

Completed 3rd Edition Study of The 2016 United States Market

Spring 2017

Plycem® Advanced Technology in Fiber Cement	TruWood Manufactured by Collins Products LLC	MIRATEC°
PLY GEM	JamesHardie	Building Products
TRIMBOARDS	LP SMARTSIDE TRIM 6 SIDING	FYPON
BORAL	CertainTeed E	boarddesigned for life.
VERSATEX TRIMBOARD TRIMSMARTER.	RLEER THINK BEYOND WOOD.	Royal Building Products

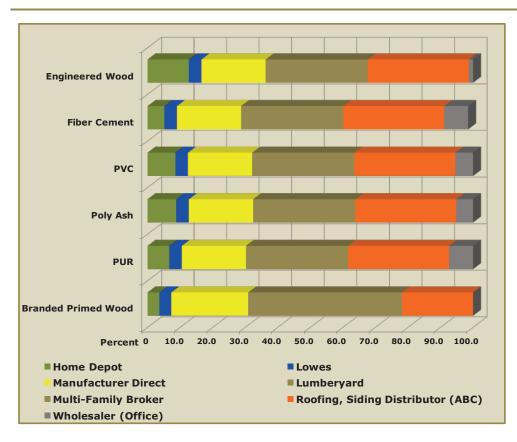
Exterior Residential Trim - Completed Study Prospectus

A Comprehensive Study of the U.S. Market for Manmade and Primed Branded Wood Trim is Now Available for Sale in its Entirety or by Chapter.

Ciprus Limited LLC is pleased to announce the completion of our third edition of The Builder Decision Analysis of Exterior Residential Trim - A Multi-Sponsored Study of United States Market. The report, represents over 6 months of exhaustive research, including in excess of 480 in-depth telephone interviews with small, medium large and mega builders across the United States. The report is presented in PDF format consisting of over 938 pages of detailed analysis in matrix format.

The research provides a thorough review of the decision making process for all leading types and brands of man-made and primed branded wood trim installed in starter, move-up and luxury homes.

Objective - Where do builders buy trim?



Exterior Residential Trim - Completed Study Prospectus

A Comprehensive Research Plan to determine who is the ultimate decision maker in the choice of trim as well as what factors are important to builders in a statistical survey among 480 small, medium, large and mega builders in the U.S.

Regional differences are documented in the Northeast, South, Midcentral and Western geographical areas. The study presents the average lineal feet and width of trim and fascia by housing type - starter, move-up and luxury by builder size and region. Key questions include where builders look for information about man-made and wood trim, what is their usage history by type and brand of trim and with what types of cladding do they install each type of trim.

6 Т	rim Types	4 Builder Sizes
 Engineered Wood Cellular PVC PUR (New for 2016 	 Fiber Cement Poly Ash (2016) Branded Primed Wood 	 Small - 1-19 Units per Year Medium - 20-99 Units per Year Large 100-300 Units per Year Mega - 300+ Units per Year
4 U.	S. Regions	3 Housing Types
 Northeast MidCentral 	2. South4. West	 Starter ~1,500 SF Move-Up ~2,200 SF Luxury ~3,200 SF
	24+ Brands & Types of T	rim Included
SmartSide® Strand MiraTEC®JELD-WE Kleer™ Trimboard Unprimed SPF Windsor-One Plygem®	~	Azek® S4S Trimboard® Fypon® Dak Trim Tuf® Board Versatex® Trim Synboard™ RealTrim™ Plycem® Trim NichiTrim™ CertaTrim® Checrest

Additional questions include whether multiple types and brands of trim are used on individual homes and whether brands have been used continuously. The geographic differences in usage are documented as well. What factors are important to builders in selecting a brand of trim, where builders buy their trim and why they prefer this source. Do builders purchase their trim as part of the siding package, roofing package or as an individual component is also included as well as what would it take for a builder to switch brands of trim.

Exterior Residential Trim - Completed Study Prospectus

Highlights - What is contained in the 2016 2nd Edition

Answers to the previous questions are contained in the completed report and provide powerful analytical tools for use in strategic, marketing and sales planning and business development.

Changes for 2016 Greatly expanded graphics including 200+ pages of color

charts analyzing the results, additional questions and more.

New Materials for 2016 2 New trim/moulding categories were added in 2016. Poly

Ash from Boral with their TruExteriors® product was added. Also new for 2016 is the addition of polyurethane trim and mouldings from producers including Fypon, Chemcrest,

Apex, Haas, and Spectis.

Additional Uses for Trim Additional uses include: batten cladding, brackets, braces,

dentil blocks, corbels, rafter tails, electrical box surrounds, fixture mounts, flower boxes, gable pediments, louvers, panel work, porch spandrels, pt shelves, quoins, sills, spirals &

finials, tile vent, trellis systems.

Growth Rates Anticipated growth rates are provided for each brand of trim

by region.

Brand Market Size Also included in the research is the market size and share **Average Lineal Feet** of each type and brand fo trim. Market share is presented for

manufacturers by the type of trim they produce. The share of

each type of trim is also included.

Trim & Cladding The types of cladding with which each type and brand

of trim is installed is summarized by type and brand of

trim by region.

Mix

Brand Specific Data Analysis by brand is provided by trim material, by

region, builder size, as well as housing type

including starter, move-up, luxury.

Matrix Data All information is provided in matrix format by the key

parameters in the research, including geographic area,

builder size and housing type.

Price List Effective February 28, 2017

Now Available in its Entirety or By One or More of the 6 Product Chapters all in an Indexed PDF Version.

Complete Report Includes all 6 Product Chapters

The complete report contains 933 pages of data, charts, tables, summary tables, graphs and detailed analysis of the types and brands of trim used by builder size and housing type by region. The study documents installations of trim materials by builder size, geographic region and housing type - starter, move-up and luxury.

This study is the most comprehensive analysis of its type published in one easily referenced document. The information has been developed through an extensive database of 480 detailed interviews with builders across the United States as well as a detailed analysis of the data captured from the builders interviewed.

Each subscription either the full report or individual chapters include index PDF versions on via secure download. *All subscriptions include unlimited telephone consultation*.

For more information please call John Ciprus at (860) 575-9040, Office 860-767-7685, or e-mail: john.ciprus@ciprus.com.

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Report and Chapter	Complete	Pricing Schedule - Individual Chapters					
Description	Report	Engineer- ed Wood	Fiber Cement	Cellular PVC	Poly Ash	Poly Urethane (PUR)	Branded Primed Wood
All Prices Include 3 Copies	\$18,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000
Total Pages	938	313	313	313	313	313	313
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^{*} Orders for more than one chapter will receive a 10% discount.



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		CIFKUS
		MARKETING RESEARCH CONSULTANTS
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