

VĚSTĀ[®]
SPACE REDEFINED





SHIPLAP LOVE



**VESTA EMBRACES THE DEPENDABLE,
LONG-STANDING CONFIGURATION
OF SHIPLAP WITH ITS COMMITMENT
TO SMART, ENDURING DESIGN, CLEAN
PROFILE, AND RELENTLESS PERFORMANCE
AGAINST THE ELEMENTS.**

For the past few years, our team at Quality Edge (QE) has been inspired and challenged by shiplap. Vesta embraces the dependable, long-standing configuration of shiplap with its commitment to smart, enduring design, clean profile, and relentless performance against the elements.

For hundreds of years, shiplap has brilliantly defended Nordic ships from the seas, coastal structures from the salty winds, and family homes from ruthless weather environments. The typically wide, wooden shiplap is created by tightly fitting each timber together to make a continuous plank. These strong joints create a seal that stands up to all climate and weather conditions. The same joint that makes true shiplap weather-tight is what makes the style perfect for protecting a home.

With precision, Vesta reinvents the smooth, impervious joint of shiplap using modern metal—exchanging wood decay with eternal, indelible steel and giving architectural design a new classic silhouette. Building on the industry desire for a sleek, plank design with the performance of steel siding, Vesta has arrived to give your home a fresh new look.

Mark Bredewig is known for his engineering innovation and design savvy, and his craftsmanship and artistry have matured over the past 15+ years. The balance of innovation, engineering and design for which he is known came to life with Vesta.

THE ARTFUL EXTERIOR



MARK BREDEWEG
Industrial Design Engineer

“STAY CURIOUS.
WHAT CHALLENGES YOU
DEFINES YOUR PROCESS
AND INSPIRES SOLUTIONS.”

Q What was your inspiration in creating and developing Vesta?

A I was looking for something different from common siding profiles, but I also did not want to compromise on performance. That’s when I started researching shiplap.

The distinguishing patterns (known as variegation) of real wood shiplap were what inspired me. My goal was to find a hand-drawn pattern that could mimic the real wood effect paired with a much stronger material—steel.

Q Knowing the challenges designers face when creating a new product, what kind of obstacles did you encounter?

A Just like fingerprints, each natural wood-cut panel is original in tone and grain variances, and can be even more particular in structure per species of wood. That uniqueness is a hard thing to recreate. After examining countless woodgrains, I decided we would need to draw and engineer our own design to capture the beauty of natural woodgrain.

Tricolor paint application was where we landed. Real woodgrains have highlights, mid-tones and dark grain structures. In order to achieve a similar grain effect, we implemented a new HD3 painting process, something never done before, which gave the realistic look I wanted up close and at long distances.

Q Was that enough to get the look the way you wanted it, or did the process evolve further from there?

A I knew pretty early on that one hand-drawn woodgrain would not be enough to save the design from predictable repeats and muddled striping. I began thinking through what it would be like to include a group of unique wood planks for each color to achieve the seemingly random, variegated look I was inspired by.

I started drawing and didn’t stop. I ended up hand-drafting six individual woodgrain prints per color. Each is tonally and structurally unique, but similar enough that they harmonize when stacked together. Between design, testing product parts and fine-tuning woodgrain prints on the paint lines, the final product with its six variegated planks staggered up on a wall is stunning.

The whole process taught me to stay curious. What challenges you defines your process and inspires solutions. Keep asking questions, and you’ll find the answers.

U.S. Patent No.: 10,508,455
Canadian Patent Pending



Air circulation is vital to structural fitness. Vesta engineering allows precise, healthy airflow without compromising needed defense from weather assaults, while providing nonstop underlayment defense where you need it most. You can breathe easier knowing your siding is too.



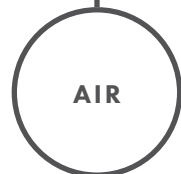
Vesta is uncompromising against moisture. Long, narrow stacking seams form a flat, element-resistant surface. Interlocking channels divert moisture away from seams, warding off any threat from water.



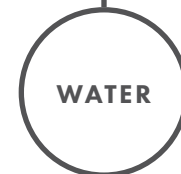
SUSTAINABLE DESIGN



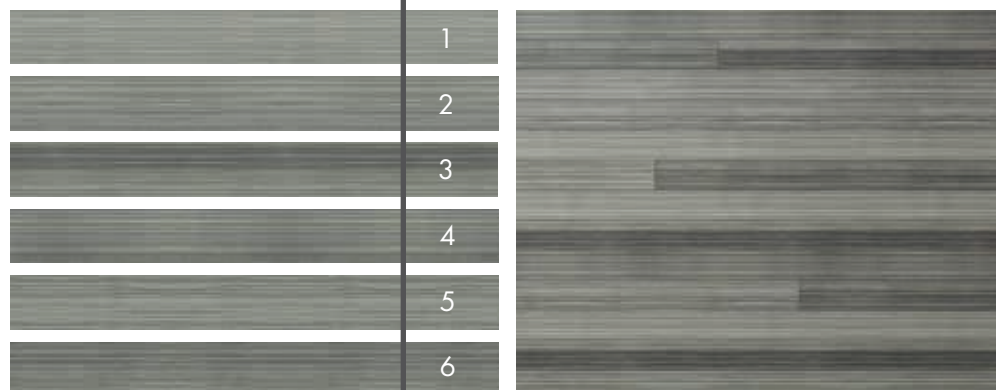
Vesta steel is the fusion of iron and carbon, natural elements at home in our earth. It is planet-loving and 100% recyclable, and throughout the recycling process, Vesta steel enjoys strength beyond that of all other metals.



From the fires of the forge, steel is born to defend your home against anything Mother Nature can throw at it. With its Class A fire rating, Vesta is noncombustible and fire-resistant. Because of Vesta's rigorous testing, you can feel safe and at ease, knowing your home is protected.



VARIEGATED PANELS



HD3 WOODGRAIN

KYNAR® PAINT SYSTEM

THE PROFILE

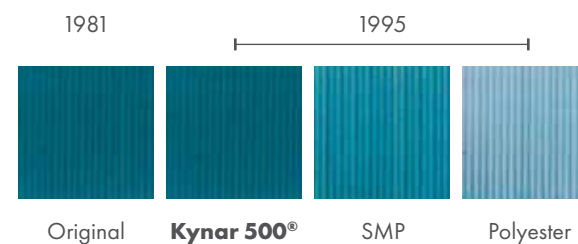


ENDURING BEAUTY

WHY NOT JUST ONE

Each color consists of six unique grain configurations designed to resemble the natural variation of stained woods that results when several features interact, including irregular grain, rays and color deposits on the surface of wood. And like real wood, it looks great up-close and at a distance.

BEAUTIFUL FOR GENERATIONS



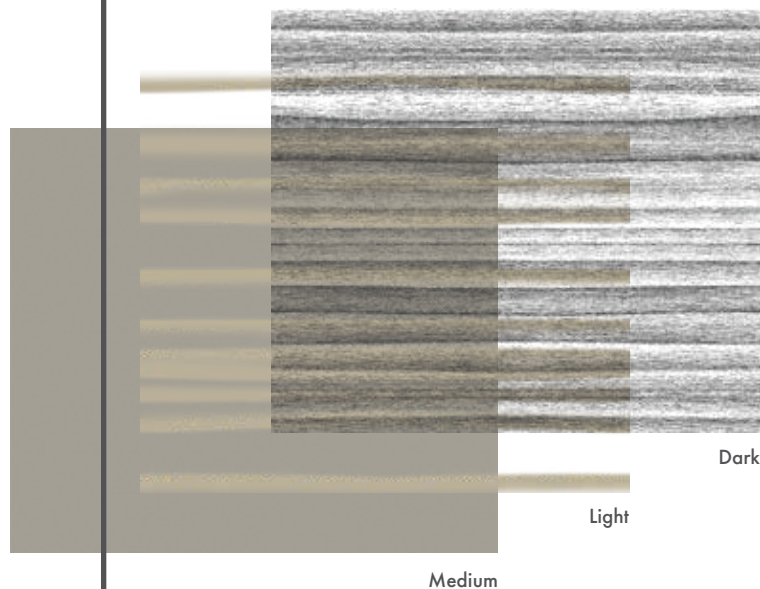
Kynar 500® (70% PVDF) and Kynar® (50% PVDF), are a thermally-set paint system that creates a thick film barrier which provides excellent resistance against fade and chalking. After a 14-year outdoor exposure study*, the PVDF paint system looked as good as the day it was installed.

STYLE IN EVERY DIRECTION

Vesta's patented profile supports vertical and horizontal installation to accentuate any home—from siding to underdecking and porch ceiling. Staggered or structured seaming for varied texture and mix-and-match woodgrains offer limitless applications.

THREE WAS THE MAGIC NUMBER

HD3 is our patented, high-definition, tricolor paint application that captures light, medium and dark woodgrain details, creating a multidimensional and naturally accurate look. Touching it is the only way to know it is steel.

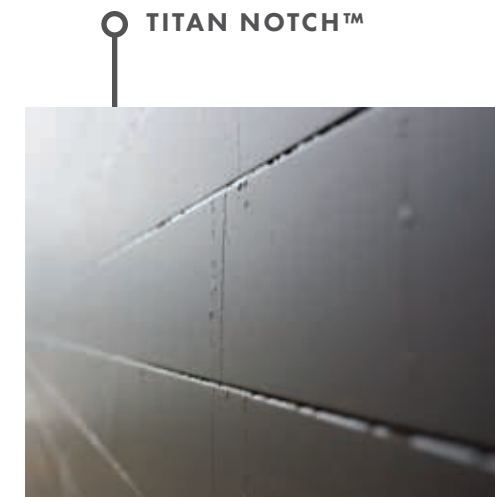
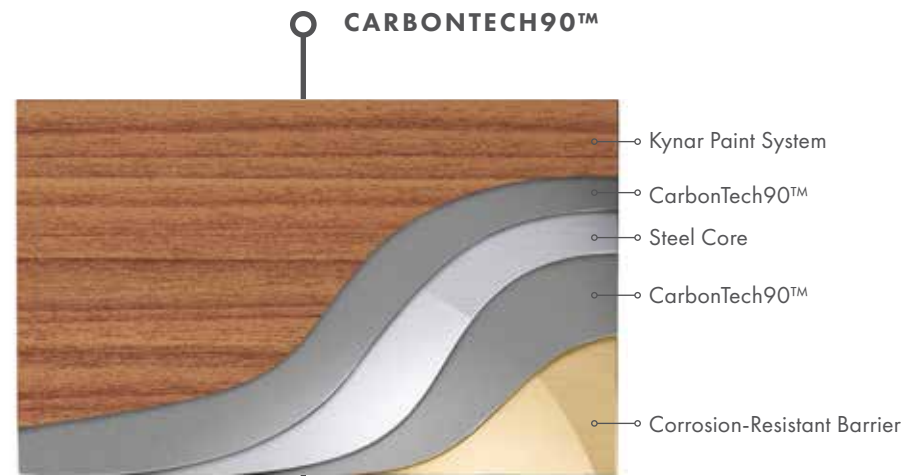


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 © Driftwood Woodgrain Artwork VAuI-378-232
 © Autumn Thistle Woodgrain Artwork VAuI-378-233
 © Gilded Grain Woodgrain Artwork Copyright Pending

Note: Woodgrain colors have the Kynar 500® PVDF coating, and solid colors have the Kynar® coating.

