TERRITORY 02

LP SmartSide®
SMOOTH TRIM & SIDING

# MOMENTS IN HISTORY

- **Carry on your legacy.** Building a house is a significant moment in history that will carry on the Architect's, Builder's and Contractor's legacy. History can also be made by the homeowners. The day you move in to the day you move out will be full of historical moments. **Make History.**

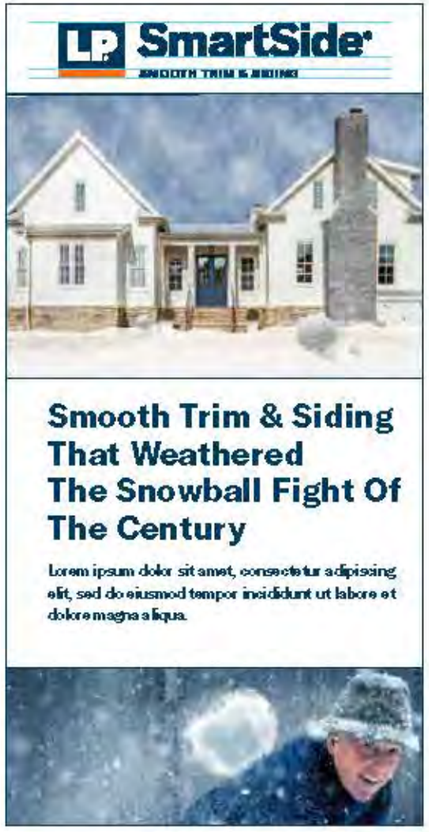
Smooth Trim & Siding That

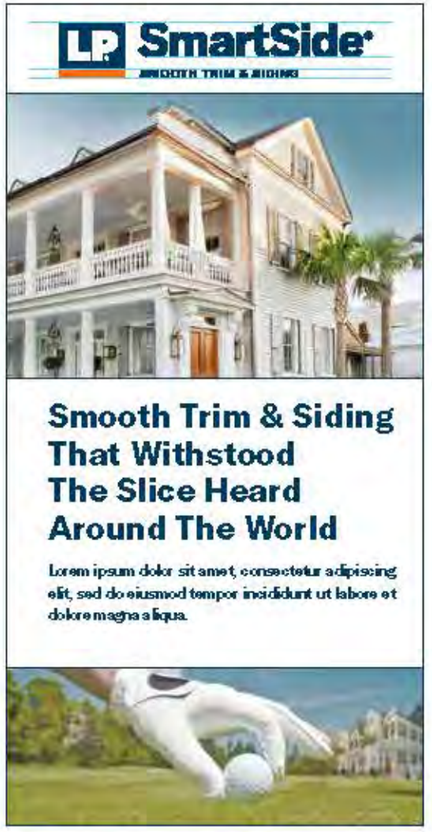
# Makes History

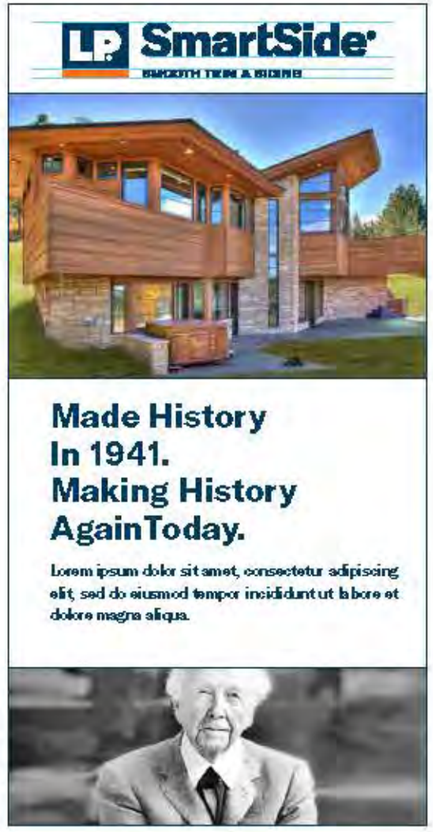
Introducing LP® SmartSide Smooth Trim & Siding. With its innovative engineered strand technology and advanced durability, it's siding that builds a home's history – as well as your reputation – from the very moment it's installed.

LP SmartSide®
SMOOTH TRIM & SIDING

# EMAIL BLASTS



Smooth Trim & Siding That

# Makes History

Introducing LP® SmartSide Smooth Trim & Siding. With its innovative engineered strand technology and advanced durability, it's siding that builds a home's history – as well as your reputation – from the very moment it's installed.

LP SmartSide®
SMOOTH TRIM & SIDING

LP SmartSide®
SMOOTH TRIM & SIDING

Visit **LPSmartSide.com/smooth** to see how LP® SmartSide Smooth Trim & Siding stands up to moisture, termites and even the test of time.

