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10 UNITED STATES DISTRICT COURT
11 EASTERN DISTRICT OF WASHINGTON

12 ROBERT and DANELLE
13 BLANGERES, individually and on
14 behalf of all others similarly situated,
15 Plaintiffs,

16 v.

17 UNITED STATES SEAMLESS, INC.,
18 and KAYCAN LIMITED,
19 Defendants.

Case No. CV-13-260-LRS

CLASS ACTION COMPLAINT

DEMAND FOR JURY TRIAL

20
21
22 Plaintiffs Robert and Danelle Blangeres (“Plaintiffs”), individually and on
23 behalf of themselves and all others similarly situated, by their undersigned
24 attorneys, upon personal knowledge as to themselves, upon information and belief,
25 and based upon the investigation of their Counsel, allege as follows:
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I. INTRODUCTION

1. This is a consumer class action on behalf of all persons, organizations, municipalities, corporations and entities that own property which incorporated seamless steel siding (“Siding”) that was designed, manufactured, marketed, warranted, sold and/or distributed by United States Seamless, Inc. and KAYCAN Limited (“Defendants”).

2. Defendants market their Siding as durable and warrant against rusting, blistering, chipping, peeling, or flaking, as well as certain other manufacturing defects. Defendants offer a Lifetime Non-Prorated, Transferable Limited Warranty for their Siding.

3. The Siding manufactured and sold by Defendants is defectively designed and manufactured such that it peels within the original warranty period.

4. The defects present in Defendants’ Siding are so severe that Plaintiffs and Class Members must repair or replace their Siding sooner than reasonably expected, at significant cost. Moreover, Defendants’ Siding is uniformly defective such that Plaintiffs’ and Class Members’ Siding fails well before the time period advertised, marketed, and guaranteed by Defendants.

5. Defendants knew or reasonably should have known that the Siding is defective and that such defects would cause damage to the homes of Plaintiffs and the Class Members. Moreover, Defendants concealed the defective nature of the

1 Siding from the Plaintiffs and Class Members and refused to honor warranties on
2 the Siding.
3

4 **II. JURISDICTION AND VENUE**

5 6. This Court has subject matter jurisdiction over this proposed class
6 action pursuant to 28 U.S.C. § 1332(d)(2). The amount in controversy, exclusive
7 of interest and costs, exceeds the sum or value of \$5,000,000 and some of the
8 Plaintiffs and Class Members are citizens of states other than North Dakota and
9 Colorado, which are the Defendants' states of citizenship.
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11 7. Venue is proper in this district pursuant to 28 U.S.C. §1391(a) and (b)
12 because a substantial part of the events or omissions giving rise to the Plaintiffs'
13 claims occurred in this judicial district. Venue is also proper under 18 U.S.C.
14 §1965(a) because the Defendants transact substantial business in this district.
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17 **III. PARTIES**

18 **Plaintiffs Robert and Danelle Blangeres**

19 8. Plaintiffs Robert and Danelle Blangeres are residents of Spokane,
20 Washington.
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22 9. Plaintiffs purchased their Siding from Defendants in March, 1999 for
23 approximately \$20,000. In 2011, Plaintiffs started to notice that the coating on the
24 Siding was peeling off on various sections of their house. Upon noticing these
25 problems, Plaintiffs reasonably contacted Defendants to make a claim under their
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1 life-time warranty. Defendants, instead of honoring Plaintiffs' warranty upon
2 notice of the failure, informed Plaintiffs they did not properly follow the
3 registration directions on their warranty and denied the claim. Plaintiffs have filed
4 numerous letters with the Washington State Attorney General's office and the
5 Better Business Bureau to no avail.
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8 10. The following photos are a sampling of the external problems
9 Plaintiffs have experienced as a result of using Defendants' Siding:
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Defendants United States Seamless, Inc. and KAYCAN Limited

11. Defendant United States Seamless, Inc. (“U.S. Seamless”) is a North Dakota corporation with its principal place of business located in Fargo, North Dakota. In addition to manufacturing seamless steel siding, U.S. Seamless develops and franchises businesses that sell and install its Siding and similar products.

1 12. Defendant KAYCAN Limited (“KAYCAN Limited”) is a Colorado
2 corporation with its principle place of business located in Pointe-Claire Quebec,
3
4 Canada. KAYCAN Limited designs and manufactures steel Siding.

