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August 2, 2017  
FOR IMMEDIATE RELEASE

## New NeaCera Panel Shape Moves Mountains

NeaCera® Terra-cotta Cladding Solutions welcomes a bold new addition to our collection of panel shapes. The new Appalachian shape mirrors the peaks, valleys, and plateaus that define this powerful and expansive mountain range.

When one thinks of a mountain range, they think strong, impactful, and beautiful, challenging its environment and those around it, and that is exactly the evocation of the Appalachian shape. This unique, bold shape allows architects and designers the possibility to create depth and contrast within a façade.

NeaCera prides itself on its ability to give architects and designers unbridled creative range to express themselves. Appalachian will be offered in every color and finish that we have to offer, as well as custom coloring. The new shape is currently available in a 300mm (11.8") tall panel with a 36mm (1.4") panel depth in varying lengths up to 2,000mm (78.7"). Pair the Appalachian shape with one of our other variety of panel shapes to experience the full range of design achievable with NeaCera.

Like all of our terra-cotta rainscreen systems, our newly designed panel comes with up to a 30-year warranty, lifetime graffiti protection, our unique Lift & Lock design, and all the personal service you will need from concept to completion. With our Appalachian terra-cotta rainscreen cladding, you get the excitement of something brand new with the reliability of a fully tested and vetted system.

Please contact Avenere Cladding to speak to one of our sales professionals to see how our Appalachian terra-cotta panel can make a mountain of an impact on your building's façade.

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**About the Company:** For over 40 years, Swirnow Building Systems has been building success stories with designers, builders and developers like you. This remarkable track record is the result of hard work, high-quality building materials, and our belief in getting things right the first time. We have extensive experience in innovative structural and architectural building solutions, spanning a vast range of project types. The Swirnow family is proud to distribute NeaCera® Terra-cotta Cladding Solutions, Hambro® Composite Floors, and VerdeX® Acoustical Underlayment.

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