Moisture & Impact Resistant

Termite Protection

Lasting Curb Appeal

LP® SmartSide®
5/50 YEAR LIMITED WARRANTY

# INSTAGRAM CAROUSEL

# DIGITAL DISPLAY

Smooth Trim & Siding That Weathered

# The Snowball Fight Of The Century

**LP® SmartSide Smooth Trim & Siding** delivers a timeless smooth finish and advanced durability that can protect your home against the elements—including an epic snowball fight that no one will soon forget. **With smooth on its side, your home can make history for generations to come.**

LP SmartSide
SMOOTH TRIM & SIDING

LP SmartSide
SMOOTH TRIM & SIDING

Visit **LPSmartSide.com/smooth** to see how LP® SmartSide Smooth Trim & Siding stands up to moisture, termites and even the test of time.

Moisture & Impact Resistant

Termite Protection

Lasting Curb Appeal

5/50 YEAR LIMITED WARRANTY

Smooth Trim & Siding That Withstood The

# Slice Heard Around The World

LP® SmartSide Smooth Trim & Siding delivers a timeless smooth finish and advanced durability that can protect your home from hail, wind and the occassional 63 mph golf ball. With smooth on its side, your home can make history for decades to come.

LP SmartSide
SMOOTH TRIM & SIDING

LP SmartSide
SMOOTH TRIM & SIDING

Visit **LPSmartSide.com/smooth** to see how LP® SmartSide Smooth Trim & Siding stands up to moisture, termites and even the test of time.

Moisture & Impact Resistant

Termite Protection

63 MPH Golf Balls

5/50 YEAR LIMITED WARRANTY

Smooth Trim & Siding That Survived

# One Thousand And One "Foul Balls!"

LP® SmartSide Smooth Trim & Siding delivers a timeless smooth finish and advanced durability that offers protection from hail, wind and many summers of "Foul Balls!" With smooth on its side, your home–or concession stand–can make history for decades to come.

LP SmartSide
SMOOTH TRIM & SIDING

LP SmartSide
SMOOTH TRIM & SIDING

Visit **LPSmartSide.com/smooth** to see how LP® SmartSide Smooth Trim & Siding stands up to moisture, termites and even the test of time.

Moisture & Impact Resistant

Termite Protection

77 MPH Baseballs

5/50 YEAR LIMITED WARRANTY

LP SmartSide
SMOOTH TRIM & SIDING

Visit **LPSmartSide.com/smooth** to see how LP® SmartSide Smooth Trim & Siding stands up to moisture, termites and even the test of time.

Moisture & Impact Resistant

Termite Protection

Lasting Curb Appeal

5/50 YEAR LIMITED WARRANTY

LP SmartSide
SMOOTH TRIM & SIDING

Visit **LPSmartSide.com/smooth** to see how LP® SmartSide Smooth Trim & Siding stands up to moisture, termites and even the test of time.

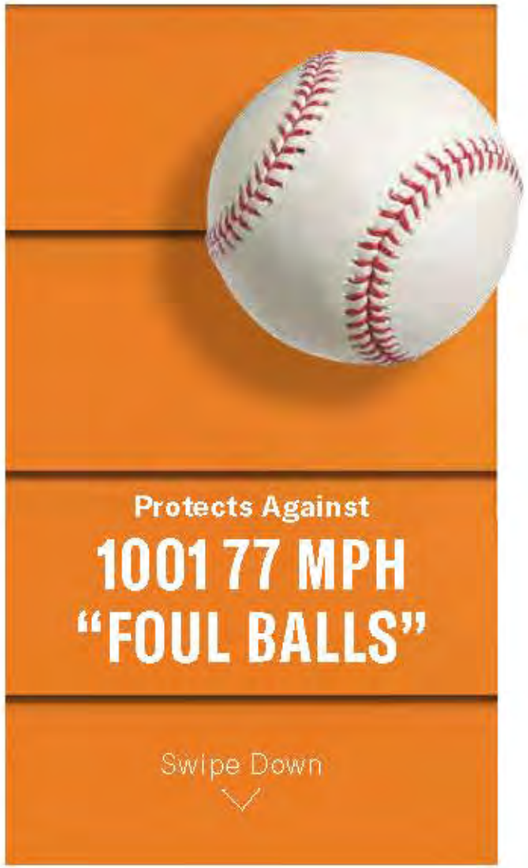
Moisture & Impact Resistant

Termite Protection

Lasting Curb Appeal

5/50 YEAR LIMITED WARRANTY

# INSTAGRAM STORY / IGTV



# DRIVING RANGE MARKERS

# BATTING CAGE BACKSTOPS

# INSTAGRAM POST STORY / IGTV

# THIS OLD HOUSE "SAVE THESE HOUSES" DISPLAY

LP SmartSide
SMOOTH TRIM & SIDING

Visit **LPSmartSide.com/smooth** to see how

Visit **LPSmartSide.com/smooth** to see how LP® SmartSide Smooth Trim & Siding stands up to moisture, termites and even the test of time.

