



**Allied Building Products Corp.**®  
expect excellence™

ABOUT US LOCATIONS CAREERS HELP CONTACT US

SEARCH BY:  Search

[The Allied Story](#) [Quick Facts](#) [Message from Our Leadership](#) [Development](#) [News & Stories](#) [Events](#) [Our Locations](#)

[HOME](#) » [ABOUT US](#) » [NEWS & STORIES](#) »

#### Find a Branch

Zip    
Or see our map

#### Contractor Toolbox

Already registered? [Sign in](#)  
or [Register](#) [why register?](#)

[Send an RFQNow!](#)

[Got a PROMOCODE?](#) [Register to enter](#)

[Join Our Preferred Cash](#)  
[Customer Rewards](#)

[Get a Credit Application](#)

**Google Translate**

Select Language

[Gadgets powered by Google](#)

#### News & Stories:

[print friendly version](#)



Wednesday, August 05, 2009

TALKING WITH SERIES...JOHN WAYNE, PRESIDENT,  
PLY GEM SIDING GROUP

**Who is Ply Gem siding group?**

PLY GEM Siding Group

Offering quality products for the new construction and remodeling markets, Ply Gem siding group, based in Kansas City, Mo., is a leader in the siding industry. Our main product categories are vinyl siding, aluminum accessories, shutters, designer accents, manufactured stone veneer, and vinyl fence and rail. The Ply Gem siding group is a business unit of Ply Gem Industries, a \$1 billion building products industry leader. Ply Gem is also a leader in the vinyl, aluminum, and wood window industry with its Ply Gem window group, a business unit headquartered in Roanoke, Va. (Stay tuned to Allied for a separate article dedicated to Ply Gem windows.)

Since 2004, Ply Gem has grown a lot, both organically and through acquisitions. The most recent acquisition of United Stone Veneer, allowed us to enter the stone veneer siding category. Ply Gem siding group primarily focuses on the residential market, with approximately 34% of our business in new construction, and 66% in remodel replacement. In the last 5 years we have strengthened our product line-up significantly, added to core product categories, and upgraded marketing materials that are used by distributors and contractors.

#### What sets Ply Gem Apart From the Competition?

We have a very broad product offering. None of our competitors offers such an array of product categories under one umbrella; that is our real strength. Ply Gem is basically a one-stop shop that Allied and contractors can look to as a supplier. Additionally, we offer strong brands. Mastic Home Exteriors and Variform, which Allied distributes, are leading siding brands in the market. Finally, we offer strong marketing programs and industry leading tools to help contractors sell more products. From product samples to literature to a strong web site... Ply Gem does not just sell products, but also provides a variety of additional tools to help support product sales.

Ply Gem also dedicates much attention to manufacturing quality products and providing outstanding service to our customers.

#### What Types of Contractor Training Programs Does Ply Gem Offer?

We offer a number of different contractor training programs and consider this one of Ply Gem's strong points. First, we have a mobile show room that is actually a 53' tractor trailer. Known as HouseWorkx, this mobile showroom and learning center is outfitted with all our products and training can be done right inside the trailer. HouseWorkx travels around the country for distributors to use for Open Houses and Home Shows.

We also have two full-time trainers on staff and a variety of installation training programs. Training can be done locally, in an Allied branch for example, or in our Sydney, Ohio plant, where there is an entire dedicated training area. Finally, we are very active in working with the Vinyl Siding Institute (VSI), a trade association dedicated to supporting vinyl siding manufacturers and related companies. The VSI launched an installer certification program a few years ago and as an industry, certified more than 4,000 installers in the U.S. For Allied, Ply Gem can work with a specific branch to co- sponsor a VSI certified installer class in a local market and the training will be completed with our instructor.

#### Energy Efficiency

We offer two terrific, insulated vinyl siding products that are energy efficient and Allied distributes both. First is Variform CSL 600, a vinyl siding product with a foam backing that offers not only energy efficiency because of its insulation, but it also lays a lot flatter on the wall and imitates wood more realistically than traditional vinyl siding. Under the Mastic brand we offer Structure Insulated Siding. This is a fast growing category. Both of these products, which are at the upper-end of the product line, are perfect for remodeling.