5 **IV. FACTUAL ALLEGATIONS**

6 **Background**

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8 13. Defendants sell or distribute their Siding throughout the United States
9 for installation on homes, commercial buildings, and other structures. The Siding
10 is or was installed on Plaintiffs’ home and is or was installed on the homes and
11 other structures of the members of the Class defined below.
12

13 14. Defendant U.S. Seamless’s website markets and warrants its Siding as
14 durable. The Siding is sold with a “Lifetime Non-Prorated, Transferable Limited
15 Warranty.” Defendant made this representation before purchase and at the time of
16 purchase via sales brochures and marketing materials (including but not limited to
17 store displays, sales seminars, and training materials). The industry and consumers
18 appropriately rely on the warranty and marketing nomenclature.
19
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21 15. Defendant U.S. Seamless’s website, which is available to its building
22 professionals and Members of the Class defined below, at and before the time of
23 sale, states, among other things:
24

25 Seamless steel siding is the number one choice for the
26 homeowner who wants durability and beauty, along with
27 the time-saving benefits of a completely maintenance-free
28 exterior. Trust your home to a United States Seamless

1 professional and you'll never have to worry about the
2 exterior of your home again.

3 16. The website further states:

4 Unmatched performance, element resistance, seamless
5 appearance, unparalleled durability, maintenance freedom, full
6 product line, a superior warranty and earth friendly products are
7 just a few of the reasons United States Seamless is the best
8 siding money can buy.

9 Best of all, you will never have to paint or stain your home
10 again.

11 Our seamless steel siding will help your home retain its beauty
12 year after year, and will add value.

13 17. Concerning Platinum Series steel siding, Defendant U.S.

14 Seamless's website states:

15 Whether you're remodeling or building a new home, United
16 States Seamless®' exclusive Platinum Series™ will provide
17 you with a beautiful, durable and energy efficient exterior that
18 performs better than any vinyl, wood or fiber cement products.

19 Platinum Series™ Seamless Steel Siding from United States
20 Seamless® not only frees you from time consuming
21 maintenance you are free from seams, fading, chipping, flaking,
22 cracks, dents, warping, bubbles and so much more.

23 With the Platinum Series™ from United States Seamless Steel
24 Siding there's no need for priming, caulking, painting or
25 patching to maintain the appearance of your home. Your siding
26 will look like freshly painted wood for years to come with little
27 more than routine cleaning.
28

1 18. Defendant KAYCAN Limited’s website, which is available to its
2 building professionals and Members of the Class defined below, at and before the
3 time of sale, states, among other things:
4

- 5 • Unparalleled quality.
- 6 • State of the art manufacturing.
- 7
- 8 • Kaycan is a market leader because of our passion for quality,
9 which delivers exceptional value to our customers. The
10 standards of excellence that distinguish Kaycan products
11 include superior performance, outstanding beauty, durability
12 and low maintenance.
- 13 • As a family owned and operated company for over four
14 decades, quality care, reliability and trust remain our most
15 important values.
- 16 • Kaycan as always been extremely committed to research and
17 development. Being a market leader means always searching
18 for new ways to provide better value to our customers.

19 19. Defendants’ Siding has not lived up to Defendants’ representations
20 and given the unexpected maintenance and premature repair and replacement – at
21 significant cost to consumers – has not proven to be of value when compared to
22 other siding products.

23 20. The Siding manufactured, marketed, advertised and sold by
24 Defendants is defectively designed and manufactured such that it prematurely fails,
25 causing premature peeling of the coating and other damage that diminishes the
26 value of the structures owned by Plaintiffs and other members of the Class defined
27

1 below. Plaintiffs and other members of the Class sustain a loss in property value
2 that is attributable to the damage caused by Defendants' defective Siding.
3

4 21. The defects present in Siding are so severe that Plaintiffs and the
5 Class must repair or replace their Siding, causing damage to the Plaintiffs' and the
6 Class' structures during the repair or replacement process.
7

8 22. Defendants' Siding is uniformly defective such that Plaintiffs' and
9 Class Members' Siding is failing before the time period advertised, marketed, and
10 guaranteed by Defendants or otherwise expected by ordinary consumers
11 purchasing siding.
12