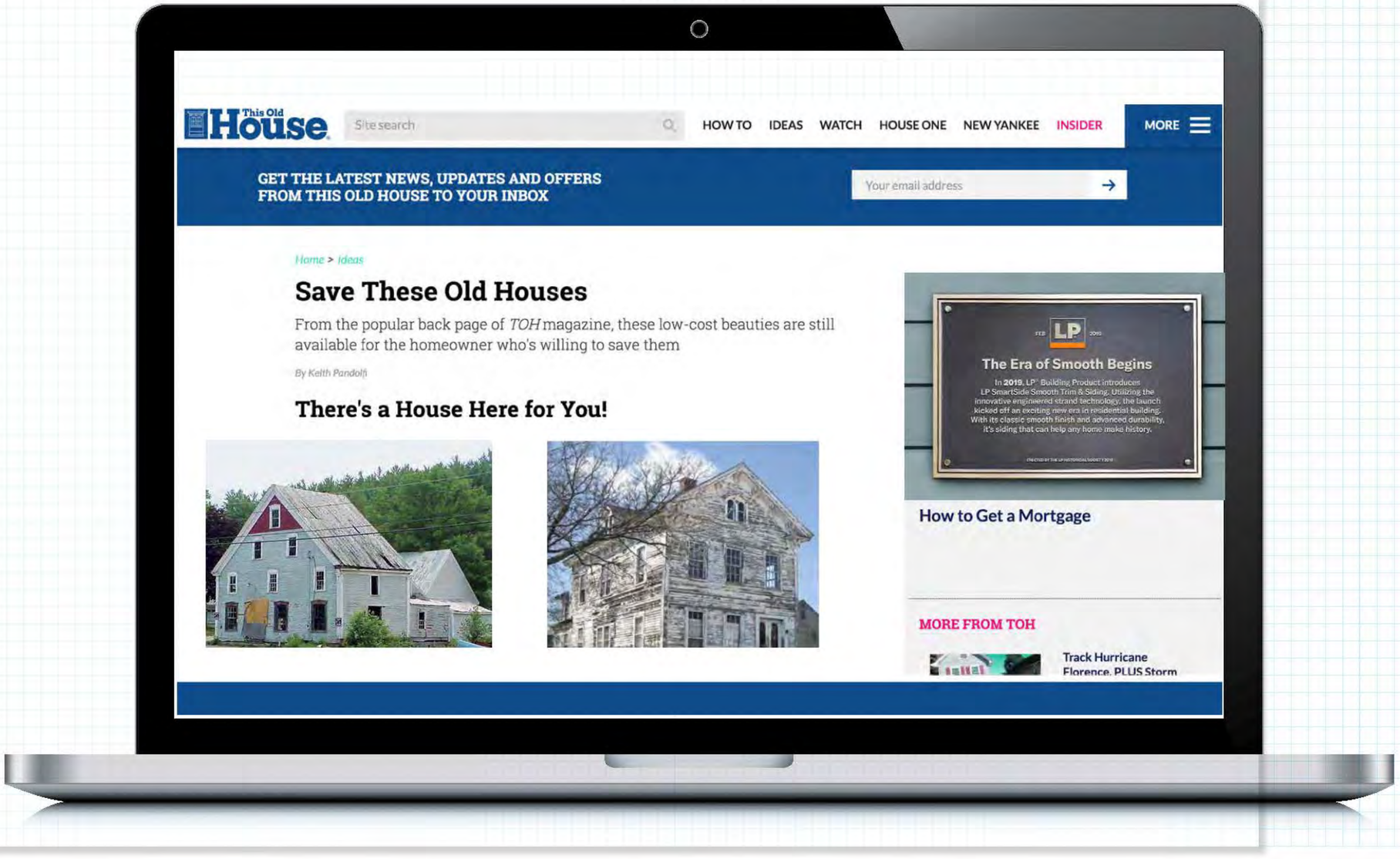
# INSTAGRAM “TAP TO VIEW PRODUCT

TERRITORY 03

LP SmartSide®
SMOOTH TRIM & SIDING

# BUILT TO STAND THE TEST OF TIME

- **Built to stand the test of time.** It's a siding that can help turn new homes into future historical homes. Homes built in 2019 will be durable enough to last 50 years. Tested to stand the test of time: Innovation. Durability: weather (baseball sized hail at 77mph, golf balls at 63mph, rocks at 107mph) Introduced in 2019. Engineered to last 50 years.


