Allura is dedicated to providing a better alternative in fiber cement.
Brought to you by

Plycem®

Advanced Technology in Fiber Cement

Performance where it counts™
Plycem Fiber Cement Trim is manufactured by The Plycem Company in Costa Rica, a global pioneer in the production of fiber cement materials. It is owned by a worldwide leading conglomerate, Elementia, which specializes in construction, industrial and building materials.

Plycem USA, headquartered in Houston, Texas provides comprehensive sales and account management for all North American customers. As a direct sales channel to The Plycem Company in Costa Rica, customers are assured of consistent product availability and immediate access to new fiber cement exterior trim technology. Plycem sales executives are industry veterans whose expertise provides an unmatched level of support for customers.
With the broadest line of fiber cement trim + siding available and backed by 75 years of proven experience, PLYCEM has demonstrated strength and stability while maintaining a stellar reputation. Siding companies around the world utilize Plycem for trim.
The Allura brand was launched in 2014 by Plycem under the Elementia umbrella, a worldwide industry leader of the commercialization and distribution of building products. As a member of Elementia Group, which has been manufacturing fiber cement, concrete and metals for the building industry for over 75 years, Allura offers a better alternative in premium fiber cement siding and backerboard.
**What’s Makes Allura So Special?**

**Whole-hearted Help.**

- Allura makes the build-out easier, faster and more cost-efficient with pre-marked nail holes.

- Allura offers an unprecedented six-month window for painting after installation.
- ColorMax® solid and semi-transparent finishes provide a variety of factory applied coats by PPG Paints.

- Above all, Allura strives to give our customers the best service possible with on-time shipments, ample inventory on hand and backed by a 50-year warranty.
2014 Brand Survey Winner - Best Exterior Product
By Peninsula Publishing

2014 Editor’s Pick
By Builder and Developer magazine
TRI Pointe Homes
Developer of the Year

Allura
Match your home’s style perfectly with Allura’s plank fiber cement Lap Siding in both wide and smooth finishes. Our Lap siding is manufactured to look like natural wood—various exposures and the grain appearance is achieved with advanced first transfer system using real cedar boards. www.allurawood.com
Reader Service #506

Angelas Block
Founded in 1946, Angelaus Block is California’s leading producer of concrete masonry units, interlocking concrete pavers, permeable pavers, decorative wall units, and segmental planter wall units. www.angelasblock.com
Reader Service #151

Aqua Master
The Masters collection of fountains has so many available spray patterns that finding one to perfectly match your natural surroundings is easy. Everything from the classic v-shaped fountain to dazzling multi-tiered cascades and extremely wide diameter arches of dancing water are available.
www.aquamasterfountains.com
Reader Service #152

RoyOMartin
RoyOMartin’s Epsilon™ Reflective Housewrap integrates the energy efficiency of a radiant barrier and the benefits associated with diffusing vapor and air single house wrap product. This eliminates the need for a separate house wrap.
www.royomartin.com
Reader Service #153
The sun and roof decks (featuring Allura) of the Coronado Showhouse are like its crown jewels, with comfy chairs and sweeping views of the Pacific. Designed by Betsy Burnham.
GreenBuilder

MATERIAL WORLD

As mankind’s carbon emissions pass dangerous new levels, the production of high-intensity materials such as concrete and steel threaten to make matters much worse. What can the building industry do to lighten the Earth’s load?

October 2014

Fiber cement siding earns kudos for its durability; it is fire and insect resistant, and purported to last at least 50 years. The manufacturing of fiber cement siding is fairly energy and water intensive, and though the siding is technically recyclable, options for recycling it are limited, so most job scrap ends up in landfills. On the other hand, the number of manufacturing plants scattered around the country make it easy to source fiber cement siding close to the project site, cutting down on the energy required for transportation.

Fiber cement can mimic wood siding uncannily well, whether clapboard, shingle or board and batten. James Hardie dominates the field with its many offerings, which include HardiePlank, HardieShingle, HardiePanel and HardieTrim. Its latest innovation is HardieZone: fiber cement siding products designed for different climates. A new competitor called Alabina, which is manufactured by Plycom, entered the field earlier this year. (A Mexican-owned consortium called Elementia bought CertainTeed’s fiber cement siding division and plants last year. Manufacturer Plycom falls under the Elementia umbrella.) Like James Hardie, Alabina is available as shakes, vertical and/or lap siding and in architectural panels; the products come with an industry-leading 50-year warranty (compared to 30 years for James Hardie).

