



ART OF THE STEEL

A S E A M L E S S T R A N S I T I O N

Are you tired of your home's exterior, yet have no desire to move? Joe Mand and his team at Wrightway have a solution for you.



You can have a home that looks like new without moving," said Mand, owner of Wrightway Home Improvements/ABC Seamless of Fond du Lac and Oshkosh. "It's a win/win." ABC Seamless offers a wide variety of steel exterior products, including seamless siding and gutters, soffit, fascia, and trim. "And best of all, the products are stronger, more durable, and better looking than the non-steel alternatives," Mand said. They allow a homeowner to completely update the exterior of their house with materials time-tested in Wisconsin's rollercoaster seasonal climate.

Mand, a lifelong resident of Fond du Lac, has consistently grown the local ABC Seamless siding franchise through firm belief in the products and commitment to delivering the best product for his customers. "Our ABC Seamless products are durable, beautiful, and virtually maintenance-free for life," he said. ABC Seamless opened

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its doors nationwide in 1978 and continues to thrive in communities throughout the country. The products of ABC Seamless have built a reputation for function and performance, Mand explained. ABC uses a custom manufactured, heavy-duty 28-gauge steel that comes in more than 30 colors on 850 pound coils. Most seamless siding companies use 29-gauge steel, which is significantly lighter-duty than ABC's products, Mand said. ABC Seamless siding and gutters are thicker, stronger, and have twice the galvanizing treatment of competitive steel materials. They won't crack, warp, or peel like



alternative products. Additionally, they have the highest hail impact rating available to go with a limited lifetime warranty and 40-year fade warranty.

Since ABC Seamless has never discontinued a color since the initial release 38 years ago, future projects easily match your existing colors. ABC's mobile "factory on wheels" shapes and cuts the steel to the exact lengths of the walls on a project, thereby eliminating the ugly seams often associated with pre-cut steel and vinyl panel products. This ensures the siding will have a consistent, continuous look while limiting the risk of moisture, insects, and dust seeping into the home. "This is a lot different than steel siding that arrives in a box cut into 10 or 12 foot lengths," Mand described, noting that the company's motto is "Siding without the Quacks" which is a clever variant on siding without the cracks (seams).





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Additionally, the ABC Seamless product catalog includes a complete home cladding system that provides long-term solutions for homeowners. Mand suggested, “The gutter and accessory market has evolved over the years with different sales and product angles, but we’ve stuck with ABC Seamless as our proven workhorse.” The ABC Seamless system is designed with a complete package in mind, so replacing siding and trimwork, the products will blend. Take a look around Fond du Lac and Oshkosh and you’re sure to see plenty of beautiful projects completed by Wrightway Home Improvements over the past 40 years.

ABC Seamless siding also withstands the temperature changes of the mid-Wisconsin climate better than other products on the market. “It doesn’t expand and contract like alternative products, which means fewer problems down the road due to product fatigue,” Mand stated.

While seamless steel siding may be what ABC Seamless is most known for, the company has also developed a solid reputation for its innovative gutter system that maintains the continuous look of seamless aluminum, but with the potential to last a lifetime. Mand noted it often comes as a surprise to people that an attractive residential steel gutter system is even an option for a homeowner. “People don’t realize you can get a steel for your home,” he said. “It is the lowest-maintenance and more durable option available on the market.”

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