



## Allura Lap, Allura Panel, Allura Shake, Allura Shake Select, and Allura Soffit 30-Year Transferrable Limited Product Warranty

1. **WARRANTY COVERAGE** Plycem USA LLC a.k.a. Allura (“Allura”) warrants, for a period of thirty (30) years from the date of purchase (the “Limited Warranty Period”) of Allura’s Fiber Cement Allura Lap, Allura Panel, Allura Shake, and Allura Soffit products (each, the “Product”) for installation within the continental U.S. (except Alaska), the District of Columbia, Hawaii, Puerto Rico and Canada (except Yukon Territory, Northwest Territories, Nunavut, Newfoundland and Labrador), that such purchased Product, when manufactured complies with ASTM C1186, will resist damage caused by hail or termite attacks, and is free from manufacturing defects in material and workmanship (collectively, this “Limited Warranty”). This Limited Warranty extends only to: (i) the first retail purchaser of the Product; (ii) the first owner of the structure to which the Product is applied; and (iii) the first transferee of the structure to which Product is applied (each a “Covered Person”).

2. **ALLURA’S OBLIGATIONS.** If, during the Limited Warranty Period, the Product is determined not to meet the terms of the Limited Warranty because it was not manufactured in compliance with ASTM C1186, was not resistant to damage caused by hail or termite attacks, or was not free from manufacturing defects in material and workmanship (a “Warranty Defect”), Allura will, in its sole discretion, either: (a) refund or provide replacement pieces of the defective portion of the Product, or (b) reimburse the Covered Person for up to twice the original retail cost of the defective portion of the Product. After the 30th year of the Limited Warranty Period, this Limited Warranty will expire and shall no longer be applicable. If the original retail cost cannot be established by the Covered Person to Allura’s reasonable satisfaction, the retail cost of the defective portion of the Product shall be determined by

Allura in its sole and reasonable discretion. Allura’s replacement or refund of the defective portion of the Product or reimbursement pursuant to Section 2 of this Limited Warranty is the sole and exclusive remedy for the Covered Person for any Warranty Defect. **ALLURA WILL NOT REFUND OR PAY ANY COSTS OR EXPENSES IN CONNECTION WITH LABOR OR ACCESSORY MATERIALS. IF ALLURA CHOOSES TO PROVIDE REPLACEMENT PIECES OF THE DEFECTIVE PORTION OF THE PRODUCT, UNLESS OTHERWISE REQUIRED BY APPLICABLE LAW, THE LIMITED WARRANTY PERIOD FOR THE REPLACEMENT PRODUCT SHALL BE THE SHORTER OF THE LIMITED WARRANTY PERIOD OF THE REPLACEMENT PRODUCT OR THE LENGTH OF ANY REMAINING WARRANTY PERIOD UNDER THE LIMITED WARRANTY OF THE REPLACED PRODUCT.**

3. **CONDITIONS PRECEDENT.** Warranty coverage under this Limited Warranty shall be subject to the following terms and conditions (collectively, the “Conditions Precedent”):

(a) A claimant under this Limited Warranty must provide proof to Allura that such claimant is a Covered Person as defined in Section 1 above.

(b) The Product must be stored according to the manufacturer’s instructions at all times between purchase and installation. Installing Product while wet may result in staining, shrinkage or efflorescence, none of which are covered under the terms of this Limited Warranty.

(c) The Product must be installed according to Allura’s printed installation requirements and must comply with all building codes adopted by federal, state, local governments, or government



agencies applicable to the installation. Failure to install the Product per the manufacturer's published instructions may affect the performance of the Product and the remedies available under this Limited Warranty.

(d) A Covered Person must provide written notice to Allura within thirty (30) days after discovery of any claimed Warranty Defect covered by this Limited Warranty and before beginning any permanent repair. The notice must describe the location and details of the claimed Warranty Defect and any additional information necessary for Allura to investigate the claim. Photos of the Product showing the claimed Warranty Defect must accompany the notice. Product samples may be required by the Allura Warranty Department.

(e) Upon discovery of a claimed Warranty Defect, a Covered Person must immediately, and at a Covered Person's own expense, provide for protection of all property that could be affected until the claimed Warranty Defect is remedied, if applicable. Before any permanent repair to the Product, a Covered Person must allow Allura or Allura's authorized agent to enter the property and structure where the Product is installed, if applicable, and examine, photograph, and take samples of the Product. Any repairs initiated by or on behalf of a Covered Person without prior authorization from Allura may void this Limited Warranty.

