

CUSTOMER SUCCESS STORY



**At BASF, we don't
make the
Louisiana-Pacific
vinyl siding.
We make it more
fade resistant.**

Customer: Louisiana-Pacific Corporation (LP), Nashville, Tenn.

End-Use: LP Vinyl's Maxim[®], Northern Star[®], Hudson Bay[™] and Dakota[™] home siding

Product: Luran[®] S acrylonitrile-styrene-acrylate (ASA)

PROBLEM: Traditionally, vinyl siding for the home has only been available in light colors because dark colors couldn't hold up to the sun's ultraviolet rays. As a result, vinyl siding would fade at different times in different geographical regions in the United States.

SOLUTION: Louisiana-Pacific Corporation (LP), Nashville, Tenn., one of the largest building products manufacturers in North America, selected BASF's Luran S ASA as a weatherable cap layer to protect selected darker colors in its vinyl siding product lines.

Luran S ASA is used as a capstock over four colors – Clay, Khaki, Slate and Cobblestone Wicker – in LP Vinyl's Maxim, Northern Star Premier, Hudson Bay and Dakota Select siding lines. Trims and accessories with Luran S ASA will also be available in these four colors.

BENEFITS:

Luran S ASA helps prevent colors on home exterior building materials from fading, providing homeowners in all regions with a wider choice of colors. Extending the longevity of these products reduces maintenance and repair costs for homeowners.

"BASF's Luran S ASA weatherable thermoplastic acts like a sunscreen to protect our dark colors with a durable shield that provides superior fading protection," said Bob Garrett, Brand Manager for LP Vinyl.

- Improved weather and fading resistance for darker colors of LP Vinyl's siding products gives builders, architects and remodeling contractors greater flexibility in color selection for homes.
- Greater longevity reduces maintenance and repair costs for homeowners.

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