One of the downsides of fiber cement siding is that first-criticism of fiber cement siding is that first-criticism of fiber cement siding is the appearance of the siding. The siding tends to be flat and lacks the texture and character of wood siding. This is where fiber cement siding can mimic wood siding uncannily well, whether clapboard, shingle or board and batten. James Hardie dominates the field with its many offerings, which include HardiePlank, HardieShingle, HardiePanel and HardieTrim. Its latest innovation is HardieZone: fiber cement siding products designed for different climates. A new competitor called Alabina, which is manufactured by Plycom, entered the field earlier this year. (A Mexican-owned consortium called Elementia bought CertainTeed’s fiber cement siding division and plants last year. Manufacturer Plycom falls under the Elementia umbrella.) Like James Hardie, Alabina is available as shakes, vertical and/or lap siding and in architectural panels; the products come with an industry-leading 50-year warranty (compared to 30 years for James Hardie).
“Allura is accessible and their field observation process is supportive and helpful, unlike other manufacturers...”
- George Pondella, General Contractor

Allura chosen for Runway Playa Vista
We are building a brighter future in the world of fiber cement.

The Builder's Choice.
Multi-Million Dollar Runway Playa Vista Project has Allura for Protection
Allura Fiber Cement Products used for Runway Playa Vista Project in Southern CA

Plycem USA has plenty to celebrate at the new master-planned community, Runway Playa Vista in West Los Angeles. Their new fiber cement brand, Allura, was the fiber cement siding choice by General Contractor, George Pondella of Rossmoyne Construction due to its superior moisture defense and value engineering. The legendary runway once gave rise to Howard Hughes’ aerospace empire and will be transformed into a one-of-a-kind lifestyle center in coastal Playa Vista and is due for completion next summer.

“Allura has a willingness to support our endeavors with the right specifications to make projects work,” said George Pondella, of Rossmoyne, Inc. “Their field observation process is supportive and helpful, unlike other manufacturers, and the product arrived ready to install.”

Engineered by building scientists, Allura with EasyTrim Reveals provides solutions to aesthetics, performance, finishes and cost value over other sidings. After analyzing costly metal panel systems, Allura provided the best value. Allura offers easy install guidelines that are developed to fit “common rain screen” applications, which helps reduce labor on a project, bringing added value engineering into almost any application. – MORE
INTRODUCING

RUNWAY AT PLAYA VISTA

Allura Fiber Cement will protect the investment
Taking Modern to New Heights
Allura’s Architectural Panels with EasyTrim Reveals Make it Easy for Architects to Stand Out

For any builder or architect, to create an interesting structure that stands out amongst the competition and attracts a potential buyer can be challenging. To add to the challenge, designers look for ample design choices, eco-friendly materials, and easy installation methods for quick construction. Introducing Allura’s premier fiber cement Architectural Panels with EasyTrim Reveals, by Plycem that offer a modern look for less money, with long-lasting, sustainable materials that install easily and can stand up to harsh weather and any climate.

Making a statement has never been so convenient with Allura’s architectural panels due to the variety of choices for texture and color. The sleek, contemporary lines of the aluminum exterior system are seamless, durable and cost-efficient, not to mention eye-catching. Architects can dress up a design with daring hues and bold strokes of ingenuity to become the talk of the town. Gone are the days of using generic cladding materials that will eventually rot, crack and end up in a landfill. Allura is backed by an industry-leading warranty, resists moisture and decay. The innovative-engineered technology of the material creates a product that is not only weather resistant, but non-combustible with a Class A (1) flame spread rating. Allura premier fiber cement is impervious to wood-boring insects and stands up to freeze/thaw cycles, salt spray and is tested in accordance with ASTM C1186 requirements. These standards include a stringent review of flexural strength, moisture movement, frost resistance, transverse loading and water absorption. …

From fit to finish, Allura continues to gain momentum in the plank ranks by keeping up with current trends offering classic and bold styles for structural designs. – MORE
February 3, 2014 – Press Announcement

Beauty that Lasts Grabs Attention in Las Vegas

Allura, a new fiber cement siding brand, offers eye catching colors at International Builders Show

Twenty-two choices never looked so good. Allura, the newest siding brand to join the plank ranks, made a stunning first impression at the International Builders Show with its “Chill Zone” Booth (# C6928) offering the 6,000+ visitors a VIP sneak peak at the product line. Attendees had to know the secret word to gain entrance behind the velvet ropes to a luxury retreat housing a full-service bar, massage therapy, mystifying entertainment and a slew of handy giveaways sponsored by international consortium, Elementia. Anyone who ventured down the red carpet was witness to Allura’s eye catching colors and long-lasting textures.