*Image source: Kynar® PVDF Paint vs. SMP and other coatings.

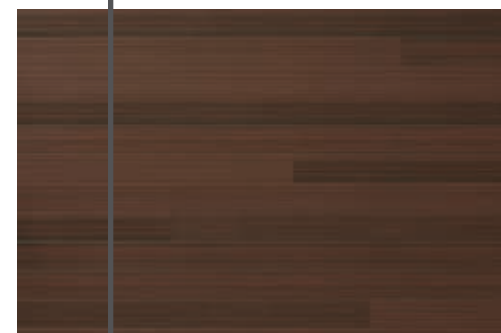
U.S. Patent No.: 10,508,455
 Canadian Patent Pending



MADE TO LAST

FEEL-GOOD PERFORMANCE

STACK-LOCK™ INSTALL



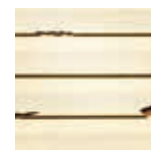
- VESTA**
- Wear-Resistant
 - Mold-Resistant
 - No Off-Gassing
 - Fire-Rated

LAYERING IS IN

Every square inch of Vesta is protected by CarbonTech90™, a metallurgically bonded zinc barrier that permanently and sacrificially seals it from the environment which prevents corrosion, galvanization and rusting.



REAL WOOD
Peeling, Rotting, Pests, Mold



VINYL
Cracking, Fading, Mold, Melting, Off-Gassing



FIBER CEMENT
Cracking, Fading, Off-Gassing

LOOKS BEAUTIFUL, STAYS BEAUTIFUL

Not only does Vesta keep your home looking good, it also has excellent resistance against wear, abrasion and mold. With zero off-gassing properties and the ability to self-extinguish from fire, Vesta is technologically engineered to weather the most unpredictable situations life can invent. Vesta is peace of mind.



EASY DOES IT

Vesta's stacking panels provide a consistent reveal whether installed vertically or horizontally. Stacking panels are specially contoured to provide swift and gap-free assembly.

COME RAIN OR SHINE

Vesta is engineered to provide a triple-threat weather defense. First, long, narrow stacking seams form a flat, element-resistant surface. Second, built-in breathing ducts promote air circulation between joint seams and behind the building surface. And finally, interlocking pieces form element-tested channels designed to divert moisture out of and away from the surface seams.



You've probably heard it a million times—"less is more." As an artist, there's nothing I understand better than styling resourcefully, and the Vesta color palette exemplifies the "less is more" design mantra.

MIRANDA GRAHAM
Master of Fine Arts, Painting



SELECTIVE WITH INTENTION

Vesta's minimal palette of colors keeps design disciplined and intelligent. The numerous yet simple options of color pairing create style and composition focus.

Warm and natural woodgrains combine with cool and airy solid colors to reflect our natural surroundings. Industrial gray tones add an edge of refinement to any building application.

The shiplap profile is assumed to be placed horizontally on a vertical wall. Though this is the most common application, the strong lines and handcrafted feel of Vesta allow for endless alignment and location. It is like

an artist's brush, with no boundary to limit what it will do or where it will go.

Vesta creates bold or quiet, contemporary or classic, bright or muted, unconventional or predictable design to enhance your home or commercial exterior.

It feels familiar and excitingly new, able to both refresh an existing form and introduce style anew. It is lasting and limitless in expression.

“VESTA'S MINIMAL PALETTE OF COLORS KEEPS DESIGN DISCIPLINED AND INTELLIGENT.”

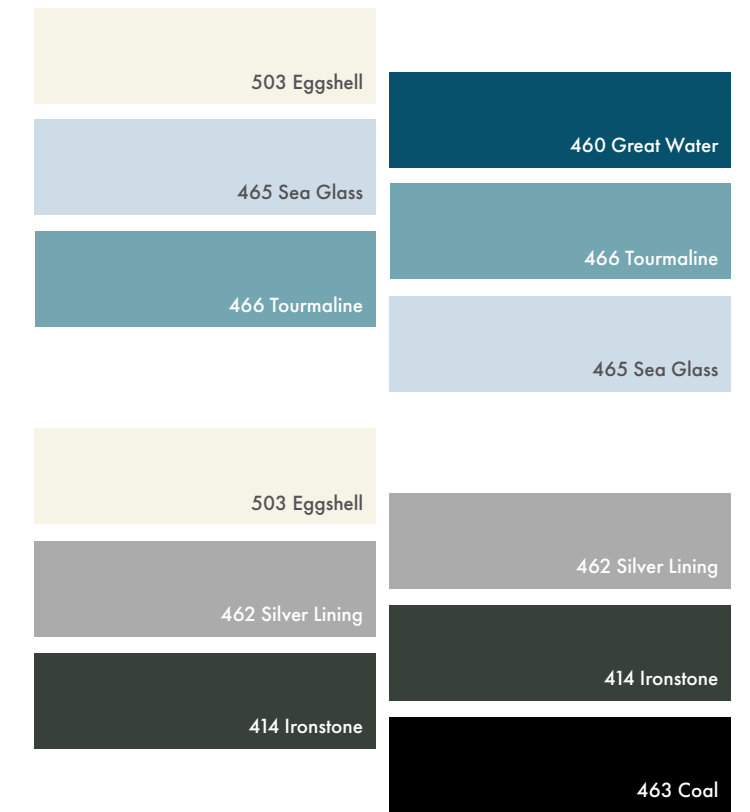
TRUE COMPLEMENT



ADD TEXTURE

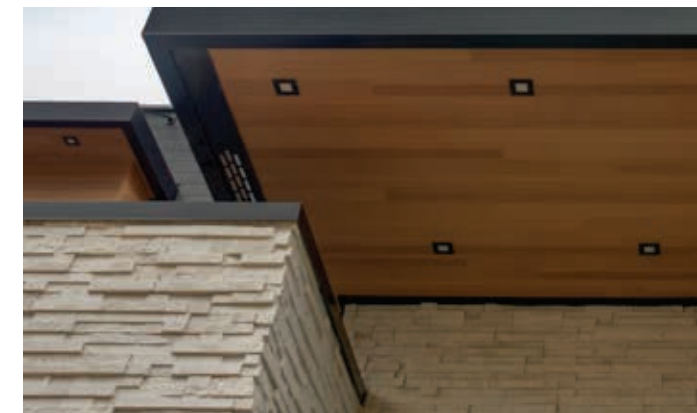
Vesta's siding colors can naturally accentuate a range of diverse styles and textures of exterior cladding. To add even more diversity to your exterior, pair Vesta with brick, masonry, tile, copper, cement or glass.

MIX AND MATCH



JUST IMAGINE

Visual interest comes in all shapes and sizes—and so do our siding profiles. Vesta's sleek and elegant plank design makes for a unique and engaging departure from predictable profile applications when complemented with our classic TruCedar® lap siding, Board & Batten and/or Shake Sidewall.

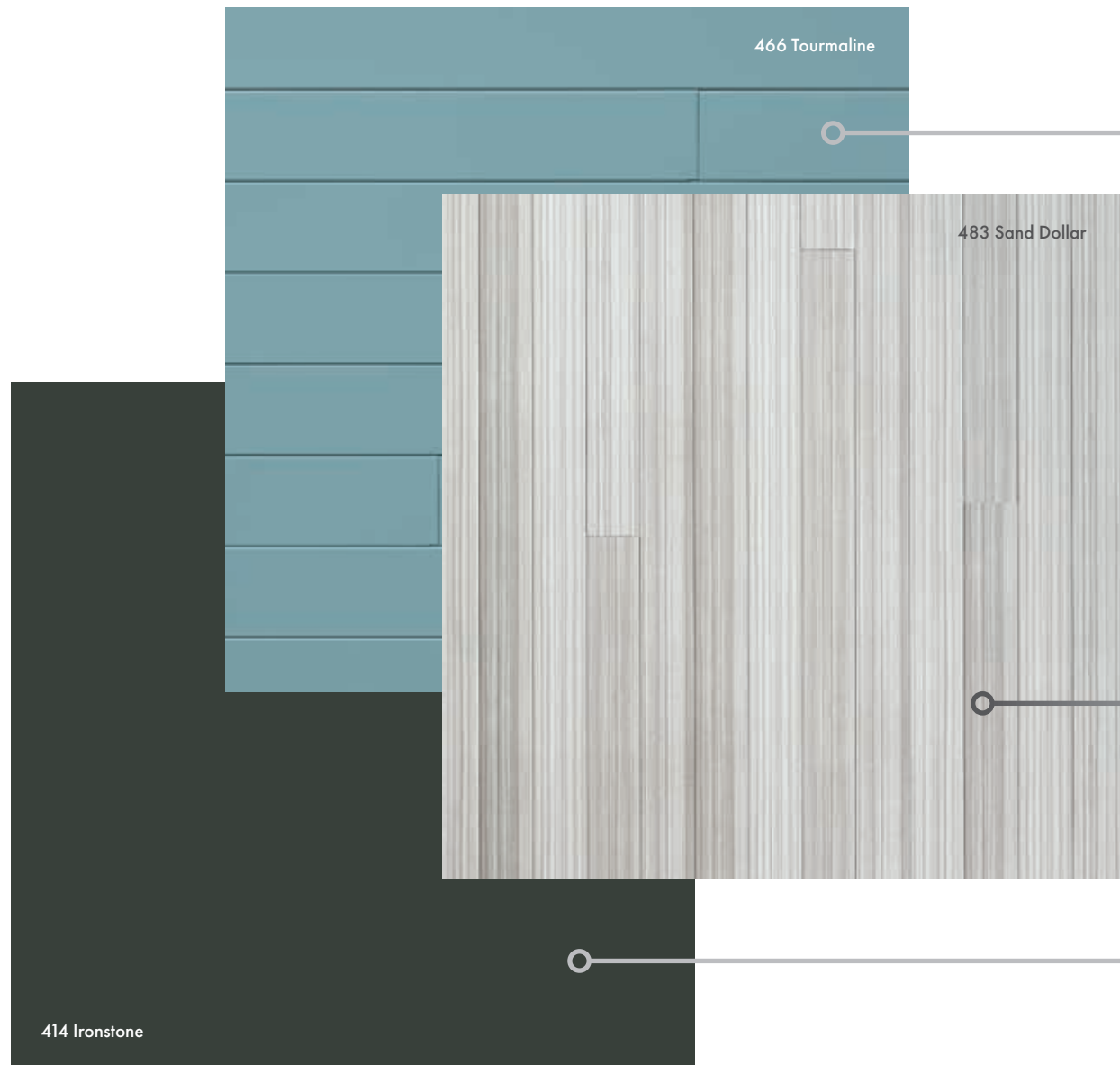


Ombre has been seen in everything from home textiles to glassware, and from wall-painting techniques to floor tiles. That's why Vesta's palette was designed to bring this style to the exterior of your home. Ombre is the gradual blending of one color hue to another, usually moving tints and shades from light to dark. Interior designers describe this gentle color progression as a transition from wakefulness to slumber.