This Old House
Site search
HOW TO
IDEAS
WATCH
HOUSE ONE
NEW YANKEE
INSIDER
MORE
GET THE LATEST NEWS, UPDATES AND OFFERS FROM THIS OLD HOUSE TO YOUR INBOX
Your email address
Home > Ideas
Save These Old Houses
From the popular back page of TOH magazine, these low-cost beauties are still available for the homeowner who's willing to save them
By Keith Pandolfi
There's a House Here for You!
LP
The Era of Smooth Begins
In 2019, LP® Building Product introduces LP SmartSide Smooth Trim & Siding. Utilizing the innovative engineered strand technology, the launch kicked off an exciting new era in residential building. With its classic smooth finish and advanced durability, it's siding that can help any home make history.
How to Get a Mortgage
MORE FROM TOH
Track Hurricane
Florence, PLUS Storm

18-SMS-0089_L2JS_SMARTSIDE_SMOOTH_2019_LAUNCH

TERRITORY 01

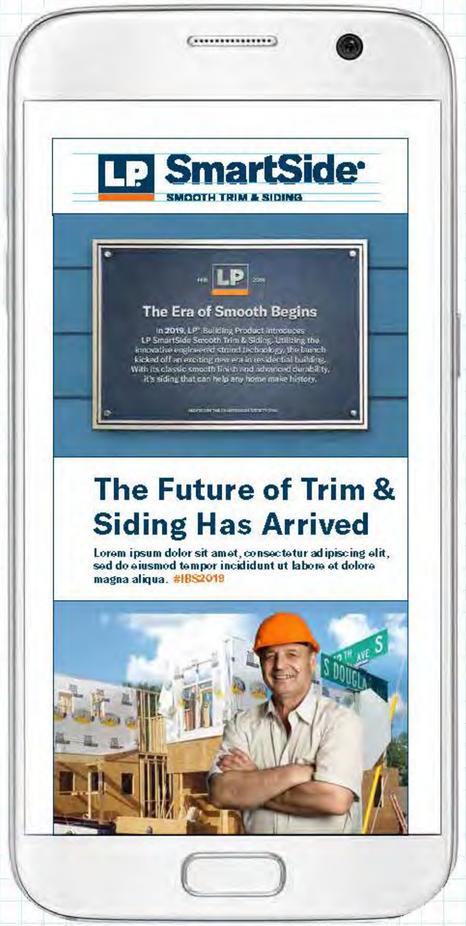
LP SmartSide®
SMOOTH TRIM & SIDING

# MAKE HISTORY

- **A home built in 1968. Makes history again in 2019. Built to last another 50 years.** Historic building's aesthetics require smooth siding. LP has engineered a smooth siding using strand technology that can truly stand the test of time. Building a house is a significant moment in history. Built on the reputaitons of Architect's, Builder's and Contractor's.

FEB
LP
2019
The Era of Smooth Begins
In 2019, LP® Building Product introduces LP SmartSide Smooth Trim & Siding. Utilizing the innovative engineered strand technology, the launch kicked off an exciting new era in residential building. With its classic smooth finish and advanced durability, it's siding that can help any home make history.
ERECTED BY THE LP HISTORICAL SOCIETY 2019

# PRE-IBS EMAIL BLAST (JAN - FEB 19 )



LP SmartSide
SMOOTH TRIM & SIDING

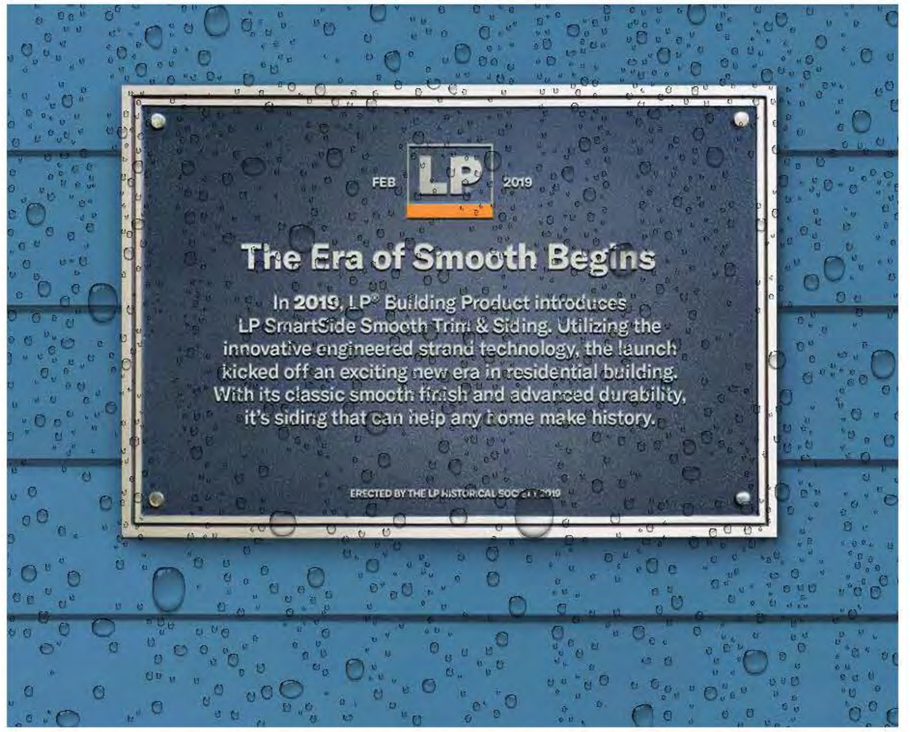
Visit the LP SmartSide innovation team at the #IBS2019 booth February 19-21, follow us @LPBuildingSolutions or learn more at **LP.com/SmoothSmartSide**

