

Senergy[®]

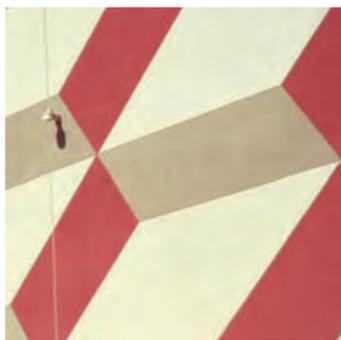
Color, Texture &
Form



To Create “a Look” ... Create a Feeling

Consider that the way you feel about a building is influenced more by color, texture and form than anything else. These simple elements of design do more than create the desired look and enhance property values. They have a profound impact upon how we see and feel about the places in which we live, work and play.

Select them carefully because they are what creates the first impression... and the lasting one.



with Color



with Texture



with Form & Detail

Consider Each Unique Environment

Strive to create a sense of place... choose color, texture and form with sensitivity to the natural surroundings of your home or building.

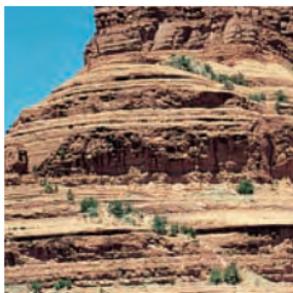
Consider that in each geographic region the soils, rocks and minerals, plant life, trees and landforms represent a distinctive palette of color, texture and form.

Draw inspiration for the design of your building from the richness of its own unique environment.

Ensure long-lasting beauty. Whether high moisture, hot sun or cold temperatures, choosing cladding materials and finishes that meet the specific performance requirements of a particular environment can help surfaces look new and colors look vivid longer.

From the warm reddish tones of sun-drenched Sedona in the Southwest to the snowy winter blues and lush summer greens of the northern mountains, the colors and textures of nature influence everything from culture, clothing and artifacts, to architecture.

Human aspects of the environment, particularly existing buildings, also offer important clues to existing styles and color schemes.





The Power Of Color

Color affects our emotions. It makes structures appear to stand out or blend into their surroundings, look warm and inviting or traditional and formal. The thoughtful use of color conveys quality.

The first step toward making good color choices is to develop an awareness of color by observing its relationships in the world around you.

Colors can influence how we feel. From warm yellows and reddish tones to cool blues and greens, building colors can affect our sense of temperature. Dark colors tend to draw the heat while light colors reflect it.

Color affects how we see. The right colors can make details, surfaces, or even buildings appear to stand out or blend in. Color can be used to draw attention to attractive details or walls or to minimize unattractive features.

Color selection and the Senergy® color program. Everyone feels a little differently about color. And that's why we offer hundreds of colors as well as unlimited custom color options to choose from. To help in selection, color samples are available and should be viewed in natural light, on site if possible, for final color decisions. Our Color Logic process helps ensure accurate color matching and consistency.





The Beauty Of Texture

With infinite variety, nature's texture sets the stage by providing each surface with a character all its own... a visual tapestry.

Our architectural textures are inspired both by nature and historical stucco textures, providing surfaces with depth and richness as well as an unexpected energy that can enhance any style.

Texture enhances surfaces.

When viewed from different angles, the subtle three-dimensional character of our textured finishes adds visual interest that changes with light and motion. Senergy® textures have a matte appearance that reduces reflectivity from the sun and can hide minor flaws so surfaces appear smoother.

The Senergy® palette. Inspired by historical textures and natural materials, our popular textures and finishes range from the elegance of Fine and Classic “rilled” textures to more expressive coarse, stippled and stone finishes.

The element of craftsmanship. Hand-troweled finishes offer the opportunity to create rich, unique textures and patterns in the application process. With this custom approach, the creation of historic and time-honored textures highlights the art of craftsmanship.





The Richness Of Form & Detail

The timeless artistry of nature provides the blueprint for good design: a balance of form and detail. In architecture, sculptured elements, unique shapes and classic details add interest and rhythm to enhance the overall design.

Our extraordinarily responsive wall systems offer endless possibilities for creating individuality and style for your home or building.

Design flexibility.

From dramatic curved surfaces to graceful arches... from cornices and quoins to intricate moldings... no matter how simple or complex the shapes, Senergy® stucco and wall systems offer the freedom to create them all.

It's all in the details.

Specially designed details are hand-crafted utilizing expanded polystyrene (EPS) insulation boards. Lightweight and responsive to sculpting, EPS allows the freedom to create shapes and details impossible or too expensive to produce with other claddings.







In a world full of choices, we have focused our people, products, systems and network of support services on helping you produce the most beautiful and enduring structures possible.

When you build with Senergy®, you ***Build with Confidence***®.

Call us at 1-800-221-9255 to find out more and for a distributor in your area.

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