13 23. Defendants knew or reasonably should have known that the Siding is
14 defective as designed and manufactured such that the product fails prematurely.
15 The outward manifestation of the Siding failure is peeling of the coating and other
16 damage. In short, the Siding does not perform in accordance with the reasonable
17 expectations of consumers that such products be durable and suitable for use as
18 building products.
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21 **Defendants' Acts and Omissions Have Damaged Plaintiffs and the Members**
22 **of the Class**

23 24. As a result of the defects and failures complained of herein, Plaintiffs
24 and Members of the Class defined below have suffered actual damages. The
25 Siding on their homes, buildings, and other structures has failed and will continue
26 to fail prematurely compared to the time expected by ordinary consumers, the time
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1 marketed by Defendants, and the time warranted by Defendants, requiring them to
2 expend large sums of money to repair the damage associated with the
3 incorporation of the Siding into their homes, buildings, and other structures, and to
4 prevent such damage from continuing.
5

6 25. At all relevant times, Defendants had a duty to disclose to Plaintiffs
7 and the Class that their Siding was defective, prone to foreseeable and uniform
8 problems, such as the problems described herein, and otherwise was inherently
9 flawed in its design such that the Siding was not suitable for use as an exterior
10 building material.
11

12 26. Because the defects in the Siding are latent and not detectable until
13 manifestation, Plaintiffs and members of the Class defined below were not
14 reasonably able to discover that their Siding was defective until after installation,
15 despite the exercise of due diligence. Indeed, at the time of first sale, building and
16 construction professionals would not be able to detect the latent defect unless they
17 subjected the Siding to their own testing, modeling or analysis. Defendants,
18 however, possessed the resources and information necessary to determine that the
19 Siding was defective. Moreover, Defendants possessed the complaints necessary
20 to know that the Siding was uniformly defective and subject to premature wear.
21

22 27. The Siding manufactured and sold by Defendants is defectively
23 designed and manufactured such that it fails prematurely, causing damage to the
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1 property of Plaintiffs and members of the Class defined below and forcing them to
2 repair or replace their Siding sooner than reasonably expected, marketed and/or
3 warranted.
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5 28. Plaintiffs seek to recover, for themselves and members of the Class
6 defined below, the costs of repairing the damage to their property and replacing
7 their Siding, the costs of this action, including attorneys' fees and expenses, and
8 injunctive relief requiring Defendants to replace their defective Siding and modify
9 their warranty claims process to uniformly provide relief in accordance with their
10 obligations under the law, and any other relief determined appropriate.
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13 V. CLASS ACTION ALLEGATIONS

14 29. Plaintiffs bring this lawsuit as a class action on behalf of themselves
15 and all others similarly situated as Class Members pursuant to Rule 23(a) and
16 (b)(3) on behalf of the following classes:
17

18 a. **Nationwide class:** All persons, organizations,
19 municipalities, corporations and entities that own or
20 owned property, whether commercial or residential,
21 which incorporated Defendants' Siding since 1986.
22 Excluded from the Nationwide Class are Defendants,
23 Defendants' employees, Defendants' subsidiaries, the
24 Judge to which this case is assigned and the immediate
25 family of the Judge to which this case is assigned.

26 **or**

27 b. **State of Washington class:** All persons, organizations,
28 municipalities, corporations and entities that own or
owned property, whether commercial or residential,

1 which incorporated Defendants' Siding since 1986.
2 Excluded from the State of Washington Class are
3 Defendants, Defendants' employees, Defendants'
4 subsidiaries, the Judge to which this case is assigned and
5 the immediate family of the Judge to which this case is
6 assigned.

7 30. In the alternative to these Classes, Plaintiffs bring this action on behalf
8 of the following subclasses:

9 a. **Nationwide class:** All persons, organizations,
10 municipalities, corporations and entities that own or
11 owned property, whether commercial or residential,
12 which incorporated Defendants' Siding since 1986 and
13 that did not register their warranty. Excluded from the
14 Nationwide Class are Defendants, Defendants'
15 employees, Defendants' subsidiaries, the Judge to which
16 this case is assigned and the immediate family of the
17 Judge to which this case is assigned.

18 **or**

19 b. **State of Washington class:** All persons, organizations,
20 municipalities, corporations and entities that own or
21 owned property, whether commercial or residential,
22 which incorporated Defendants' Siding since 1986 and
23 that did not register their warranty. Excluded from the
24 State of Washington Class are Defendants, Defendants'
25 employees, Defendants' subsidiaries, the Judge to which
26 this case is assigned and the immediate family of the
27 Judge to which this case is assigned.