LP® SmartSide®
5/50 YEAR LIMITED WARRANTY

LP SmartSide
SMOOTH TRIM & SIDING

Visit the LP SmartSide innovation team at the #IBS2019 booth February 19-21, follow us @LPBuildingSolutions or learn more at **LP.com/SmoothSmartSide**

LP® SmartSide®
5/50 YEAR LIMITED WARRANTY



LP SmartSide
SMOOTH TRIM & SIDING

Visit the LP SmartSide innovation team at the #IBS2019 booth February 19-21, follow us @LPBuildingSolutions or learn more at **LP.com/SmoothSmartSide**

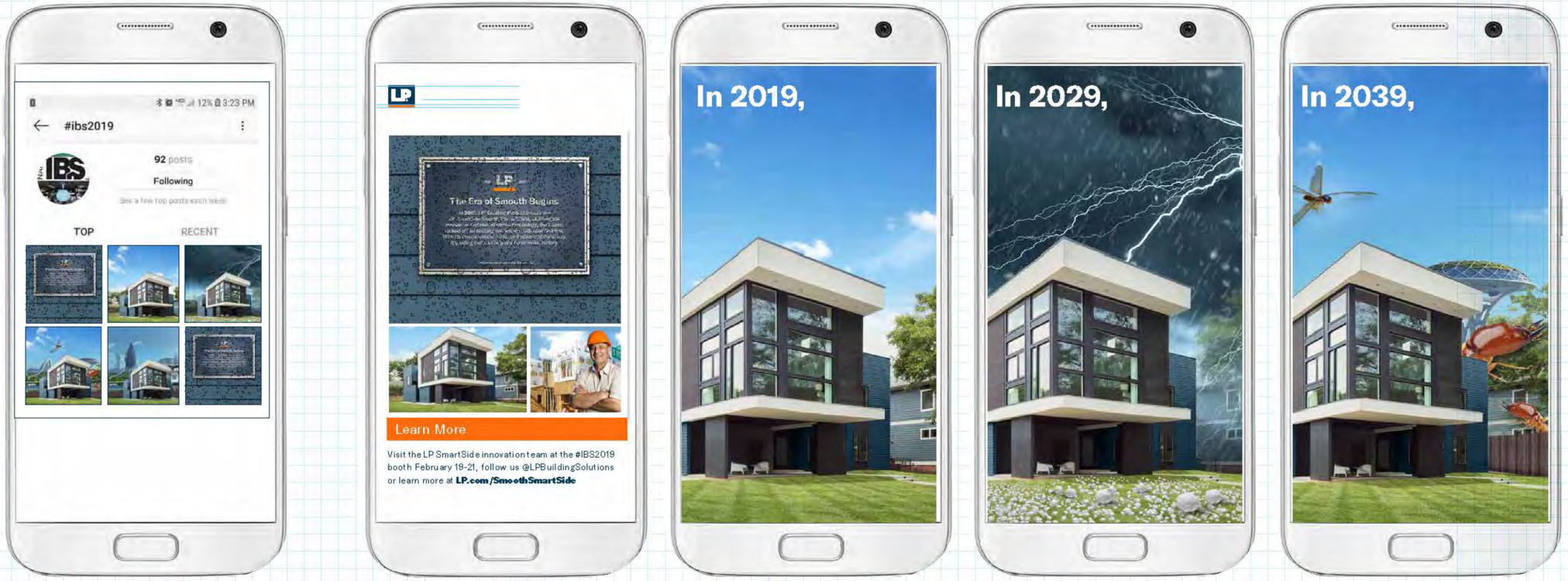
LP SmartSide
SMOOTH TRIM & SIDING

Visit the LP SmartSide innovation team at the #IBS2019 booth February 19-21, follow us @LPBuildingSolutions or learn more at **LP.com/SmoothSmartSide**

