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ASCEND® Composite Cladding Expands Design Possibilities With New Profile and Texture Options

New 5" Plank and 7" Matte Texture options give pros more ways to create elevated exteriors with design flexibility, efficient installation, and a cleaner finished look

CUYAHOGA FALLS, Ohio – Sept. 8, 2026 – [Associated Materials Innovations \(AMI\)](#) announces the availability of new profile and texture options for ASCEND® Composite Cladding, expanding its premium cladding family with more ways to create distinctive, design-forward exteriors.

The expanded offering now includes a new 5" Plank profile in Cedar Mill Grain Texture and a new Matte Texture option for the 7" Plank profile. Together with the existing 7" woodgrain Plank, 12" Board & Batten, 21-color palette, and coordinated accessories, the additions help create a complete, elevated exterior look for new builds and remodeling projects.

"Exteriors are becoming more personal, more dimensional, and more important to the overall value of a home," said Jess Matisz, vice president, marketing, Associated Materials Innovations. "This expansion gives pros more ways to help customers create a premium exterior they can picture, personalize, and feel confident choosing, while also supporting efficient installation and a clean finished look."

The new 5" Plank profile adds a classic horizontal option to the ASCEND® line, giving pros another way to create depth, warmth, and curb appeal across a range of home styles. The new 7" Matte Texture introduces a smooth, refined finish designed to complement modern, transitional, and traditional exteriors.

The expanded ASCEND® Composite Cladding line supports four key benefits:

- **Elevated design:** With 5" Plank, 7" Plank, 12" Board & Batten, Cedar Mill Grain and Matte textures, 21 colors, and coordinated accessories, ASCEND® gives customers more ways to create distinctive exterior designs across a range of architectural styles.
- **Enduring beauty:** ASCEND® delivers the authentic look of wood with low-maintenance performance, helping homeowners achieve lasting curb appeal with less upkeep over time.
- **Efficient installation:** ASCEND® is engineered to support efficient installation and reduce finishing complexity, helping pros move from design vision to a finished exterior without added steps like sealing, touching up, joint flashing, or caulking.

- **Empowered selling:** With expanded profile options, coordinated accessories, samples, and specification resources, ASCEND® gives pros more tools to show options, guide exterior decisions, and support the premium cladding sale.

“ASCEND® delivers the authentic look of wood with the low-maintenance performance today’s homeowners want,” Matisz said. “With expanded profiles, textures, and coordinated accessories, the line helps pros guide customers from exterior inspiration to a finished look, delivering a premium exterior from every angle.”

To learn more and find a distributor, visit ascendcompositecladding.com.

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About Associated Materials Innovations

Backed by a proven, expert-led sales structure, Associated Materials Innovations (AMI) delivers personalized support and real-world solutions that help window and siding professionals grow their businesses. 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.

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.