28 31. Plaintiffs reserve the right to re-define these Classes prior to class
certification.

32. Plaintiffs are members of the Class that they seek to represent.

1 33. The proposed Class is so numerous that the individual joinder of all its
2 members in this or any action is impracticable. The exact number of Class
3 Members is presently unknown to Plaintiffs, but it is believed to comprise
4 hundreds, if not thousands, of individuals and entities, thereby making joinder
5 impractical. The proposed Class is composed of an easily ascertainable, self-
6 identifying set of individuals and entities that purchased Defendants' Siding or
7 have Defendants' Siding incorporated on their structures. The number of Class
8 Members can be determined through appropriate discovery.
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12 34. Common questions of fact and law exist as to all Class Members
13 which predominate over questions affecting only individual members. These
14 include, but are not limited to, the following:
15

16 a. Whether Defendants have breached the express warranty
17 pertaining to the Siding;
18

19 b. Whether Defendants were aware of the defect in the Siding
20 before the Siding left the Defendants' control;
21

22 c. Whether Defendants have breached the implied warranties
23 pertaining to the Siding;
24

25 d. Whether, by the misconduct set forth in this Complaint,
26 Defendants have engaged in unfair or deceptive business practices with respect to
27 the sale of the subject Siding;
28

1 e. Whether the Defendants have breached contracts entered with
2 Class Members;

3
4 f. Whether Defendants have been unjustly enriched by the sale of
5 the Siding to Plaintiffs and Class Members;

6 g. Whether Defendants had a duty to disclose defects to Plaintiffs
7 and the Class;

8
9 h. Whether Defendants were negligent in selling their Siding; and

10 i. Whether Plaintiffs and Class Members are entitled to
11 declaratory and injunctive relief.
12

13 35. Plaintiffs' claims are typical of the claims of the Members of the Class
14 because they and all Class Members have purchased Defendants' Siding, or own or
15 have owned a structure that incorporated Siding and have been placed in the stream
16 of commerce by Defendants, all of which are substantially identical.
17

18 36. The factual basis of Defendants' misconduct is common to all of the
19 Class Members and represents a common thread of fraudulent misconduct,
20 deceptive trade practices, negligence and breach of warranty resulting in injury to
21 all members. Plaintiffs are asserting the same rights, making the same claims, and
22 seeking the same relief for themselves and all other Members of the Class.
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25 37. Plaintiffs are adequate representatives of the Class because they are
26 members of the Class and do not have interests that conflict with those of the Class
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1 Members they seek to represent. Plaintiffs are represented by experienced and able
2 counsel who have litigated numerous class action lawsuits, and Plaintiffs' counsel
3
4 intend to prosecute this action vigorously for the benefit of the Class. Plaintiffs
5 and their counsel will fairly and adequately protect the interests of the members of
6 the Class.

7
8 38. A class action is the best available method for the efficient
9 adjudication of this litigation. It would be impracticable and undesirable for each
10 Class Member who has suffered or may suffer harm to bring a separate action for
11 these claims. In addition, the commencement of separate actions would put a
12 substantial and unnecessary burden on the courts, while a single class action can
13 determine the rights of all Members of the Class with judicial economy. The
14 prerequisites to maintaining a class action for injunctive and equitable relief
15 pursuant to Fed. R. Civ. P. 23(b)(2) exist as Defendants have acted or refused to
16 act on grounds generally applicable to the Class thereby making appropriate final
17 injunctive and equitable relief with respect to the Class as a whole. Defendants'
18 actions are generally applicable to the Class as a whole, and Plaintiffs, on behalf of
19 the Class, seek damages and injunctive relief described herein. Defendants'
20 systemic policy and practices make declaratory relief with respect to the Class as a
21 whole appropriate.
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1 **VI. CAUSES OF ACTION**

2 **COUNT ONE**

3 **BREACH OF EXPRESS WARRANTY**

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5 39. Plaintiffs incorporate by reference each of the allegations contained in
6 all of the preceding paragraphs of this Complaint.

7
8 40. Defendants designed, developed, tested, manufactured, distributed,
9 marketed and sold their Siding into the stream of commerce with the intent that the
10 Siding would be purchased by Plaintiffs and members of the Class.