LP SmartSide
SMOOTH TRIM & SIDING

Visit the LP SmartSide innovation team at the #IBS2019 booth February 19-21, follow us @LPBuildingSolutions or learn more at **LP.com/SmoothSmartSide**

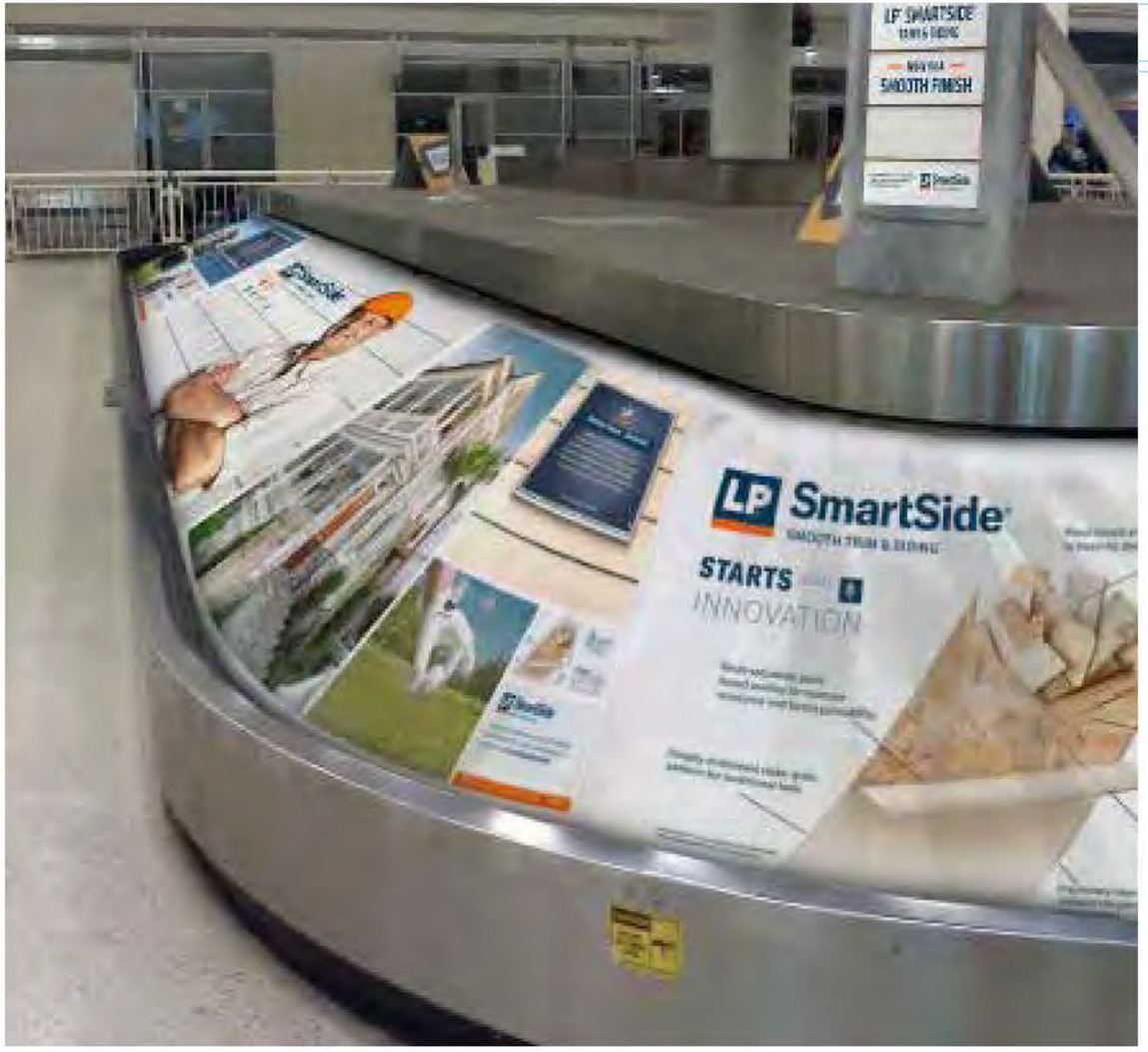
# SOCIAL POST & STORY #IBS2019



LP SmartSide®
SMOOTH TRIM & SIDING

# IBS ACTIVATION

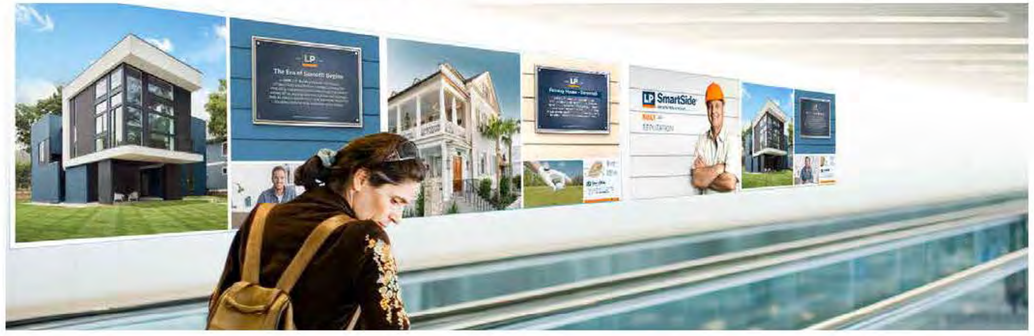
(FEB 19-21)




LP SmartSide
SMOOTH TRIM & SIDING

# AIRPORT

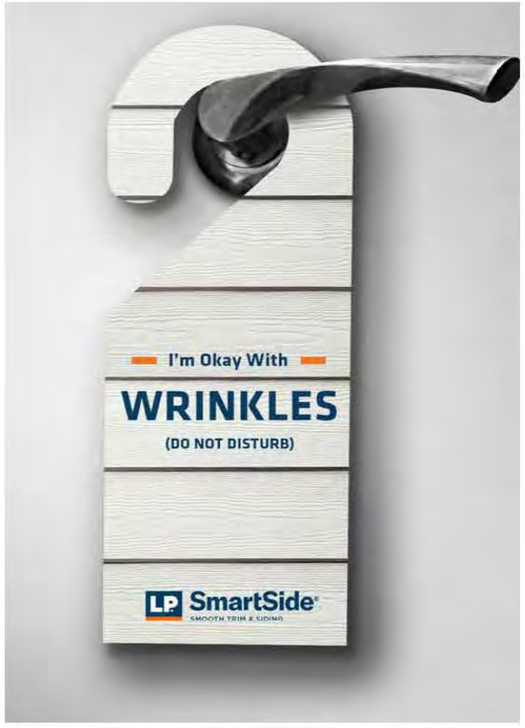
## BAGGAGE CLAIM & TERMINAL DURATRANS



LP SmartSide®
SMOOTH TRIM & SIDING

# HOTEL ROOM

## WELCOME CARD & DOOR HANGERS



SmartSide
SMOOTH TRIM & SIDING

