Go Bright, Go Vivid: A Facelift For Your Vinyl Siding

Go Bright, Go Vivid: A Facelift For Your Vinyl SidingSince its introduction in the 1960s, vinyl siding has grown in popularity to become the number one choice of exterior cladding across the United States. In fact, according to the Vinyl Siding Institute, U.S. Census figures show twice as many homeowners choose to side their **Ready Roof** homes with vinyl than any other material.If you have vinyl siding on your home, you already know some of its benefits: easy maintenance, durability and versatility. But if you want to give your house a colorful facelift, you may think your options for painting over vinyl siding are limited. Not any longer.Thanks to new VinylSafe Color Technology from Sherwin-Williams, changing the color of a vinyl-sided home is as easy as painting it. And, luckily, paint is the most cost-effective approach to changing the appearance of a home.With color, homeowners are able to enhance the curb appeal of their homes, make a statement and even increase their value. Traditionally, white, same color or lighter-than-the-siding colors were “safe choices” for painting vinyl siding. That’s because these shades reflect the sun’s rays, which keeps the siding from warping or buckling. But today’s homeowners are more interested in color than ever before-including vivid, bright and deep hues. Evidence of that can be found at the house next door and in home-decorating magazines and television programs, where a broader spectrum of exterior colors is used to complement various architectural styles or regional influences.VinylSafe Color Technology makes it possible for even the vivid, darker exterior colors **ready roof solutions** to be easily applied over light-colored vinyl without the fear of the siding warping or buckling. And with Sherwin-Williams’ SherColor advanced color matching, you can have virtually any custom color you choose.If you’re a do-it-yourselfer, you can feel confident tackling your vinyl-painting project yourself because the VinylSafe Color Technology is available in Sherwin-Williams’ popular Super Paint Exterior Latex and Duration Exterior Coating products. What’s more, the experts at any neighborhood Sherwin-Williams store can provide personalized assistance. If you’d rather call in the pros, Sherwin-Williams can connect you with professional painters in your area. Just log on to swservicecon nection.com to get the names of painters in your neighborhood who use high-quality Sherwin-Williams paints.Sherwin-Williams is the nation’s largest specialty retailer of paint, stains, coatings, wall coverings and associated supplies. With more than 3,000 stores in North America, the company is dedicated to supporting the do-it-yourself consumer with specialized products, superior technical knowledge and one-on-one, personalized service that’s focused on the do-it-yourselfer’s unique project needs.

Ready Roof is a BBB-accredited roofing and exterior remodeling company and an Owens Corning Platinum Preferred Contractor. We provide expert roof installations, roof repairs, siding, gutter services, and storm restoration solutions for residential and commercial properties. Backed by ongoing industry training, quality craftsmanship, and exceptional customer service, our experienced team is dedicated to delivering reliable, long-lasting results for every project.

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