11
12 41. Defendants expressly warranted that the Siding is durable and long
13 lasting. Defendants' representations through its written warranties regarding the
14 durability and quality of the Siding created express warranties which became part
15 of the bargain Plaintiffs and Members of the Class entered into when they
16 purchased the Siding.

17
18 42. Defendants expressly warranted that the structural integrity of the
19 Siding purchased by Plaintiffs and Class Members would last a lifetime.

20
21 43. Defendants breached their express warranties to Plaintiffs and the
22 Class in that Defendants' Siding is not permanent as it did not, and does not,
23 maintain its exterior coating and perform as warranted. Defendants' Siding
24 prematurely fails and is subject to premature peeling of the coating. Defendants
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1 knew that the Siding was subject to premature failure and yet they continued to
2 market, distribute and sell the Siding.

3
4 44. Defendants' warranties fail their essential purpose because they
5 purport to warrant that the Siding will be free from structural breakdowns for a
6 lifetime when, in fact, Defendants' Siding fails far short of the applicable warranty
7 period.
8

9 45. Moreover, because the warranties limit Plaintiffs' and Class
10 Members' recovery to replacement of the Siding piece by piece, with replacement
11 labor not included, Defendants' warranties are woefully inadequate. The remedies
12 available in Defendants' warranties are limited to such an extent that they do not
13 provide a minimum adequate remedy.
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16 46. The limitations on remedies and the exclusions in Defendants'
17 warranties are unconscionable and unenforceable.
18

19 47. Defendants have denied or failed to pay in full the warranty claims or
20 have not responded to warranty claims.

21 48. Plaintiffs and the Class Members are in privity with Defendants
22 because Defendants' sale of its Siding was either direct or through an authorized
23 distributor. In addition, privity exists because Defendants made express
24 representations to Plaintiffs and the Class about the nature and quality of the Siding
25 and Plaintiffs and Class Members are either directly in contract with Defendants
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1 through Defendants' express warranty or are third party beneficiaries to the
2 contracts between Defendants and its distributors.

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4 49. As a result of Defendants' breach of their express warranties,
5 Plaintiffs and the Class have suffered actual damages in that they purchased and
6 installed on their homes and other structures an exterior Siding product that is
7 defective and that has failed or is failing prematurely due to improper design. This
8 failure has required or is requiring Plaintiffs and the Class to incur significant
9 expenses in repairing or replacing their Siding. Replacement is required to prevent
10 on-going and future damage to the structures or interiors of Plaintiffs' and Class
11 Members' homes and structures.
12
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14 50. Plaintiffs, on behalf of themselves and all others similarly situated,
15 demand judgment against Defendants for compensatory damages for themselves
16 and each member of the Class, for the establishment of a common fund, plus
17 attorneys' fees, interest and costs.
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20 **COUNT TWO**

21 **BREACH OF IMPLIED WARRANTY**

22 51. Plaintiffs incorporate by reference each of the allegations contained in
23 all of the preceding paragraphs of this Complaint.
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25 52. At all times mentioned herein, Defendants manufactured or supplied
26 Siding, and prior to the time said Siding was purchased by Plaintiffs, Defendants
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1 impliedly warranted to Plaintiffs, and to Plaintiffs' agents, that the product was of
2 quality and fit for the use for which it was intended.
3

4 53. Plaintiffs and Plaintiffs' agents relied on the skill and judgment of the
5 Defendants in using the aforesaid product.

6 54. The product was unfit for its intended use and it was not of
7 merchantable quality, as warranted by Defendants, in that it had a propensity to
8 break down and fail to perform and protect when put to its intended use. The
9 aforesaid product did cause Plaintiffs to sustain damages as herein alleged.
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12 55. The Siding was similarly unfit for its particular purpose; that is, to
13 provide durable, long-lasting, suitable protection.