SAND DOLLAR





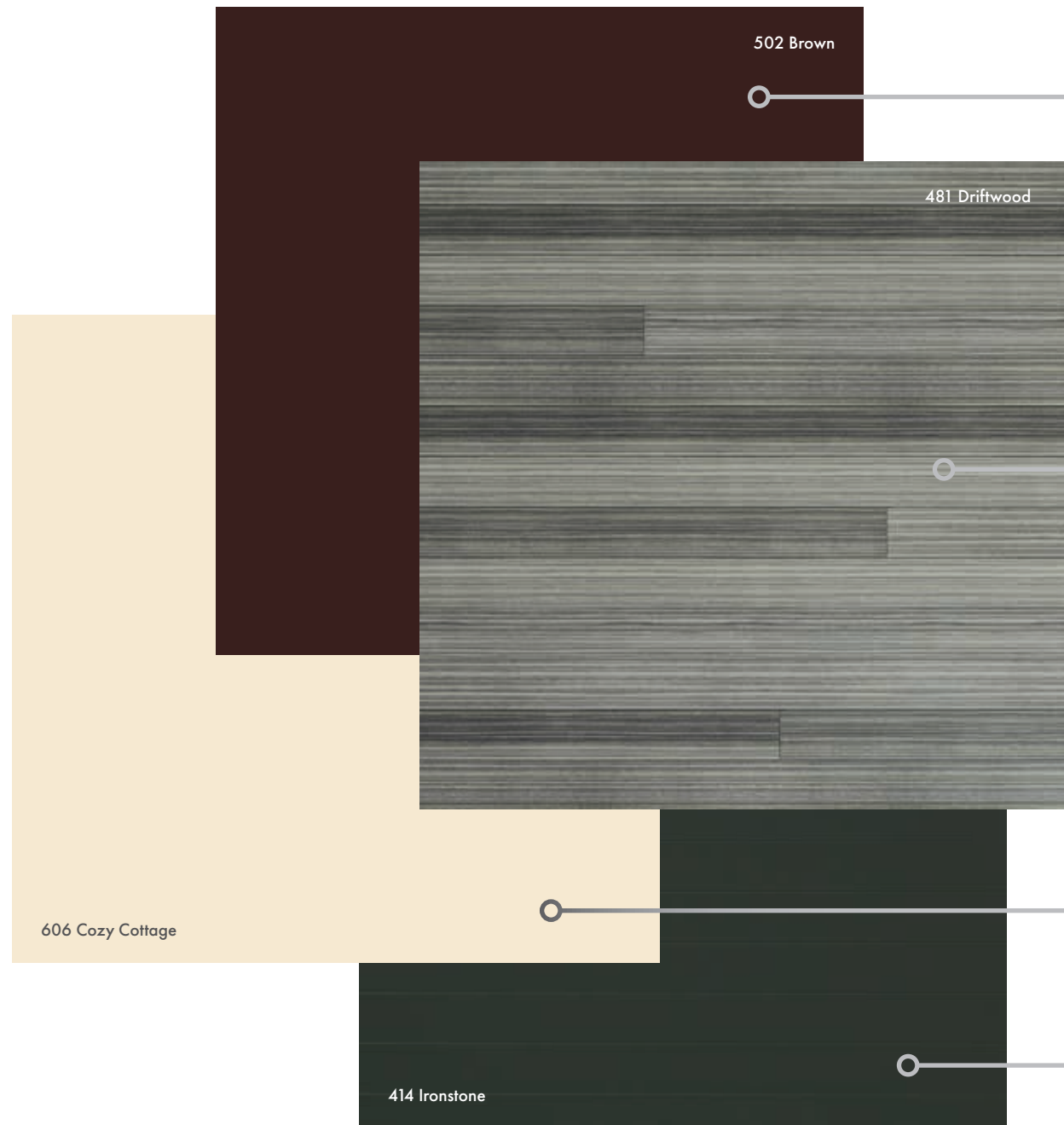
THE LOOK

- Vesta Plank in Sand Dollar (vertical installation)
- Vesta Plank as porch ceiling and trim coil in Tourmaline
- Window trim in Ironstone



DRIFTWOOD



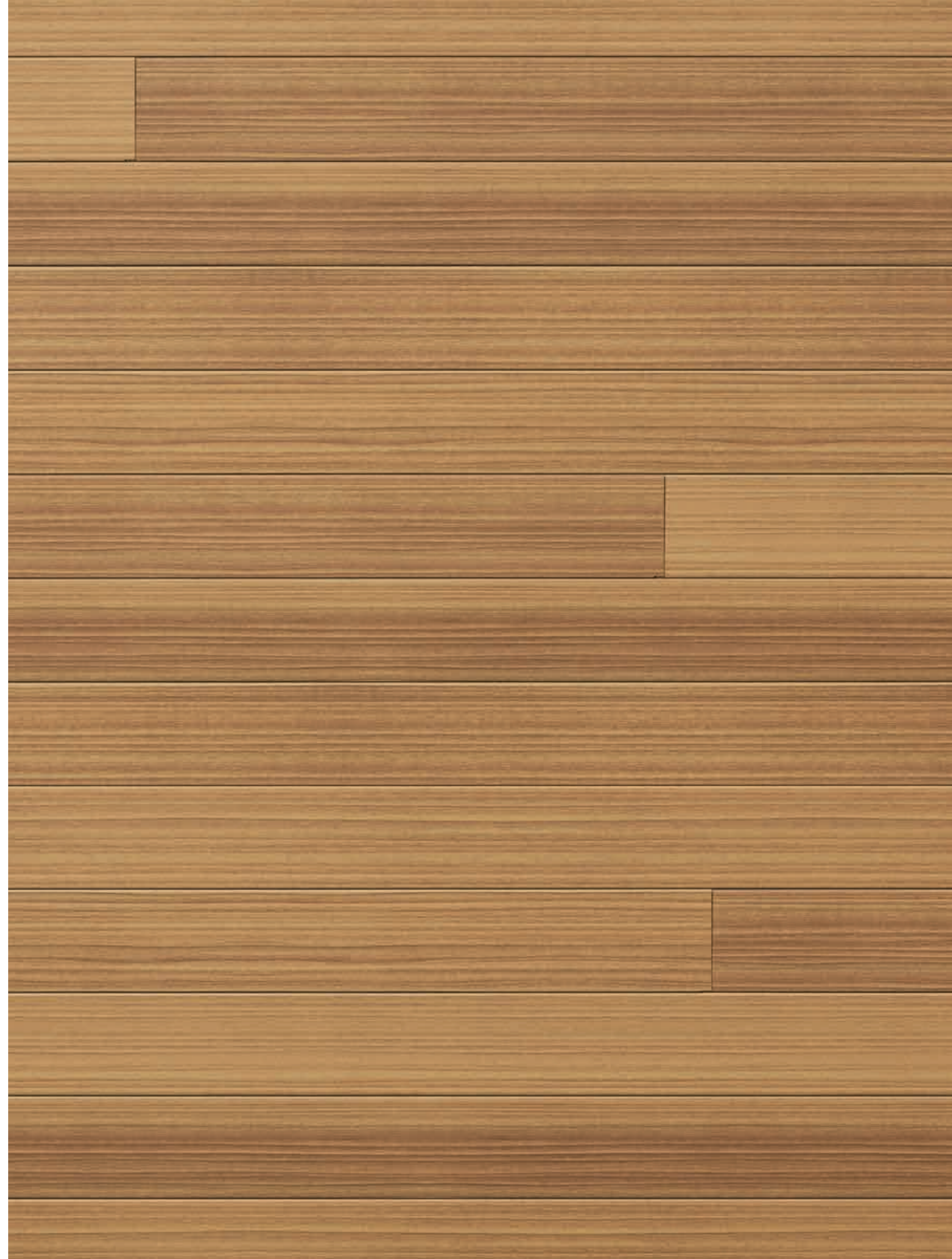


THE LOOK

- Vesta Plank in Driftwood
- Vesta Plank in Ironstone
- Fascia and drip edge in Brown and Cozy Cottage