“Beauty that lasts means delivering the finest products possible and building relationships through our genuine interest in helping our customers succeed,” said Jessica L. Navascues, CEO, Fiber Cement. “Allura is about providing more choices in products and in the marketplace.”

Beautiful, natural and made to last, Allura fiber cement siding offers top of the line textures, advanced durability and authentic looking grain. Builders can expect exceptional quality siding with the benefits of attractive color choices or primed and sealed panels that can be painted any color from the rainbow. The flexibility to change colors is limitless with Allura's ample offering of siding and accents.

Allura gives builders freedom of expression with each design panel and encourages its customers to embrace their inner creativity for a new exterior attitude.
Elementia Announces Acquisition of CertainTeed's Fiber Cement Siding Division

Elementia, a Mexican consortium of leading industrial and construction companies, which include the manufacturing of fiber cement roofing and siding products, announced its acquisition of the fiber cement division of CertainTeed Corporation, one of the major manufacturers of construction materials in the United States. The new brand, which will be called Allura, will fall as a subsidiary of Plycem USA Inc, under the Elementia Group umbrella, which has been manufacturing fiber cement, concrete and metals in the building industry for over 75 years.

Launching February 1, 2014 at the International Builders Show in Las Vegas, Allura will feature a twenty-eight-signature color line, plus primed and sealed panels that can be painted any color from the spectrum. With an unlimited color palette, builders will be able to customize the possibilities of design, texture and personal style.

"We believe builders and homeowners deserve more choices in the marketplace, said Jessica L. Navascues, CEO of Fiber Cement Divisions. "Allura is poised to add a beautiful, quality layer to our siding division and help us build strong relationships with our customers, provide quality products and ensure that our inventory is delivered on time, when our customers need it most."

The benefits to this brand are not only the beauty of the product, but its fade resistant quality, designed to withstand the most brutal of weather conditions and offer homeowners a low maintenance siding option.
Quotes from the CEO, Jessica Navascues

“We believe builders and homeowners deserve more choices in the marketplace, said Jessica L. Navascues, CEO, Fiber Cement Divisions. “Allura is poised to build strong relationships with our customers, provide quality products and ensure that when our inventory is delivered on time, every time.”

“Beauty that lasts means delivering the finest products possible and building relationships through our genuine interest in helping our customers succeed,” said Jessica L. Navascues, CEO, Fiber Cement Divisions. “Allura is about providing more choices in products and in the marketplace.”

“Allura’s Architectural Panels are breeding excitement among designers,” said Jessica L. Navascues, CEO, Fiber Cement Divisions. “Allura offers a premium, value-added siding that is less expensive, easy to install and protects a structural investment from moisture, fire and infestation.”
CV – JESSICA NAVASCUES

2012 - CEO Fiber Cement Business, Elementia USA
Plycem USA- Maxitile Subsidiaries of Elementia Group

Elementia USA manufactures and commercializes a wide variety of Fiber Cement products through its main brands; Plycem, Maxitile and Allura

2010 - Director of Sales and Operations, Plycem USA Inc.

2008 - Exports Sales Manager
The Plycem Company - Business development for South, Central and North American Regions.

2004 – New Products Manager, The Plycem Company - Responsible for 12 markets; new product development and R&D.


Education
Universidad de Costa Rica
MBA, Marketing
2000 – 2002

Universidad Ricardo Palma
BA Architecture
1990 – 1995
Superior Design

- Low maintenance alternative to wood
- Decorative siding, shakes, soffits & trim
- Historically accurate wide board and batten
- Wide profiles and vertical panels
More Choices to Fit Your Style

Vertical Siding
Superior Design
Strong Alliances

™

easytrim reveals
Allura’s Architectural Panels with EasyTrim Reveals

Modern, crisp and contemporary lines
Seamless fit
(10) Unique Trim Profiles
Hassle-free installation system
Shakes & Shingles

Shake it up

allura
A Beautiful Frame of Mind

So many trim options, style, texture and color choices

Most authentic cedar wood grain

Exceptional smooth side option
SAFE & DURABLE

- Class A (1) flame spreading
- Will not rot
- Resists UV rays
- Impervious to wood-boring insects
- Proprietary primer/sealer ensure
- better weather-resistance
Pros rely on Plycem’s outstanding stellar reputation, timely delivery and premium quality products.
Pros rely on Plycem's outstanding customer service

Timely delivery

Premium quality products

Preferred by Pros

Survey says: in 35 home improvement categories, fiber cement was found to have Best ROI.
Easier installation = Happier Customers

as a result of LESS INTERRUPTION to the lives of busy homeowners.
Fiber Cement is poised to take over the siding industry.