14 56. Plaintiffs and the Class are in privity with Defendants because
15 Defendants made express representations to Plaintiffs and the Class about the
16 nature and quality of the Siding and Plaintiffs and Class Members are either
17 directly in contract with Defendants through Defendants express warranty or are
18 third party beneficiaries to the contracts between Defendants' and its distributors.
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21 57. After Plaintiffs were made aware of Plaintiffs' damages as a result of
22 the aforesaid Siding, notice was duly given to Defendants of the breach of said
23 warranty.
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1 58. Defendants failed to provide adequate remedy and added additional
2 terms to the warranties which independently caused the purported warranty to fail
3 its essential purpose, thereby permitting remedy under implied warranties.
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5 59. As a direct and proximate result of the breach of said warranties,
6 Plaintiffs and the Class Members suffered and will continue to suffer loss as
7 alleged herein in an amount to be determined at trial.
8

9 60. Plaintiffs, on behalf of themselves and all others similarly situated,
10 demand judgment against Defendants for compensatory damages for themselves
11 and each Member of the Class, for the establishment of a common fund, plus
12 attorneys' fees, interest and costs.
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14 **COUNT THREE**

15 **VIOLATION OF THE WASHINGTON**
16 **CONSUMER PROTECTION ACT**
17

18 61. Plaintiffs incorporate by reference each of the allegations contained in
19 all of the preceding paragraphs of this Complaint.
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21 62. Defendants are manufacturers, marketers, sellers and/or distributors of
22 the Siding.

23 63. The conduct described above and throughout this Complaint
24 constitutes unfair or deceptive acts or practices in violation of §19.86.010 of the
25 Washington Consumer Protection Act (hereinafter, "WCPA"), RCW §19.86.010,
26 *et seq.*
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1 64. Alternatively, similar statutes, identical in their material respects, are
2 in effect in many jurisdictions within the United States.
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4 65. In violation of the WCPA, Defendants omitted and/or concealed facts
5 from Plaintiffs and members of the Class regarding the quality, characteristics,
6 benefits and/or uses of the Siding.
7

8 66. The omissions described herein were likely to deceive consumers into
9 purchasing the Siding.
10

11 67. As a direct and proximate cause of the violations of the WCPA,
12 described above, Plaintiffs and other Members of the Class have been injured in
13 that they have purchased the defective Siding for personal, family or household
14 purposes based on nondisclosure of material facts alleged above.
15

16 68. Defendants knew or should have known that the Siding was defective,
17 would fail prematurely, was not suitable for use as an exterior siding product, and
18 otherwise was not as warranted and represented by Defendants.
19

20 69. Defendants deceived and continue to deceive consumers. This
21 conduct constitutes unfair or deceptive acts or practices within the meaning of the
22 WCPA. This illegal conduct is continuing with no indication that Defendants will
23 cease and/or has a substantial likelihood of being repeated. The acts complained of
24 herein were and are capable of deceiving a substantial portion of the public.
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1 70. Defendants acted willfully, knowingly, intentionally, unconscionably
2 and with reckless indifference when they committed these acts of consumer fraud.
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4 71. Defendants' unfair and deceptive acts and practices affect the public
5 interest. Further, the unfair and deceptive acts and practices were committed in the
6 general course of Defendants' business and have already injured thousands of
7 individuals nationwide. There is a likelihood Defendants' practices will injure
8 other members of the public.
9

10 72. As a direct and proximate result of Defendants' unfair and deceptive
11 acts and practices, Plaintiffs and other Members of the Class suffered injury in fact
12 and will suffer damages, which include, without limitation, cost to inspect, repair
13 and/or replace their Siding and other property in an amount to be determined at
14 trial.
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17 73. As a result of the acts of consumer fraud described above, Plaintiffs
18 and the Class have suffered ascertainable loss – actual damages that include the
19 purchase price of the products – for which the Defendants are liable to the
20 Plaintiffs and the Class for their ascertainable losses, exemplary damages, plus
21 attorneys' fees and costs, along with equitable relief prayed for herein.
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1 **COUNT FOUR**

2 **BREACH OF CONTRACT**

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4 74. Plaintiffs incorporate by reference each of the allegations contained in
5 all of the preceding paragraphs of this Complaint.

6 75. Plaintiffs and the Class Members have entered into certain contracts
7 and warranty agreements with Defendants, including an express warranty.
8 Pursuant to these contracts and agreements, including the express warranty,
9 Defendants would provide Plaintiffs and Class Members with Siding that was of
10 merchantable quality and fit for the use for which it was intended. Defendants
11 were further obligated pursuant to the express warranty to repair or replace any
12 defects or problems with the Siding that Plaintiffs and Class Members experienced.
13 In exchange for these duties and obligations, Defendants received payment of the
14 purchase price for the Siding from Plaintiffs and Class Member.
15
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18 76. Plaintiffs and the Class satisfied their obligations under these
19 contracts, warranties, and agreements.
20

