



## **ASCEND® 12" BOARD & BATTEN COMPOSITE CLADDING SELECTED AS A GOOD HOUSEKEEPING 2026 HOME RENO AWARD WINNER**

**CUYAHOGA FALLS, Ohio** – Nov. 12, 2025 – [Associated Materials Innovations \(AMI\)](#) announced today that [ASCEND 12" Board & Batten Composite Cladding](#) was named a winner in Good Housekeeping's 2026 Home Reno Awards. The full list of awards can be found on [goodhousekeeping.com/homerenos2026](https://goodhousekeeping.com/homerenos2026).

ASCEND takes the timeless appeal of board and batten and reimagines it through the lens of modern material science. The result is a lightweight panel that performs like a pro and presents like a showpiece, featuring an extra-wide 12" profile and 3/4" projection that creates a custom-crafted look with deep shadow lines.

- The vertical batten design and two dynamic textures (Cedar Mill and Matte) evoke visual movement and depth. It's all about presence—towering exposures and crisp geometry make a strong statement across styles, from farmhouse chic to coastal cool.
- The color homeowners fall in love with is the color that stays, thanks to 21 on-trend, fade-resistant shades, including bold blue hues and warm earthy neutrals.
- Exclusive (GP)<sup>2</sup> Technology gives this cladding a unique combination of light weight, thermal performance and structural integrity.
- Inside each panel is integrated insulation that delivers an R-value of 1.6. From blistering summers to biting winters, ASCEND helps save energy, so utility bills stay predictable.
- Every installation is backed by a transferable, limited lifetime warranty.

*"Good Housekeeping's* recognition means a lot to our team and our customers," said Jess Matisz, Vice President, Marketing for AMI. "We continue to hear from installers and builders who tell us that the system exceeds their expectations from the job site to the finished project, and this award shows how ASCEND offers something truly unique compared to other exterior cladding choices."

Each year, engineers and product experts at the Good Housekeeping Institute, together with a team of outside experts, spend months rigorously evaluating the best products and services for home remodeling and maintenance. As part of the evaluation process, analysts send products into the homes of consumer testers to see how they perform in real-world conditions, while GH

design pros weigh in on style and aesthetics. To determine the winners, judges focus on key attributes including quality, value, efficiency, sustainability and overall design appeal.

ASCEND 12" Board & Batten is a complete rethink of what cladding should be. With a smarter core and a tougher shell, it's engineered to outperform, outlast, and outshine expectations. Find a local distributor and learn more about elevating home exteriors at [ASCENDCompositeCladding.com](https://ascendcompositecladding.com).

#### **About Associated Materials Innovations**

Associated Materials Innovations (AMI) is more than a building products supplier—we're a partner in your success. Backed by a proven, expert-led sales structure, we deliver personalized support and real-world solutions that help window and siding professionals grow their business. With industry-trusted brands like ASCEND®, PRESERVATION®, Alpine and Gentek® U.S., plus advanced tools and technology, AMI simplifies the process, reduces friction and drives better outcomes from order to install. Build your advantage at [associatedmaterialsinnovations.com](https://associatedmaterialsinnovations.com).

#### **About Associated Materials, LLC**

Associated Materials, LLC, is a leader in the building products industry with a focus on quality, innovation and customer success through its three businesses: Associated Materials Innovations, Alside® and Gentek® Building Products. With a combined revenue of \$1.7 billion, these businesses are market leaders in vinyl windows, cladding, metal siding, trim and other essential building products for residential, light commercial and multifamily projects. Our commitment to operational excellence drives growth for our customers. Learn more at [www.associatedmaterials.com](https://www.associatedmaterials.com).

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