

***Professional Builder* Magazine Names Structure® EPS One of the 100 Best New Products of 2007**

Structure® EPS, an Alcoa Home Exteriors/Mastic insulated vinyl siding product, was named one of the 100 Best New Products in 2007 by *Professional Builder* magazine.

In 2007, Alcoa Home Exteriors/Mastic expanded the Structure EPS color palette to include its DreamColor system that offers more than 700 color options. *Professional Builder* recognized this as a significant improvement to the product line, which placed it into consideration for the top 100 product list. The premium insulated siding provides a sound, rigid product that offers added benefits of noise reduction, water resistance and energy savings with an R-value of up to 4.0.

The magazine announced the 100 Best New Products in its mid-September issue. The list was compiled by *Professional Builder* editors who evaluated hundreds of products seen at trade shows, in meetings with manufacturers, or at construction sites. To be considered for the recognition, a product had to represent an advance in technology, a significant improvement to an existing product line, a new complete line of product requiring investment and development, or an extraordinary development that forced the competition to improve.

“Structure EPS represents a desirable combination of features for customers — energy efficiency, broad color selection and premium product quality,” said Chris McElroy, brand communication manager, Alcoa Home Exteriors and Mastic. “This recognition is a testament to our commitment to continually improve and advance our product line.”

More information about Structure EPS is available at [www.mastic.com](http://www.mastic.com) or [www.alcoahomeexteriors.com](http://www.alcoahomeexteriors.com).