21 77. Defendants failed to perform as required by the express warranty and
22 breached said contracts and agreements because they provided Plaintiffs and the
23 Class with Siding that was defective and unfit for its intended use and failed to
24 appropriately repair or replace the Siding.
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1 78. As a result of the foregoing, Plaintiffs and the Class are entitled to
2 compensatory damages in an amount to be proven at trial.
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4 **COUNT FIVE**

5 **FRAUDULENT CONCEALMENT**

6 79. Plaintiffs incorporate by reference each of the allegations contained in
7 all of the preceding paragraphs of this Complaint.
8

9 80. At all times mentioned herein, Defendants, through their experience,
10 were in a position of superiority to Plaintiffs and the Class and had the duty and
11 obligation to disclose to Plaintiffs the true facts and their knowledge concerning
12 the Siding; that is that said product is defective, would prematurely fail, and
13 otherwise was not as warranted and represented by Defendants. Defendants made
14 the affirmative representations as set forth in this Complaint to Plaintiffs, the Class,
15 and the general public prior to the date Plaintiffs purchased the Siding, while at the
16 same time concealing the material defects described herein. All of these facts were
17 material to consumers' (such as Plaintiffs') purchase decisions.
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21 81. The facts concealed or not disclosed by Defendants to Plaintiffs and
22 the Class are material facts in that a reasonable person would have considered
23 those facts to be important in deciding whether or not to purchase Siding.
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1 87. Plaintiffs and the Class have conferred substantial benefits on
2 Defendants by purchasing Siding, and Defendants have knowingly and willingly
3 accepted and enjoyed these benefits.
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5 88. Defendants either knew or should have known that the payments
6 rendered by Plaintiffs and the Class were given and received with the expectation
7 that the Siding would perform as represented and warranted. For Defendants to
8 retain the benefit of the payments under these circumstances is inequitable.
9

10 89. Defendants' acceptance and retention of these benefits under the
11 circumstances make it inequitable for Defendants to retain the benefit without
12 payment of the value to the Plaintiffs and the Class.
13

14 90. Plaintiffs and the Class are entitled to recover from Defendants all
15 amounts wrongfully collected and improperly retained by Defendants, plus interest
16 thereon.
17

18 91. As a direct and proximate result of Defendants' wrongful conduct and
19 unjust enrichment, Plaintiffs and the Class are entitled to an accounting, restitution
20 from, and institution of, a constructive trust disgorging all profits, benefits, and
21 other compensation obtained by Defendants, plus attorneys' fees, costs, and
22 interest thereon.
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1 **COUNT SEVEN**

2 **INTENTIONAL MISREPRESENTATION**

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4 92. Plaintiffs incorporate by reference each of the allegations contained in
5 all of the preceding paragraphs of this Complaint.

6 93. Defendants had a duty to Plaintiffs and the Class to not engage in
7 fraud in the course of marketing, selling, and warranting the Siding.
8

9 94. Defendants willfully, falsely, and knowingly misrepresented material
10 facts relating to the character and quality of their Siding, as well as on websites, in
11 various media advertising, and in point of sale materials disseminated or caused to
12 be disseminated by Defendants and their officers, agents, representatives, servants,
13 or employees of Defendants, acting within the line and scope of their authority, so
14 employed to merchandise and market the Siding.
15
16

17 95. Defendants misrepresented and failed to inform Class Members of the
18 defects the Defendants knew existed in the Siding.
19

20 96. Defendants' representations were made with the intent that the general
21 public, including Plaintiffs and Class members, rely upon them.
22

23 97. Defendants' representations were made with knowledge of the falsity
24 of such statements, or in reckless disregard of the truth thereof.

25 98. In actual and reasonable reliance upon Defendants'
26 misrepresentations, Plaintiffs and Class Members purchased Siding for its intended
27
28

1 and reasonably foreseeable purposes. Plaintiffs and Class Members were unaware
2 of the true facts concerning the effectiveness of the Siding, which had not been
3 disclosed. If Plaintiffs and Class Members had been aware of the suppressed facts,
4 Plaintiffs and Class Members would not have purchased the Siding at such a price
5 premium.
6

7
8 99. Plaintiffs and Class members are informed and believe, and thereon
9 allege, that Defendants misrepresented material facts with the intent to defraud
10 Plaintiffs and Class Members. Plaintiffs and Class Members were unaware of the
11 intent of Defendants and relied upon these representations in agreeing to purchase
12 the Siding.
13

