

*Seneca*

VARIEGATED STEEL SIDING



*I*nspired by Nature.  
Designed to withstand it.

 **Rollex**  
ALWAYS ON THE JOB

# Easy on the eyes. Tough as Nails.



Take your home's exterior to the next level with Seneca Variegated Steel siding. Packed with cutting-edge technology Seneca Steel siding is the ultimate variegated steel siding offered on the market. Seneca's revolutionary Kynar® finish provides the ultimate in UV protection to ensure your siding will maintain its beautiful appearance for years to come-guaranteed. The enhanced Kynar® top coat provides unparalleled mar and scratch resistance. Plus, it's solar reflective pigments help your home be more energy efficient.

- Kynar® finish for ultimate UV protection against fade and chalking
- Enhanced Kynar® top coat for extreme scratch resistance
- Solar Reflective Pigments help your home be more energy efficient
- Repel technology for the ultimate defense against dirt and stains
- Withstands hurricane force winds of up to 155 mph\*
- Virtually maintenance free
- Add depth and character to your home with Seneca's beautiful variegated finish-guaranteed not to crack, peel, blister or flake
- Available in six rich color combinations



Depend on Rollex for superior craftsmanship, quality construction and exceptional beauty. Guaranteed with a limited, lifetime "no nonsense" warranty



- Manufactured with 25% recycled material
- Waste water and oil are recycled at our facilities
- Materials are bought locally to reduce our carbon footprint
- 100% recyclable

- Free of manufacturing defects
- Guaranteed not to crack, split, blister, peel or flake
- Non-prorated
- 30 year chalk and fade coverage

\*Wind speed rating will vary depending on specific regional construction methods and codes. Please refer to local building codes for detailed requirements concerning allowable wind loads and specific conversion tables for actual wind speed.

# Explore the Unique

Rustic Brown



Complementary Colors:

- Almond
- Bright White
- Cottage White
- Norwegian Wood
- Shell
- Snowmist
- Stone
- Summer Suede

Blue Ridge



Complementary Colors:

- Blue Granite
- Bright White
- Clay
- Fieldstone
- Heather
- Shell
- Snowmist

Willow



Complementary Colors:

- Blue Granite
- Bright White
- Cobblestone
- Fieldstone
- Snowmist

Maple



Complementary Colors:

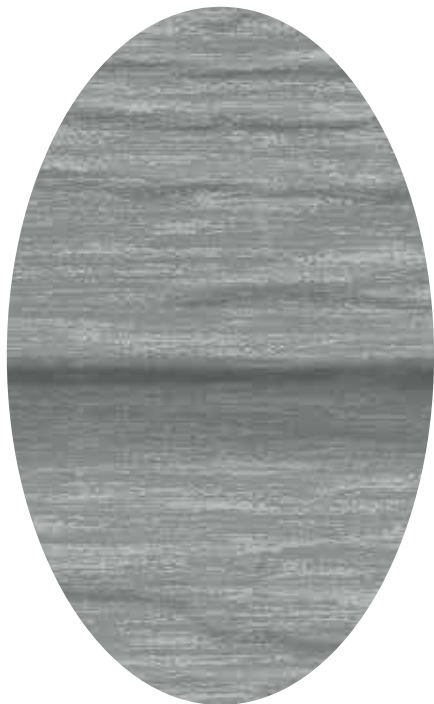
- Blue Granite
- Bright White
- Clay
- Fieldstone
- Heather
- Shell
- Snowmist

ue Style

Seneca

Expressions of nature's signature

Gray Ash



Complementary Colors:

- Blue Granite
- Bright White
- Cobblestone
- Fieldstone
- Snowmist

Aspen



Complementary Colors:

- Fieldstone
- Cobblestone
- Evening Grey
- Blue Granite
- Snowmist

Complement your Seneca Steel Siding perfectly with coordinated products from Rollex such as soffit, fascia and rainware



# Protect your Home with Lasting Performance

As one of the most durable siding options on the market, Rollex Steel Siding is second to none against inclement weather conditions and ease of installation. The durable, hard-wearing coating of Seneca Steel Siding is virtually maintenance free and beautifully protects your home. Enjoy the long-lasting fade resistant Kynar® finish of Seneca with an industry leading 30 year fade warranty. At Rollex we are committed to delivering top quality products that last and offer peace of mind with a Limited Lifetime Warranty on every product we sell.

## Performance

- Virtually Maintenance Free
- Rust, chip, buckle and warp-proof
- Dent and scratch resistant with an enhanced Kynar® topcoat
- Waterproof
- Withstands Category 5 Hurricane winds over 155 mph\*

## Sharp Looks

- 6 Rich dual tone colors to choose from
- Tight, clean seams
- Firm, rigid panels lay flush against exterior to hide imperfections in the wall
- Available in coil for a seamless look
- Kynar® finish protects against fade and chalk

## Installation

- Precision cutting with circular saw using a ferrous blade
- No dust mask necessary during cutting
- No caulking or sealing of end joints required



Rollex products are made right here in the USA and engineered in our American-owned facility.

# Seneca Steel Siding—Easy on you and the Environment

When it comes to choosing the right siding, we understand that peace of mind in performance and top-notch quality are key. Rollex Steel Siding is a maintenance-free fade-resistant, environmentally friendly option that simplifies the decision and delivers a flawless exterior season after season.



800 Chase Avenue,  
Elk Grove Village, IL 60007  
800.251.3300

[www.rollex.com](http://www.rollex.com)  
[marketing@rollex.com](mailto:marketing@rollex.com)