And, Allura has every intention of being one of the preferred choices in a growing market.
Go BOLD, Funky OR Classic.

*Check availability options with your Allura Sales representative*
EXPLORE YOUR INNER Color

Whether you pre-finish with our ColorMax® Finishing System or paint later, the flexibility to change colors makes designing easier.
Color Reflects Personality

and lifestyle, from beachside blues and warm-inviting yellow to woodsly greens and browns.
Allura offers more choices in styles, textures and finishes.
The Art of Blending

Premium Texture + Color

allura

Fiber Cement Products by Plycem USA
Performs Beautifully

Panels are thick and rigid. Innovative engineering creates strong, consistent, on-the-wall performance.

- Tested to withstand hurricane-force winds
- Low maintenance alternative to wood
- Industry-leading 50-year limited warranty
The Art of Blending

Premium Texture + Color

Pre-primed, ready to install.

allura™
Fiber Cement Products by Plycem USA
Not only does Allura protect your exterior, it provides an incredible moisture defense as underlayment backerboard.
Protection Guaranteed.

Will not rot or decay.
The winner and new champion is... Allura

The undisputed champ of customer service.

The judges, builders across the U.S, have recognized Allura as “The Builder’s Choice for Exterior Siding” because of a powerful, winning combination: better warranty, better woodgrain finish and world-class customer service.

Learn how Allura premier fiber cement products will give you an edge on the competition at alluraUSA.com.

Becoming a champ is never easy and taking home the title for “best exterior product” from the builder’s community has certainly placed us in the center ring. We’ll never let our competition defeat us and at the end of the day, we know it’s our loyal customers who make us true champions. Our top priority will always be to provide world-class customer service.
The Allura Girl – Launch

Print and digital campaign successfully lured visitors to the website.

@alluraUSA
Facebook/AlluraUSA
#ALLURAGIRL

It worked! We received on 5000 hits our first month of the launch!
Twenty-eight choices never looked so good.

Learn how Allura Fiber Cement Products can improve your bottom line.

Make a stunning impression with our fiber cement products and offer a better alternative. Isn’t life better when you have more choices?
Weathering a storm can be a beautiful thing.

If a tempest is knocking on the door, answer with confidence, knowing you’re protected by Allura’s premier Fiber Cement Siding. Durable enough to withstand hurricane-force winds and resist freeze/thaw cycles, the advanced technology coupled with an industry-leading warranty will make you feel like singing in the rain.
Make ‘em look twice at your modern exterior.

Make a bold statement with Allura’s Fiber Cement Architectural Panels and EasyTrim Reveals. The sleek, modern lines of our aluminum exterior system are seamless, durable, and cost efficient, not to mention, eye-catching and easy to install. Dress up the design with a daring hue from our broad color palette and your exterior will become the talk of the town. allurausa.com
To Serve is Divine.

You deserve customer service that feels heaven sent. Allura promises to be there, hell or high water, 24/7, and protect you with a 50-year warranty. Our advanced fiber cement technology offers the best return on investment and confidence that when a job is done, there’s no need to revisit the site for upkeep. Allura is built to be sustainable, durable, and fire-resistant. And, if hell ever freezes over, it will stand up to that too.
Great Brands are Built on Strong Foundations.

Allura offers beauty that lasts that is built to last, which gives the builder and homeowner confidence that lasts.
Be social.

#FREEDOMTOPAINT
So many Benefits.

BEAUTY is in the eye of the BUILDER.
MOISTURE ABSORPTION

- Resists moisture because fiber cement has an equilibrium moisture content of approximately 8-13%.
- Flexible and resilient for handling and framing movement.
- The product is built to breathe naturally before, during and after installation.
When fiber cement absorbs water in a pre-painted or loose state, it can saturate and grow, but when it dries it will return to its original dimension and 100% of its original strength.
STAND UP TO Salt Spray.
Happy in any CLIMATE
will TOLERATE FREEZE.
SAY GOODBYE TO WOOD-BORING INSECTS.
Industry-leading Warranty

No one can touch Allura’s 50-year transferable limited warranty that guarantees ongoing protection towards your investment. For the first 35 years, we provide 100% product coverage* and during the remaining 15 years, we provide transferrable pro rata coverage to assist you.

*See Warranty for details
Allura is a Better Choice in Fiber Cement

Help us promote our future.
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