14
15 100. In actual and reasonable reliance upon Defendants'
16 misrepresentations, Plaintiffs and Class Members purchased Siding and did not
17 benefit from the durability benefits as represented, the direct and proximate result
18 of which was injury and harm to Plaintiffs and Class Members because:
19

20 a. they would not have purchased Siding priced higher than
21 competing brands if the true facts concerning its likelihood of failing prematurely
22 had been known;
23

24 b. they paid a price premium due to the mislabeling of the Siding
25 as more beneficial to their houses and other properties than they actually were;
26

27 c. the Siding did not perform as promised; and
28

1 d. Plaintiffs and Class Members have paid and will continue to
2 pay higher costs for the Siding as long as they continue to use the unsupported
3 durability claims and lifetime warranty representations on its packaging.
4

5 **COUNT EIGHT**

6 **NEGLIGENCE**

7
8 101. Plaintiffs incorporate by reference each of the allegations contained in
9 all of the preceding paragraphs of this Complaint.
10

11 102. Defendants had a duty to Plaintiffs and the Class to exercise
12 reasonable and ordinary care in the formulation, testing, design, manufacture, and
13 marketing of the Siding.
14

15 103. Defendants breached their duty to Plaintiffs and the Class by
16 designing, manufacturing, advertising, and selling to Plaintiffs and the Class a
17 product that is defective and will fail prematurely, and by failing to promptly
18 remove the Siding from the marketplace or to take other appropriate remedial
19 action.
20

21 104. Defendants knew or should have known that the Siding was defective,
22 would fail prematurely, was not suitable for use as an exterior siding product, and
23 otherwise was not as warranted and represented by Defendants.
24

25 105. As a direct and proximate cause of Defendants' negligence, Plaintiffs
26 and the Class have suffered actual damages in that they purchased and installed on
27
28

1 their homes, residences, buildings, and other structures an exterior siding product
2 that is defective and that fails prematurely. These failures have caused and will
3
4 continue to cause Plaintiffs and the Class to incur expenses repairing or replacing
5 their siding, including the resulting damage to their structures caused by replacing
6 or repairing the Siding.
7

8 106. Plaintiffs, on behalf of themselves and all others similarly situated,
9 demand judgment against Defendants for compensatory damages for themselves
10 and each member of the Class, for establishment of a common fund, plus
11 attorneys' fees, interest and costs.
12

13 **COUNT NINE**

14 **DECLARATORY AND INJUNCTIVE RELIEF**

15
16 107. Plaintiffs incorporate by reference each of the allegations contained in
17 the preceding paragraphs of this Complaint.
18

19 108. Plaintiffs, on behalf of themselves and putative Class Members, seek a
20 Court declaration of the following:

21 a. All Defendants' Siding has a defect in workmanship and material
22 that causes failures;
23

24 b. Defendants knew of the defects in its Siding and that the
25 limitations contained in the warranties are unenforceable;
26
27
28

1 c. Defendants shall re-audit and reassess all prior warranty claims
2 on its Siding, including claims previously denied in whole or in part, where the denial
3 was based on warranty or other grounds; and
4

5 d. Defendants shall establish an inspection program and protocol to
6 be communicated to Class members, which will require Defendants to inspect upon
7 request, a Class Member's structure to determine whether a Siding failure is
8 manifest.
9

10 **VII. PRAYER FOR RELIEF**

11 WHEREFORE, Plaintiffs pray that this case be certified and maintained as a
12 class action and for judgment to be entered upon Defendants as follows:
13

14 A. For economic and compensatory damages on behalf of Plaintiffs and
15 all members of the Class;
16

17 B. For restitution;

18 C. For actual damages sustained or treble damages;

19 D. For injunctive and declaratory relief, as claimed herein;

20 E. For reasonable attorneys' fees and reimbursement of all costs for the
21 prosecution of this action; and
22

23 F. For such other and further relief as this Court deems just and
24 appropriate.
25
26
27
28

1 **VIII. DEMAND FOR JURY TRIAL**

2 Plaintiffs hereby demand a trial by jury on all claims so triable.

3
4 RESPECTFULLY SUBMITTED AND DATED this 12th day of July, 2013.

5 TERRELL MARSHALL DAUDT
6 & WILLIE PLLC

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