GILDED GRAIN



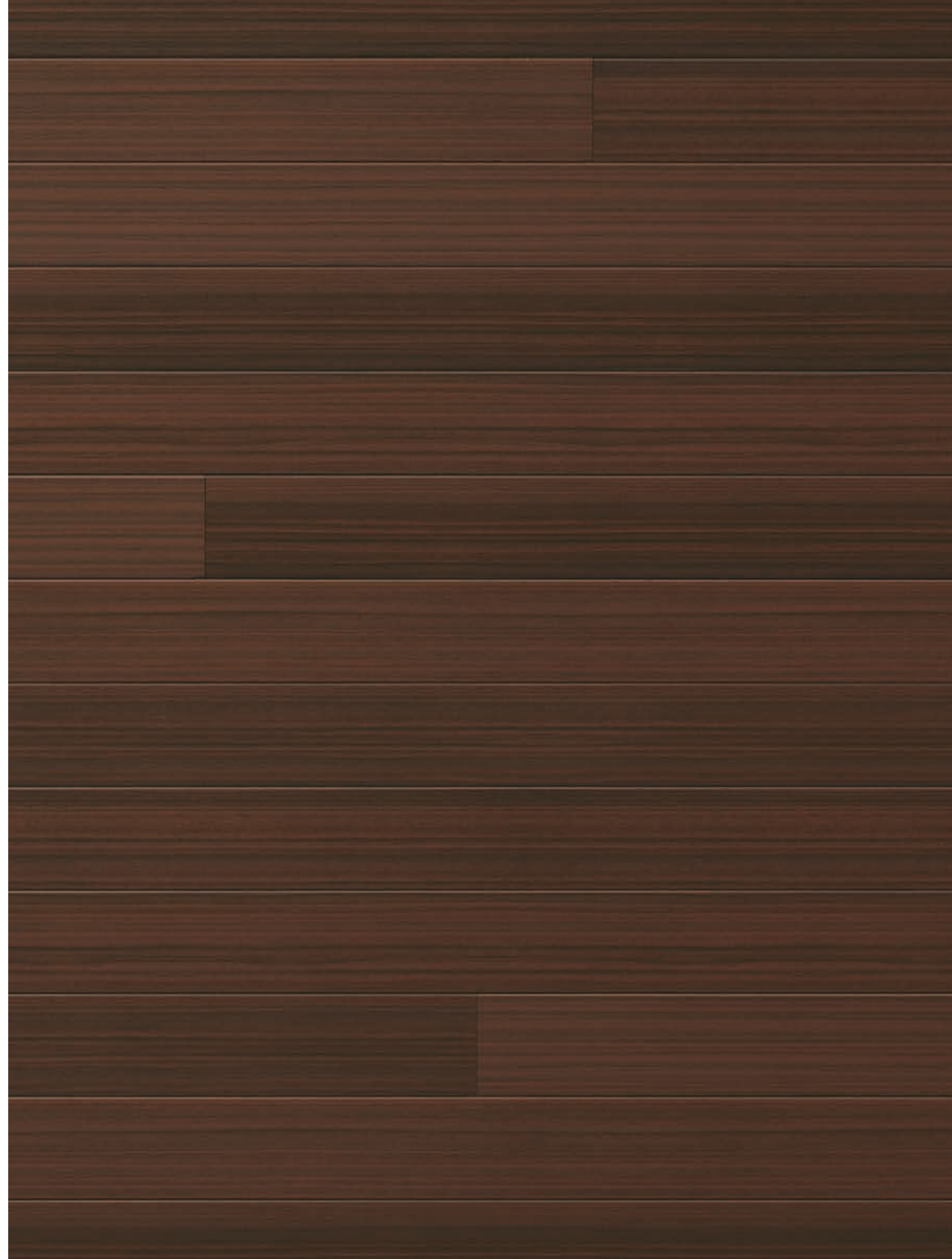


THE LOOK

- Vesta Plank in Gilded Grain (vertical installation)
- Vesta Plank as porch ceiling and siding in Sand Dollar
- Fascia, drip edge, window and door trim in Eldridge Gray



AUTUMN THISTLE



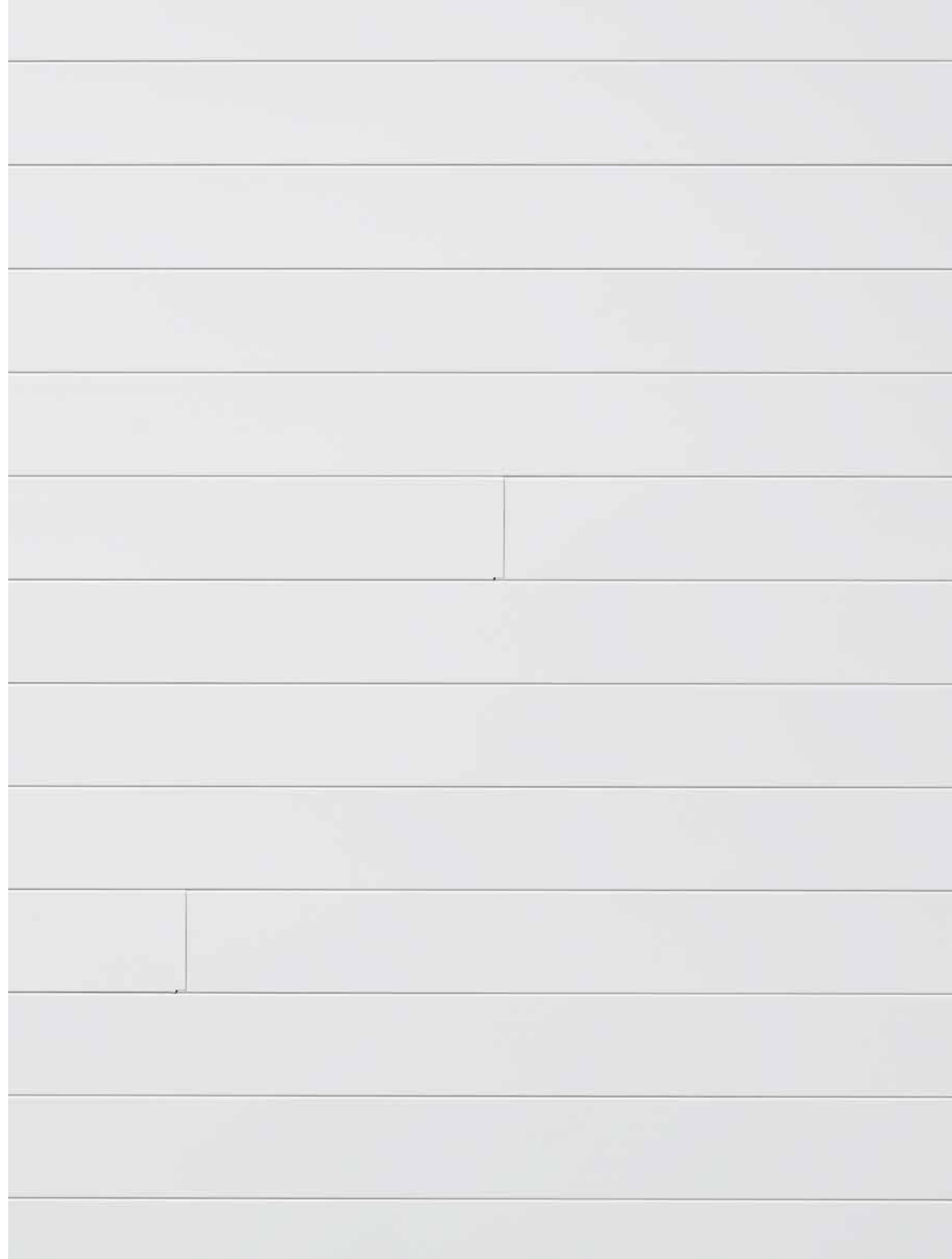


THE LOOK

- Vesta Plank in Autumn Thistle (vertical installation)
- Vesta Plank in Ironstone (horizontal installation)
- Fascia in Cozy Cottage and Brown