## HOTEL ROOM

GIFT BOX WITH RAZOR & SMOOTH SHAVE AT LEO'S BARBER SHOP GIFT CARD

LP SmartSide®
SMOOTH TRIM & SIDING

# HOTEL ROOM

GIFT BOX WITH
RAZOR & SMOOTH
SHAVE AT LEO'S
BARBER SHOP
GIFT CARD

LED Mood Lighting

Head-tracked 3D Audio

Haptic Feedback

Integrated VR-Ready PC with VR graphics card for highest playback quality

Small Footprint: 34" x 31"

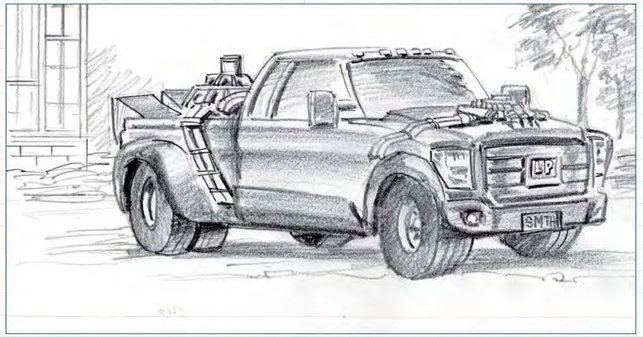
High-Res VR Headset - 2K+ per eye

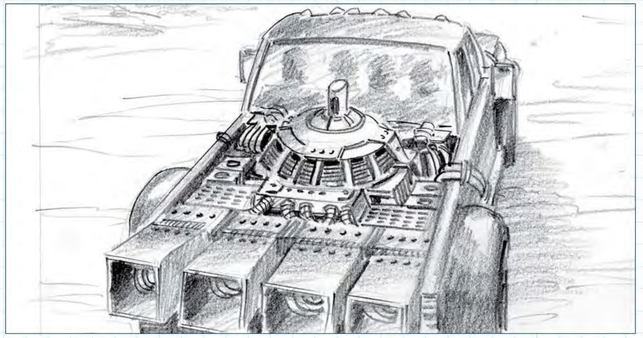
Comfortable privacy chair

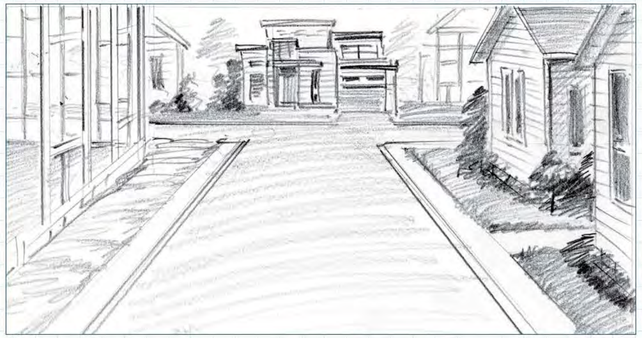
2DOF Motorized System
+/-15° Pitch (Tilt Back)
∞ 360° Yaw (Rotation)

