

Why Royal®

Creating the best exterior possible.

Whether it's homeowners, builders, remodelers or installers, the demand for siding that's a cinch to work with and install while setting durability and design standards is real. From breadth of products to industry-leading performance to sales support, Royal® Building Products connects pros and homeowners to exteriors like no other company.

A comprehensive product portfolio driven by design.

We're a category leader that offers:

- Two strong vinyl siding brands
- The broadest selection of PVC trim and mouldings profiles
- Industry-changing lines like Celect® Cellular Composite Siding, Zuri® Premium Decking, Cedar Renditions™ and DaVinci Roofing
- A contemporary color palette that balances classic options that are always in style and ever-changing trends and preferences, and some of the darkest colors in the industry
- Authentic woodgrains, brushed paint looks and dozens of popular profiles
- Advanced, intuitive, interactive exterior design tools that make homeowner product and color decisions easier
- A “lead with design” approach that helps us, our customers and our customers’ customers differentiate and succeed in the marketplace



Royal® Board & Batten in Heritage Blue, Portsmouth™ D7 Cedar Shingles in Flagstone, Zuri® Premium Decking in Chestnut, Royal® Vinyl Trim in Antique White, Royal® Column Wraps in White

Continuously adding value through investment and innovation.

We're committed to manufacturing products that reflect what customers want, need and benefit from.

How we differentiate ourselves:

- Vinyl color palettes come in a broad array of gorgeous colors and feature dark color selections with Chromatix™ technology that preserves color and protects the homeowner's investment
- Our vinyl siding carries a class-leading Double Lifetime Warranty that includes:
 - same full coverage for second owner, which increases resale value
 - color fade warranty: dark colors won't exceed 3 units on the Hunter color scale
 - some fiber cement product warranties only cover a 3-year fade limit
- All of our vinyl siding is virtually maintenance free:
 - never needs painting or caulking, saving time and money vs. fiber cement and wood siding
 - only requires the occasional wash
- Our insulated siding has greater insulating power than fiber cement, brick and engineered wood, which results in lower heating and cooling costs
- Surprisingly green, our vinyl siding has 1/3 the overall environmental impact of fiber cement

Backed by a global leader in PVC manufacturing.

We're able to achieve, advance and grow through the support of Westlake Chemical, an industry-leading Fortune 500 company that shares our commitment to continuous innovation. Vertical integration from our parent company's raw materials through Royal's finished products ensures quality control.



Celect® 7" Clapboard in Wrought Iron,
Celect® Trim in River Rock