WHITE



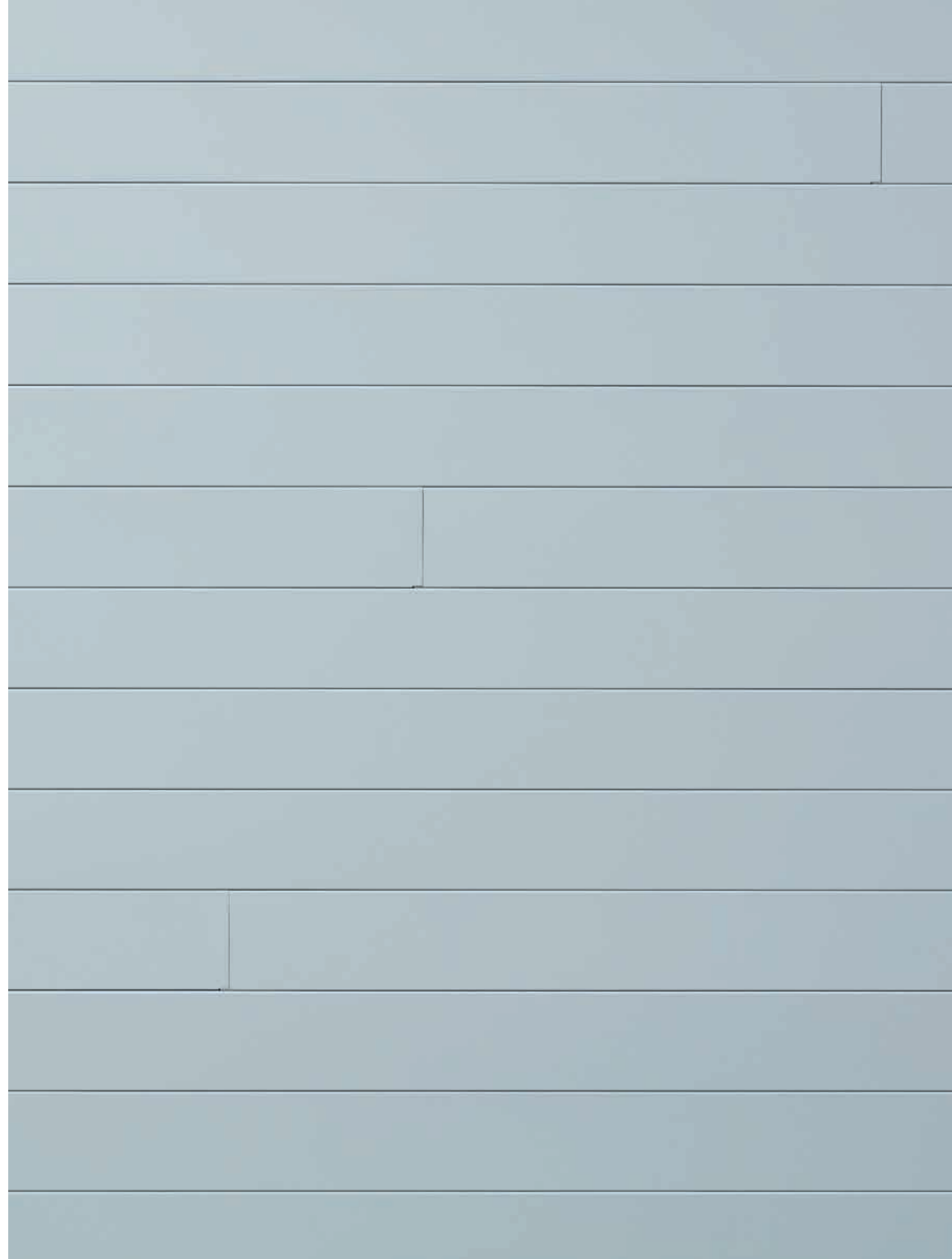


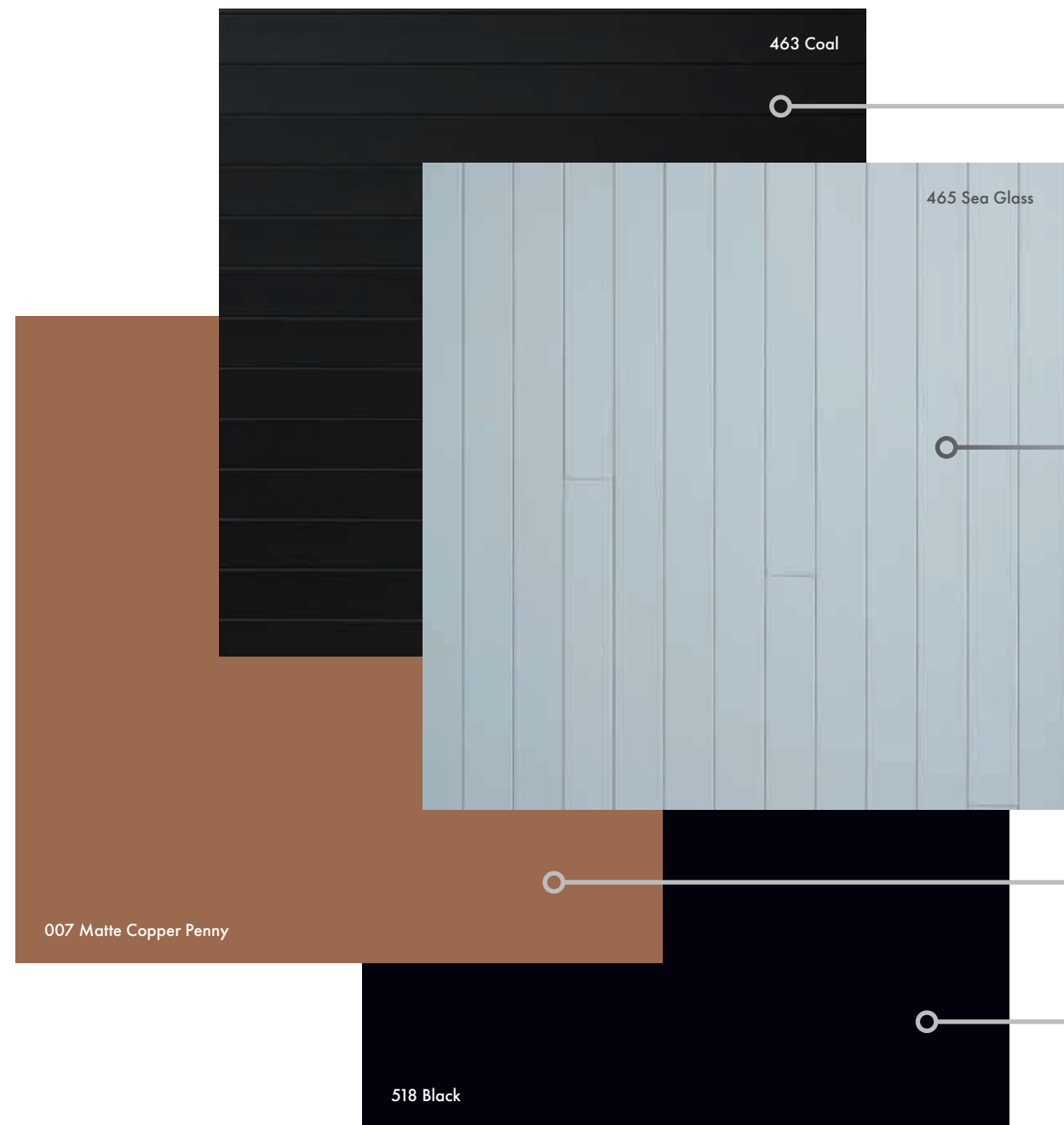
THE LOOK

- Vesta Plank in White
- Vesta Plank as porch ceiling and trim coil in Fiddlehead
- Window trim and flashing in Ironstone



SEA GLASS



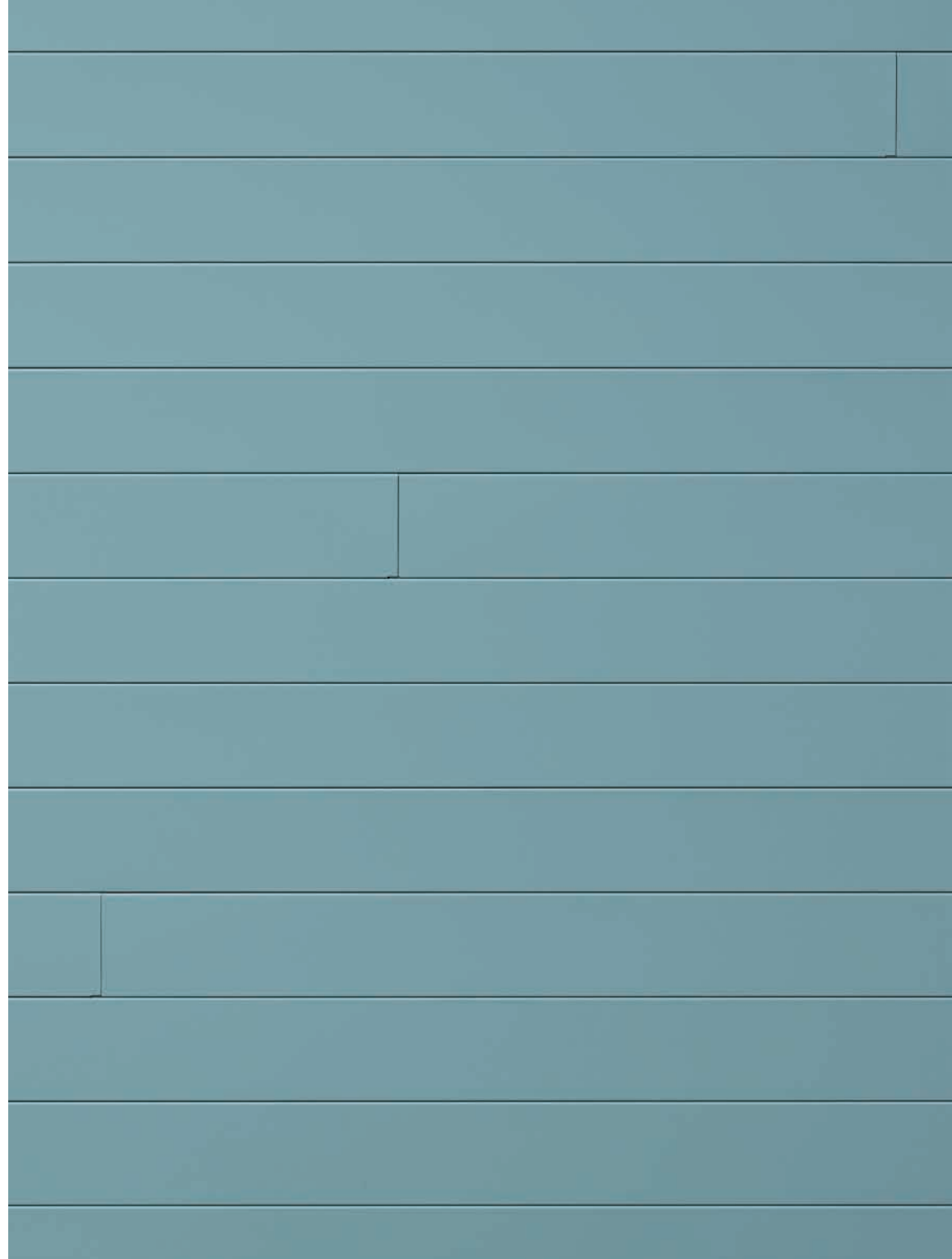


THE LOOK

- Vesta Plank in Sea Glass (vertical installation)
- Vesta Plank in Coal (horizontal installation)
- Fascia, drip edge, window and door trim in Matte Copper Penny and Black