4. **EXCLUSIONS.** This Limited Warranty does not cover any loss, damage, and/or defects resulting from or in any way attributable to:

(a) the improper storage, shipping, handling or installation of the Product, including, without limitation, the failure of the Product to be installed in strict compliance with the Conditions Precedent set forth in Section 3 of this Limited Warranty and/or improper installation of studs, framing members, wall assemblies or other accessories;

(b) further processing, modification or alteration of the Product after shipping from Allura;

(c) neglect, abuse, or misuse;

(d) repair or alteration;

(e) settlement or structural movement and/or movement of materials to which the Product is attached;

(f) damage from incorrect design of the structure;

(g) damage resulting from water infiltration, the accumulation of frost, condensation, moisture (including water vapor), standing water, snow, or ice submersion;

(h) exceeding the maximum designed wind loads;

(i) acts of God including, but not limited to, tornados, hurricanes, floods, earthquakes, severe weather or other natural phenomena, (including, but not limited to, unusual weather or climate conditions);

(j) efflorescence;

(k) peeling or performance of any third party paints, stains and/ or coatings;

(l) growth of mold, mildew, fungi, bacteria, or any organism on any surface of the Product (whether on the exposed or unexposed surfaces) and in this respect, ANY CLAIMS OF DAMAGE CAUSED BY MOLD OR MILDEW ARE EXPRESSLY EXCLUDED;

(m) exposure to harmful chemicals, fumes, vapors, salt spray, and/or air pollutants;

(n) contamination, splashes or similar, due to the operations carried out on building sites;



- (o) aggressive conditions of exposure or exposure in corrosive environments (merely by way of example, when located within 200 meters of chemical plants, refineries, or industrial laundries);
  - (p) lack of proper maintenance; and/or
  - (q) any cause other than a Warranty Defect attributable to Allura.
5. **NO WAIVER.** Allura may, in its sole discretion, extend benefits beyond what is covered under this Limited Warranty. Any such extension shall apply only to the specific instance in which it is granted and shall not constitute a waiver of Allura’s right to strictly enforce the exclusions, disclaimers, and limitations set forth herein for any or all other circumstances.
6. **SETTLEMENT OF A CLAIM.** Any Warranty Payment made by Allura pursuant to Section 2 above shall be deemed a full settlement and release of any claims arising hereunder and shall be a complete bar to any claims in any arbitration or litigation related to or arising from the Product for which a Warranty Payment has been made. By accepting the Warranty Payment hereunder, the Covered Person so accepting irrevocably waives any further claim pertaining in any manner whatsoever to the Product for which the Warranty Payment has been made.
7. **LIABILITY LIMITATION. IN NO EVENT SHALL ALLURA BE LIABLE FOR ANY INCIDENTAL, CONSEQUENTIAL OR SPECIAL OR PUNITIVE DAMAGES OR LOSSES OF ANY TYPE, NATURE OR CHARACTER WHATSOEVER, WHETHER RESULTING FROM NONDELIVERY OF THE PRODUCT, FROM THE USE, MISUSE, OR INABILITY TO USE THE PRODUCT OR FROM DEFECTS IN THE PRODUCT, WHETHER DIRECT OR INDIRECT, WITHOUT LIMITATION ANY CLAIMS OF PROPERTY DAMAGE, BASED UPON BREACH OF WARRANTY,**
- BREACH OF CONTRACT, TORT, OR ANY OTHER LEGAL THEORY.** Some jurisdictions do not allow the exclusion or limitation of incidental or consequential damages, so the above limitation may not apply to you.
8. **WARRANTY LIMITATION. THIS LIMITED WARRANTY IS THE SOLE AND EXCLUSIVE WARRANTY FOR THE PRODUCT. ALLURA EXPRESSLY DISCLAIMS ALL OTHER WARRANTIES, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION ANY IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR PARTICULAR PURPOSE OR OTHERWISE.** In the event that applicable consumer law prohibits the disclaimer of an implied warranty, the above Limited Warranty shall not extend the time period of any such implied warranty. Some jurisdictions do not allow limitations for consumers on how long an implied warranty lasts, so the above limitation may not apply to you. This Limited Warranty gives you specific legal rights, and you may have additional rights, which vary from one jurisdiction to another.
9. **PRODUCT MODIFICATION/DISCONTINUANCE.** Allura reserves the right to discontinue or modify the Product at any time, without notice. In the event replacement of the Product pursuant to this Limited Warranty is not possible, Allura may fulfill any replacement obligation under this Limited Warranty with a comparable Allura product, as determined in Allura’s sole discretion.
10. **CHOICE OF LAW.** This Limited Warranty is to and shall be construed under the laws of the State of Texas, without giving effect to the conflict of law principles thereof. The United Nations Convention on the International Sales of Goods does not apply to this Limited Warranty.
11. **BINDING ARBITRATION.** By use and/or application of the Product, it is agreed that any and all controversies, disputes, or claims pertaining in any manner whatsoever to the Product shall be resolved





