmental value. With low mortgage rates, the monthly difference might be minimal, but the peace of mind is priceless.

**Build Smarter,
Build Stronger,
Build with Brick**