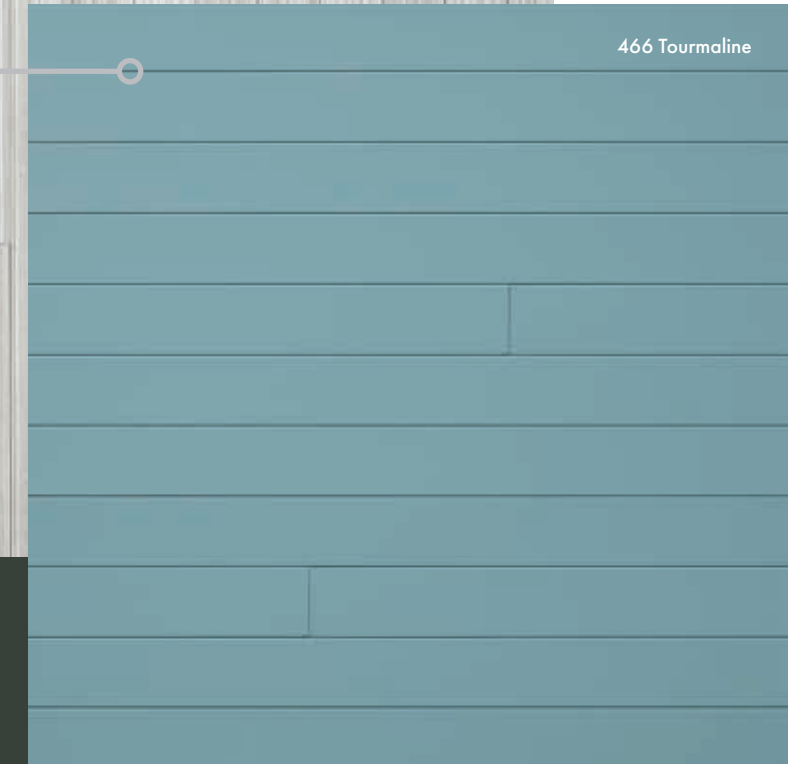


TOURMALINE

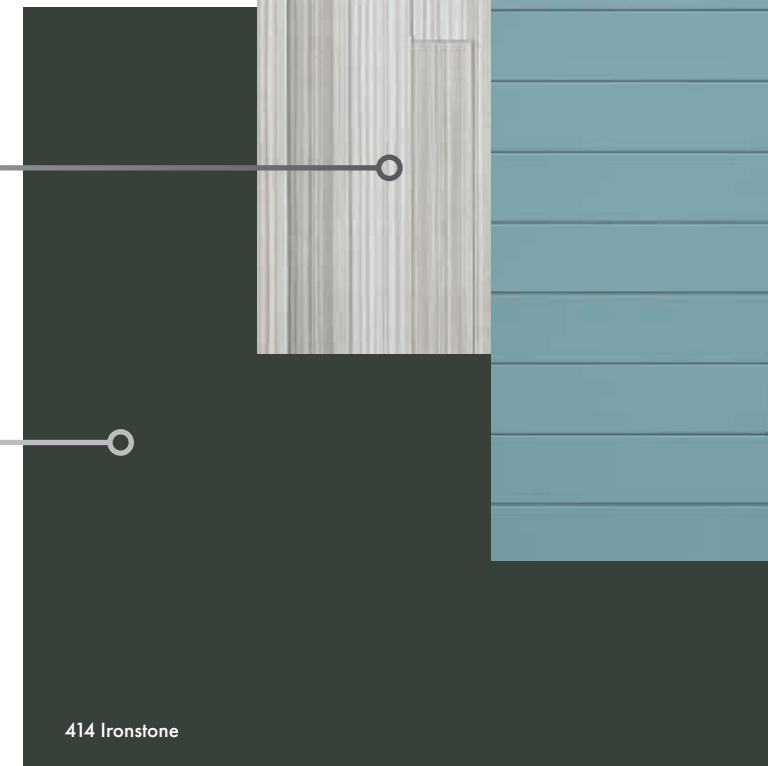




483 Sand Dollar



466 Tourmaline



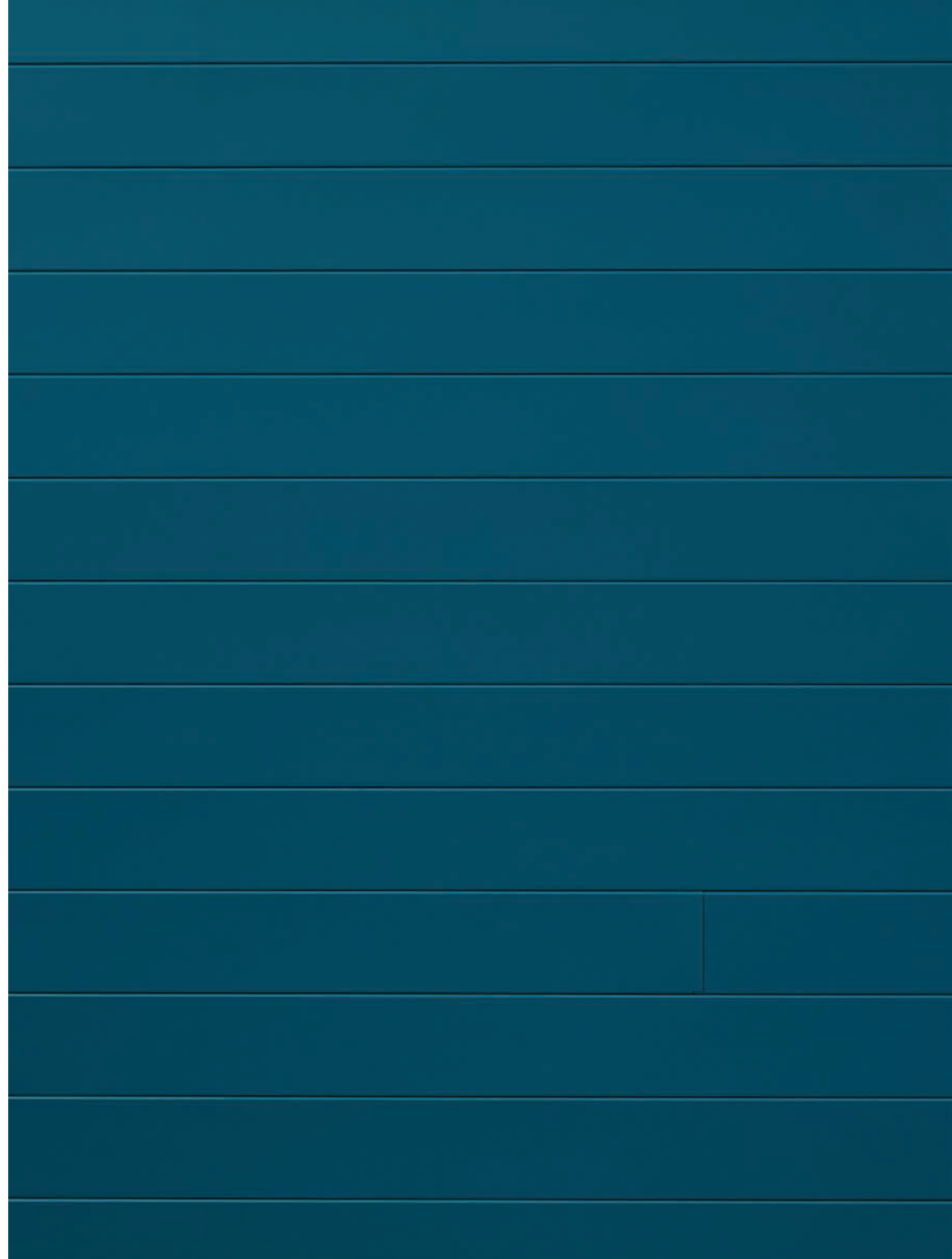
414 Ironstone

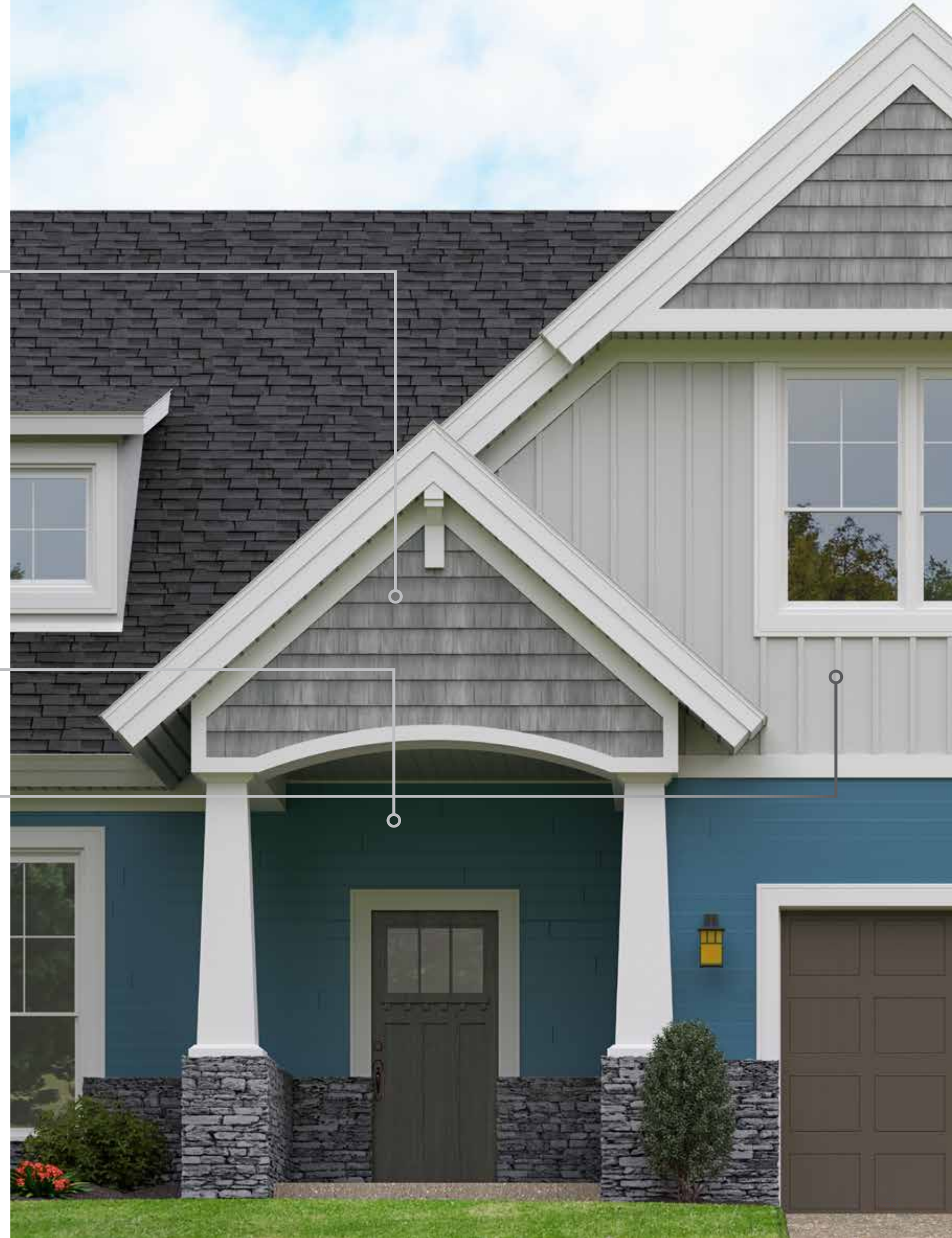
THE LOOK

- Vesta Plank as porch ceiling and trim coil in Tourmaline
- Vesta Plank in Sand Dollar (vertical installation)
- Window trim in Ironstone



GREAT WATER



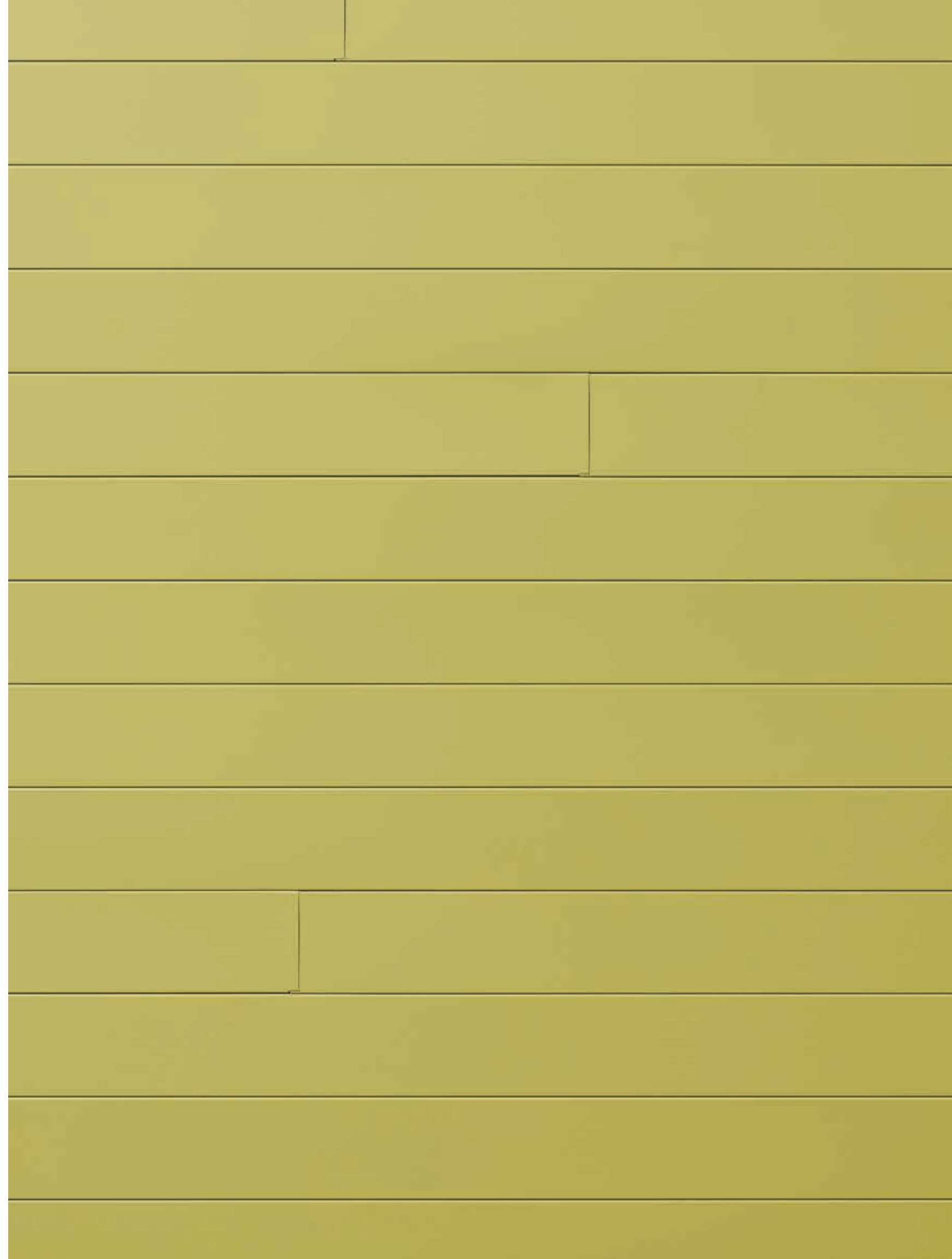


THE LOOK

- Vesta Plank in Great Water
- TruCedar® 10" Board & Batten, soffit and porch ceiling in Silver Lining
- TruCedar® Shake Sidewall in Weathered Wood