From an overall Green perspective, vinyl siding performs very well relative to alternative siding products. Vinyl siding is durable and engineered to last a lifetime. It requires fewer resources to maintain since it does not need to be painted and insulated vinyl siding helps boost a home's energy efficiency. With

#### POPULAR TOPICS

[Andersen racing](#) (81) ,  
[California](#) (4) , [CertainTeed](#) (11) , [Energy](#) (16) , [Energy Star](#) (5) , [Events](#) (4) , [GAF](#) (6) , [Green Building](#) (4) , [Insulation](#) (5) , [Lumber](#) (5) , [New Markets](#) (4) , [New Product Announcement](#) (9) , [Owens Corning](#) (5) , [People](#) (8) , [Price Increase](#) (7) , [Roofing](#) (9) , [Shingles](#) (4) , [Talking With... Industry Leaders](#) (5) , [Tamko](#) (4) , [Tax Credits](#) (15)  
[show all topics](#) »

#### OLDER NEWS

[Talking With Series... John Wayne, President, PLY GEM Siding Group](#)

[Owens Corning Manufacturer's Certification Statement](#) [more](#) »

[Talking With Series...Brian Shilling, Director of Marketing & Business Development, MI Windows and Doors](#) [more](#) »

[Centera by Pella Promotion July 20th - August 24](#) [more](#) »

[New Line of Cellular PVC Decking from CertainTeed](#) [more](#) »

[view all from archive](#) »

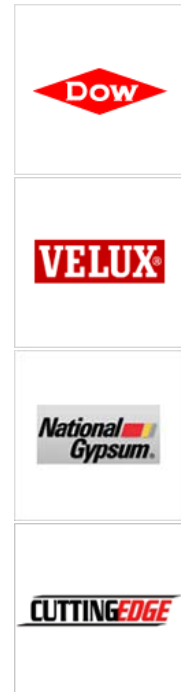
#### ANDERSEN RACING

[RLR/Andersen Racing Tabs Romancini For Full Firestone Indy Lights Campaign](#) [more](#) »

[Andersen Racing Becomes Presenting Sponsor Of Canada's New TRAK Karting Series](#) [more](#) »

[Andersen Racing Records Another Solid Test Day In Preparation for Star Mazda Season Opener](#) [more](#) »

[Notes From the Forest Your Weekly Lumber Market Wrap Up](#) [more](#) »



regard to the manufacturing process for vinyl siding, it generates virtually no waste. Finally, using vinyl siding can contribute to homebuilders and remodelers achieving points in leading green building certification programs like the United States Green Building Council's LEED for Homes and the National Association of Home Builders National Green Building Standard.

**Comment on Allied as a Business Partner**

Allied has been a great business partner. A clear market leader, Allied is a company we enjoy being affiliated with: we know they will represent our products professionally. Allied brings a very professional approach to the market place, whether it is in sales, inventory or service, and that reflects well on a manufacturer. Allied's breadth of products makes them specialists in all categories and highly regarded to contractors, and Ply Gem can piggy-back on that strength.

**A Glance at the Future**

Looking ahead, we continue to work on new concept siding products using a composition of different materials. One area of excitement is our recent entry into the stone veneer category. This is a fast growing category – projected to be the fastest growing residential siding category over next five years -- and we intend to be a strong national player. From a style point, we're seeing a trend where homes are being designed or remodeled using multiple types of cladding; more accents to dress up the home. And relative to real stone, stone veneer is much more cost effective to install, it looks great and has really caught on as an accent. Keep watching Ply Gem!

[Ply Gem](#)

[Variform Siding Accessories & Trim](#)

[Mastic Home Exteriors](#)

**Key Words:** Talking With... Industry Leaders

---

©2004-2006 ALLIED BUILDING PRODUCTS CORP. | [PRIVACY & LEGAL](#) | [EMAIL THIS PAGE](#) | [FEEDBACK](#) | [SITEMAP](#) | [HELP](#)

Allied Building Products Corp. is a wholly owned subsidiary of [Oldcastle, Inc.](#), the North American holding company of [CRH plc](#).