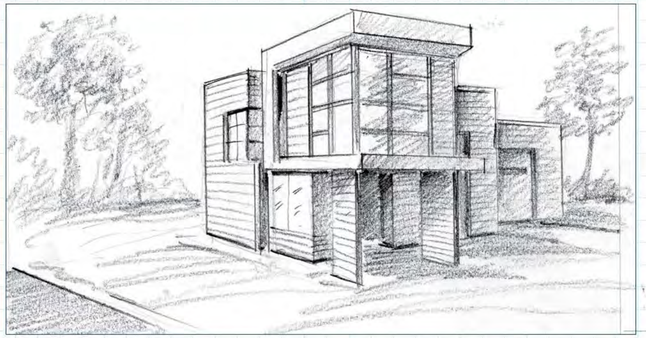
No messy wires or setup.
Plug in one single power cable and go.

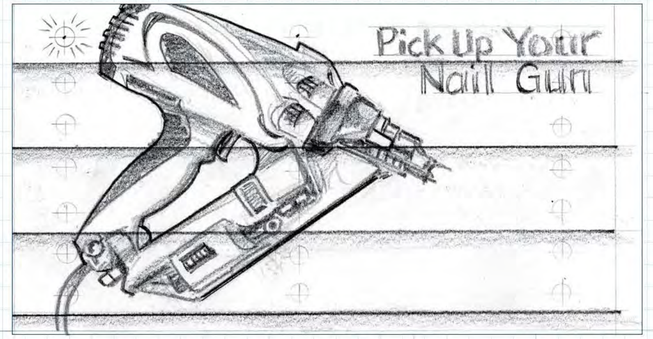
2019


SMITH

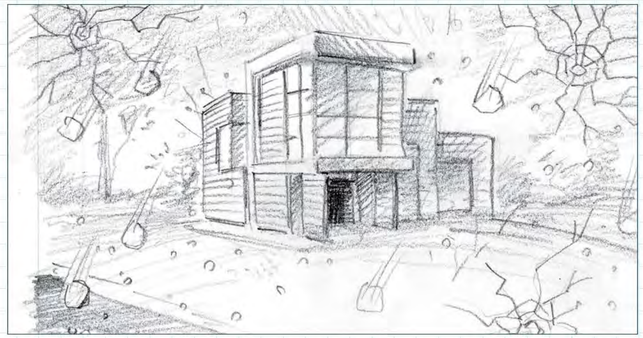




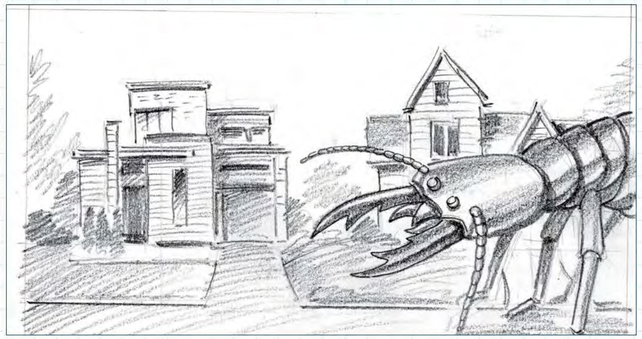


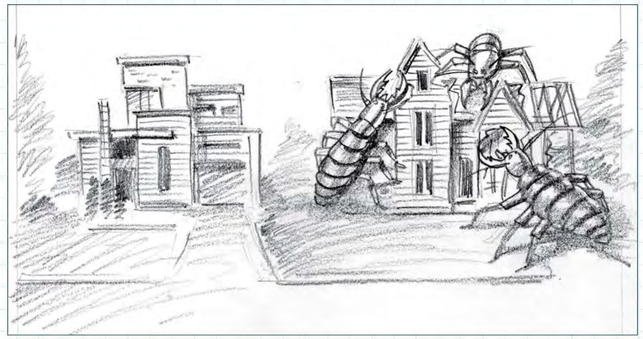

Pick Up Your
Nail Gun

2029



2039





Cardboard

## GOOGLE CARDBAORD GIFT + FACEBOOK 360