FIDDLEHEAD





THE LOOK

- Vesta Plank in Fiddlehead (vertical installation)
- TruCedar® Single 6" in White
- Flashing and window trim in Ironstone



EGGSHELL





THE LOOK

- Vesta Plank in Eggshell (horizontal installation)
- Vesta Plank in Gilded Grain (horizontal and vertical installation)
- Fascia, drip edge, window and door trim in Eldridge Gray

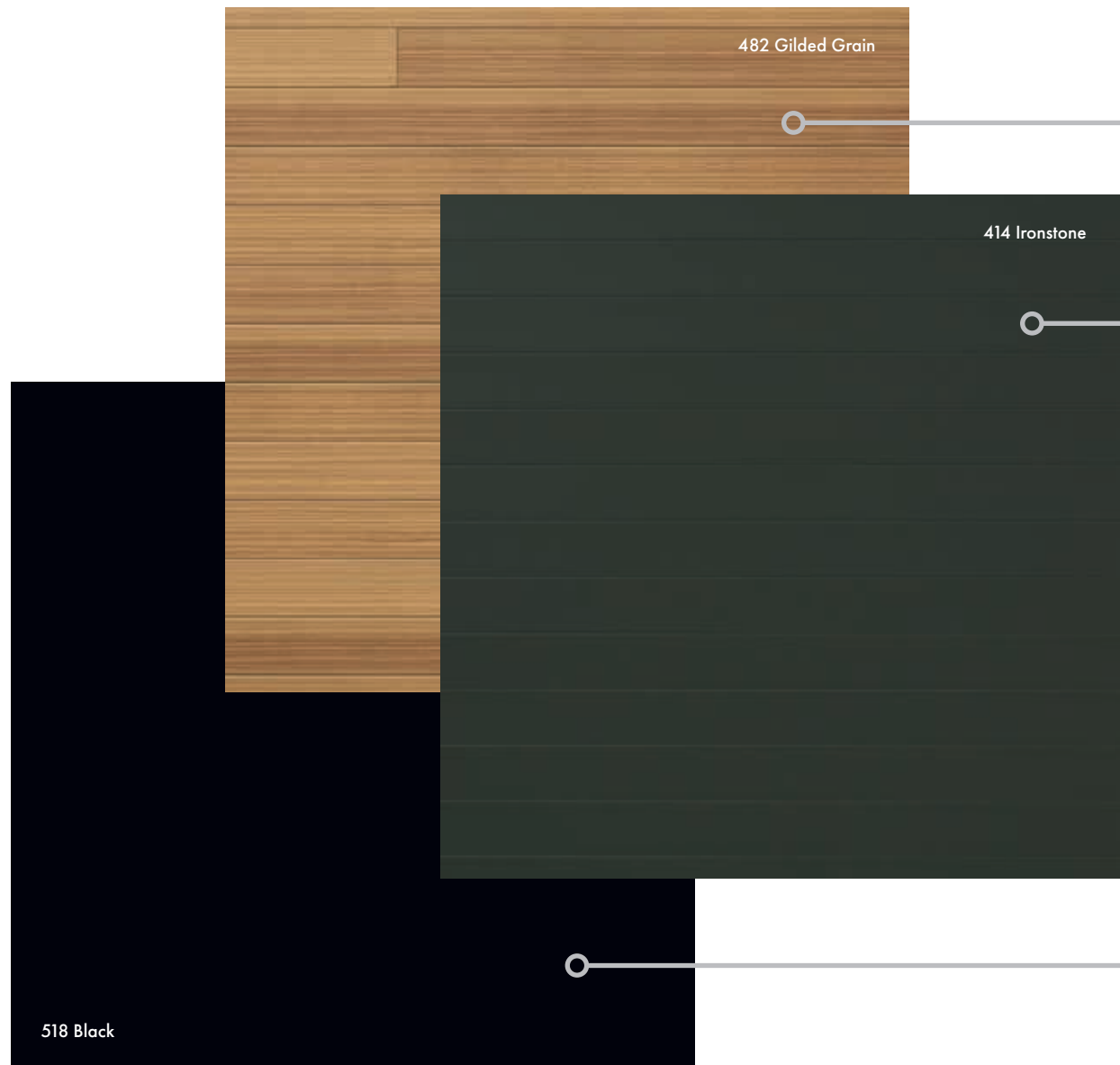


THE LOOK

- Vesta Plank as porch ceiling in Silver Lining
- Vesta Plank in Great Water
- Fascia, drip edge, window and door trim in White



IRONSTONE

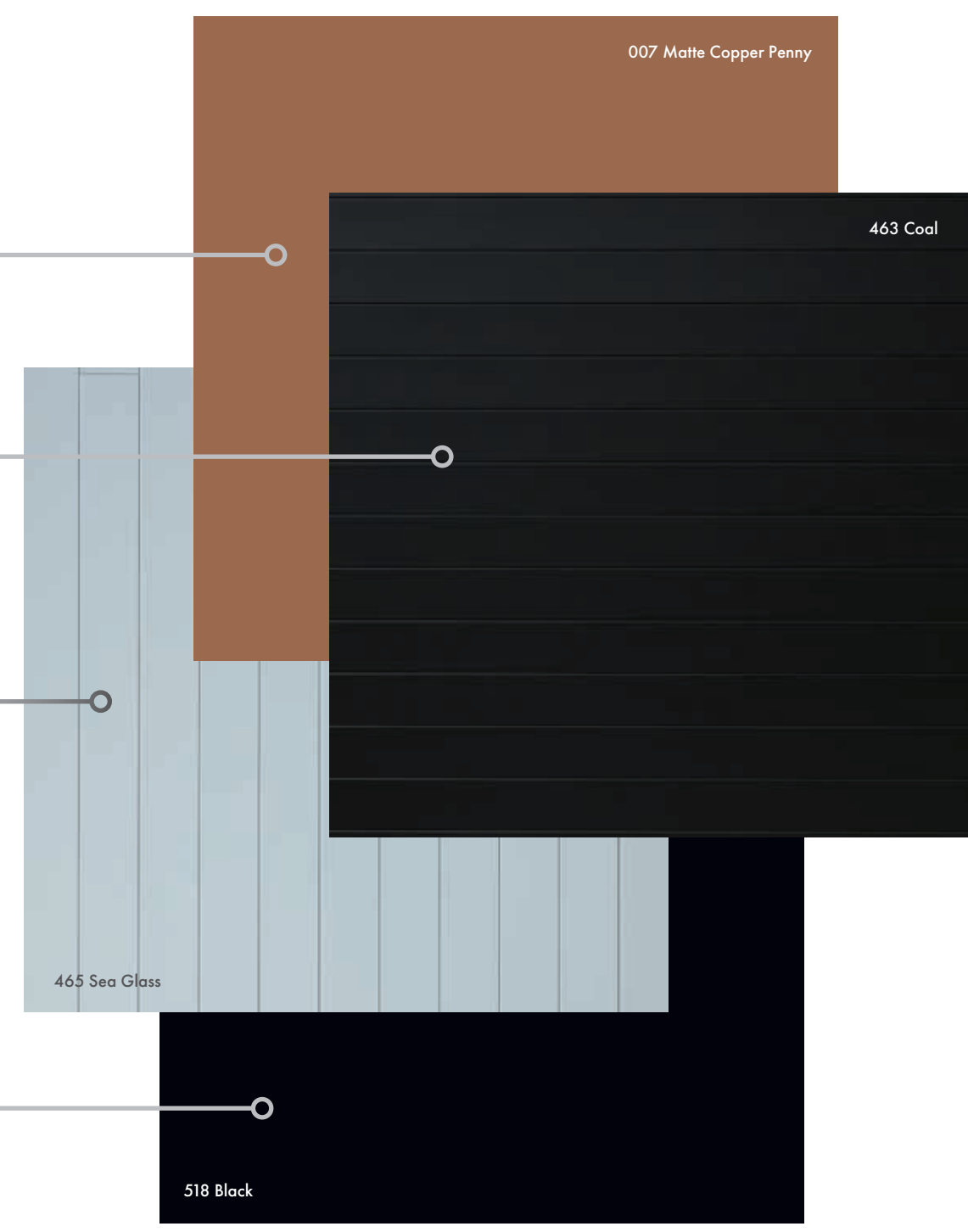


THE LOOK

- Vesta Plank in Ironstone
- Vesta Plank as porch ceiling and siding in Gilded Grain
- Fascia, drip edge and window trim in Black



COAL

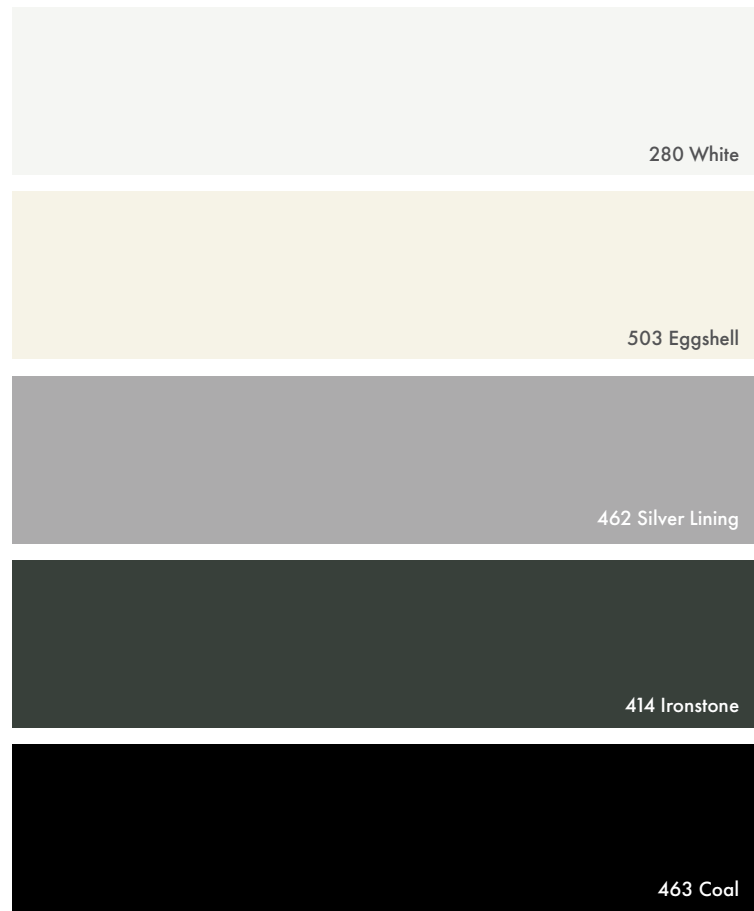


THE LOOK

- Vesta Plank in Coal (horizontal installation)
- Vesta Plank in Sea Glass (vertical installation)
- Fascia, drip edge, window and door trim in Matte Copper Penny and Black