exclusively by binding Arbitration administered by the American Arbitration Association, and judgment on the arbitration award entered by the Arbitrator(s) may be entered in a court having competent jurisdiction. This agreement to arbitrate is intended to and shall be broadly interpreted and covers all controversies, disputes, and claims arising out of or relating to the Product including, but not limited to contract claims, tort claims and statutory claims, or any combination of claims. The American Arbitration Association shall administer the arbitration, and the American Arbitration Association's Consumer Arbitration Rules (the "Rules"). The Rules may currently be found on the American Arbitration Association's website at [www.adr.org](http://www.adr.org). Any arbitration under this Limited Warranty will take place on an individual basis. Class arbitrations and class actions are not permitted. If you wish to begin arbitration against Allura, you must file a case with the American Arbitration Association. Any arbitration dispute involving \$25,000.00 or less shall be conducted by telephone unless the arbitrator finds good cause to hold an in-person arbitration. You may visit the American Arbitration Association's website at [www.adr.org](http://www.adr.org) to obtain forms and guidance and to learn the procedure for filing a case under this Arbitration Agreement. This arbitration agreement affects your legal rights. An arbitration is resolved by a neutral party and not a judge or jury. There is less discovery and less exchange of information between the parties to an arbitration than might occur in a court proceeding. An arbitration award is final and binding and will only be overturned or reversed by a court in very limited circumstances. You agree that, by use and/or application of the Product, you are waiving the right to a trial by jury or to participate in a class action. This binding agreement to arbitrate shall be governed by and

interpreted under the United States Federal Arbitration Act (Title 9, U.S. Code, sections 1-16).

12. **SEVERABILITY.** All parts of this Limited Warranty shall apply to the maximum extent permitted by applicable law, unless prohibited by law. If any provision of this Limited Warranty shall be found to be illegal, invalid, or unenforceable under any present or future law(s), such provision shall be fully severable and the remaining provisions of this Limited Warranty shall remain in full force and effect. In lieu of any provision of this Limited Warranty that is held illegal, invalid, or unenforceable, there shall be automatically added as part of this Limited Warranty a provision as similar in its terms to such illegal, invalid or unenforceable provision as may be possible and may be legal, valid, and enforceable.
13. **ENTIRE AGREEMENT.** This Limited Warranty contains the entire agreement between the parties with respect to the subject matter hereof, and it supersedes all other prior and contemporary agreements, understandings, and commitments between the parties with respect to the subject matter hereof. This Limited Warranty may not be modified, amended or in any way altered except by an instrument in writing signed by an authorized representative of Allura. **NO ORAL OR WRITTEN INFORMATION OR ADVICE GIVEN BY ALLURA, ITS EMPLOYEES, AGENTS, OR ANY OTHER PERSON SHALL CREATE ANY WARRANTY OR REPRESENTATION ON BEHALF OF ALLURA, OR TO MODIFY OR EXPAND THE SCOPE OF THIS LIMITED WARRANTY OR ALLURA'S OBLIGATIONS BEYOND THOSE EXPRESSLY SET FORTH HEREIN.**
14. **EFFECTIVE DATE.** The effective date of this Limited Warranty is August 1, 2025 (the "Effective Date"). Accordingly, this Limited Warranty shall only cover





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applicable Product purchases and installations occurring on or after the Effective Date.

15. OBTAINING LIMITED WARRANTY SERVICE. For Limited Warranty service (a) call 1-844-4ALLURA ; (b) write at Warranty Department, Plycem USA LLC, 396 W. Greens Rd., Suite 300, Houston, TX 77067; or (c) Visit <https://Allurausa.com/warranties>.