THE PALETTE

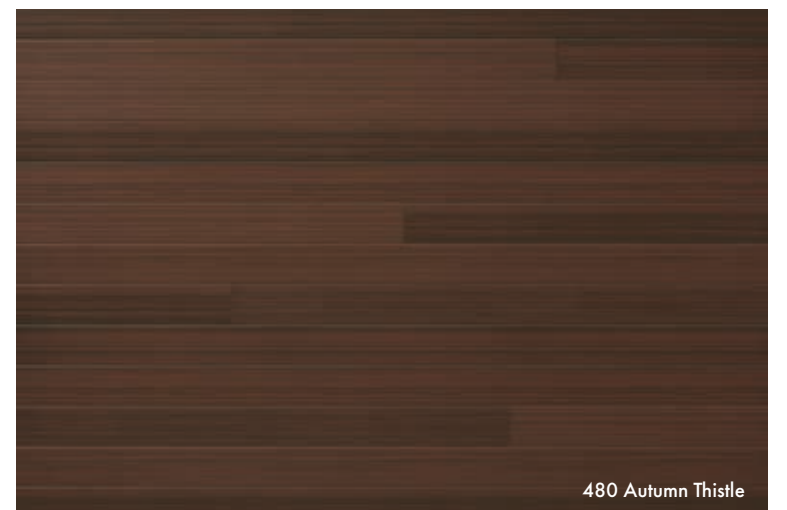
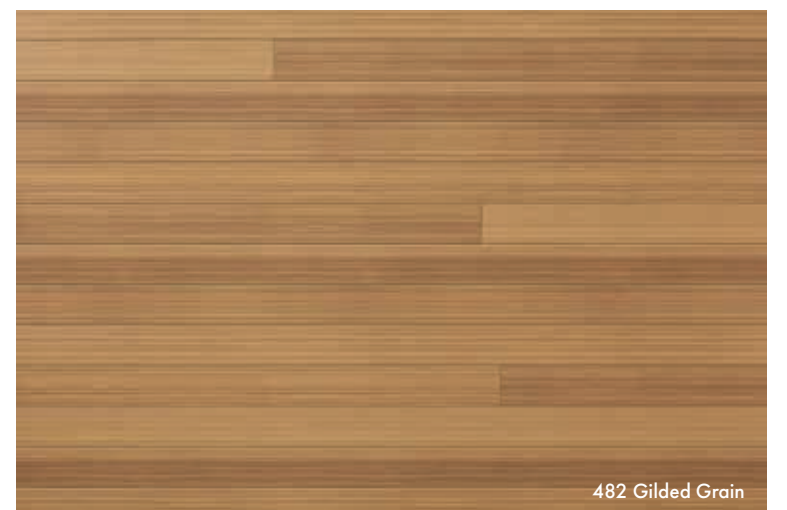
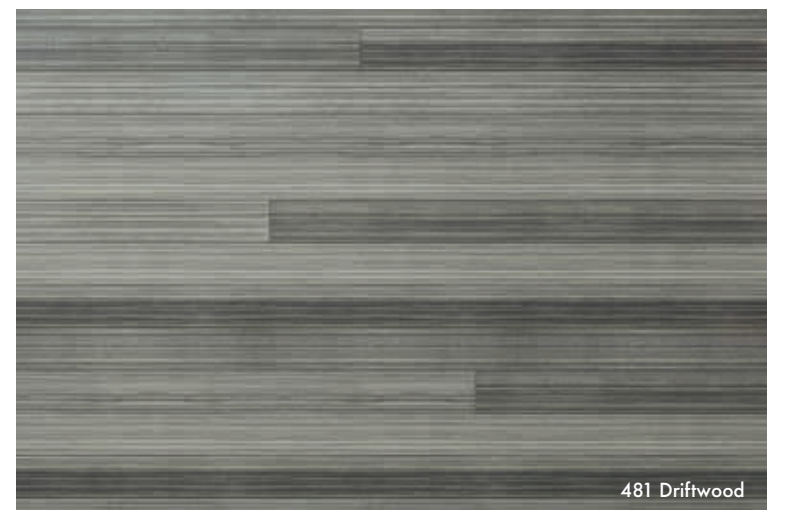
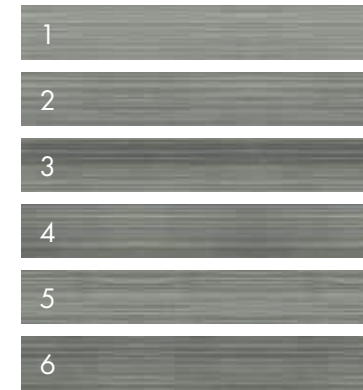
NEUTRAL



BOLD



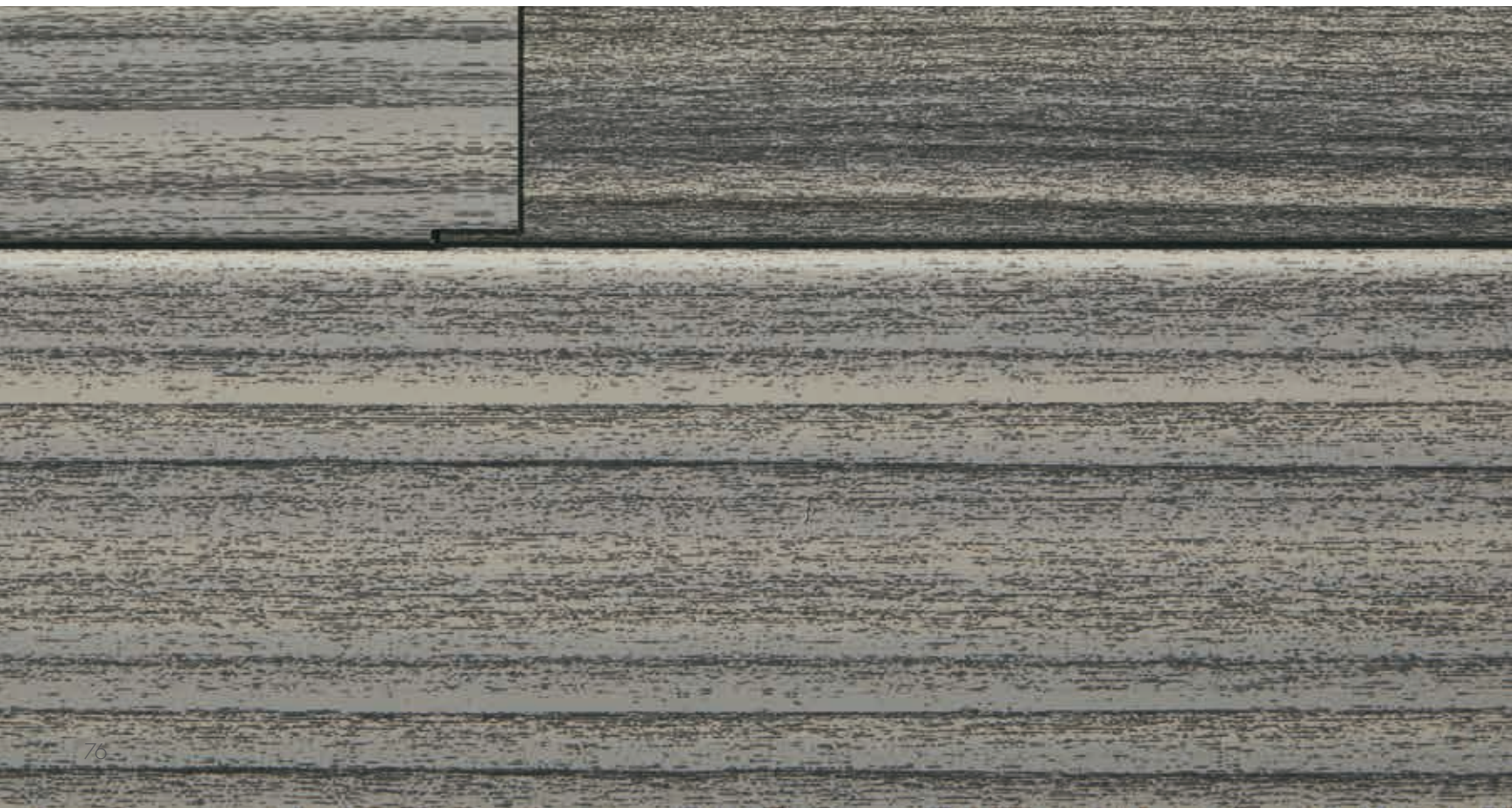
HD3 WOODGRAINS AND VARIEGATES





FINISHING TOUCHES

We go to great lengths to ensure that form, feel and functionality all come together; from brick ledge flashing to specialized steel-cutting saw blades, Vesta cladding accessories account for every angle. And when compared to the competition, there is none.



PRODUCT AVAILABILITY

	All Vesta Colors	Vesta Solids	Vesta Woodgrains
SIDING PROFILES			
Plank, 8 ft			•
Plank, 12 ft		•	
ACCESSORIES			
Starter Trim	•		
Outside Corner Post	•		
Inside Corner Block	•		
H-Channel	•		
J-Channel	•		
Drip Cap	•		
Trim Coil	•		
Support Trim	•		
Utility Trim	•		
Brick Ledge Flashing	•		
L-Flashing	•		
Touch-Up Paint	•		
1.5" Nails	•		
1.5" Screws	•		

COMPARE

	Vesta	Engineered Wood ¹	Fiber Cement ²	Vinyl ³
Warranty	Lifetime	50 years	30 years	20 years
Warp-/Shrink-Resistant	•	•		
Moisture-Resistant	•			•
Fire-Rated	•			
Weather-Resistant	•	•		
Noncombustible	•		•	
100% Recyclable	•			
Zero Associated Health Risks	•			
Lifetime Paint/Color System	•			
Real Woodgrain Look	•	•	•	

SOURCES:

1. "Buyer's Guide for Exterior Siding." <https://www.diynetwork.com/how-to/rooms-and-spaces/exterior/buyers-guide-for-exterior-siding>.
2. "NIOSH Research Finds Practical Solution to Controlling Hazardous Dust When Cutting Fiber-Cement Siding." Centers for Disease Control and Prevention. The National Institute for Occupational Safety and Health, 18 June 2015. Web. 4 Dec. 2015.
3. Banilla, Emilio. "Vinyl Siding Health Concerns." Siding Magazine. N.p., n.d. Web. 8 Oct. 2012.

V E S T A[®]

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U.S. Patent No.: 10,508,455
Canadian Patent Pending

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