

ROYAL Building Products

# The last siding brochure you'll ever need.

Choosing the right siding is likely the biggest, and potentially the most confusing, exterior decision out there. But it doesn't have to be. Royal® Building Products is out to make the experience simple and supremely satisfying—with gorgeous, low-maintenance siding that covers a wide range of styles, climates and budgets.

In this brochure, you'll find out why our siding is so curb appealing, highly durable and easy to live with. For clarity, direction and even a little inspiration, just start turning the pages. You'll love where you end up.



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### 101

### Beauty. Longevity. Low maintenance. Done.

### **CURB APPEAL**

We have the siding styles, textures and accessories to help you fine tune it, whether your home is a Craftsman, Cape Cod, Colonial or somewhere in between. Our siding with darker shades features innovative Chromatix™ technology color protection to stay rich and true, day after day.

### DURABILITY

Our siding resists color fade and protects your exterior for a very long time, and looks good while doing it. Plus, many of our siding lines are surprisingly green, rivaling cedar in overall sustainability.

### LOW MAINTENANCE

By making our siding virtually impervious to water, you end up with siding that's very easy to take care of and practically maintenance free.

#### VALUE

No matter what level of expense is in your comfort zone, we have a siding product that looks great and performs beautifully.

### PEACE OF MIND

Every one of our siding products makes life easier with a great warranty, while contributing to strong resale value.

### Colorscapes® Dark Colors

Redwood	Riverway	Shamrock	Midnight Surf	Granite	Heritage Blue
Ironstone	Cocoa	Wedgewood	Weathered Gray	Marine Blue	Urban Bronze

### Colorscapes® Premium Colors

Cypress	Pebble Clay	Storm	Walnut
Tree Moss	Rockslide	Toasted Almond	Silver Mist

### Colorscapes® Traditional Colors



### Woodland Weathered

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Black Walnut	Sedona Shadow	Mountain Ash	Rustic Gray	Gray Moss	Cottonwood	Aged Pewter	Stone Henge
		382 1000 U C 1004 E 100					HOLD REFERENCES FROM THE SECOND STATES

Actual siding colors may vary slightly from printed brochure.

## Express your outer feelings. Start with the right color.

When it comes to how your siding presents itself, color is crucial. So we pay a lot of attention to what's trending and what works. Choosing your own colors can be fun, but a bit overwhelming. If you need a nudge, get ideas and tips from our color combination tool at RoyalBuildingProducts.com/RoyalColorCombos.

### Chromatix™ technology: Imagine sunblock for your siding.

We develop our colors to keep their eye candy promises when they're fresh, and way down the road. So we fashioned our siding pigments to deliver vibrant curb appeal, resist fade and fend off elements day after day.

Our proprietary Chromatix<sup>™</sup> technology color protection features infrared-reflecting pigments to reduce heat buildup. We added a UV formulation with mineral-based pigments to keep siding colors from fading. Sound a bit scientific? It should, because we understand the importance of effortlessly maintaining the look you create in a challenging outdoor environment. And, we back it up with an industry-leading Double Lifetime Warranty. What you get is rich, true color that raises the curb appeal of our siding with Premium and Dark shades.

- Featured in Premium and Dark Colorscapes® shades
- Proprietary infrared-reflecting pigments reduce heat buildup
- Warranted to fade less so dark colors stay true

### Play with more than color.

### HomePlay May May No year

To mix and match everything from siding to trim treatments on a variety of home styles (including your own), use our online design tool at HomePlayByRoyal.com.

### L I V E **A B O D E**

For design inspiration and year-round trending ideas and tips, explore our online design magazine at **LiveAbode.com**.





### Thermal efficiency never looked so good.

Looking to wrap your home in something gorgeous, energy-efficient and low maintenance? Royal Haven® Insulated Siding has the rustically curb-appealing look of authentic woodgrain and the architecturally correct profiles that provide a seamless, flat fit.

Haven's EPS foam helps it insulate better than fiber cement, wood, engineered wood or brick. So it keeps your home quiet and conquers harsh climates. And its composite structure makes it super durable, which keeps you from spending precious time painting or thinking about siding that warps, buckles or sags.

- 1 1/8" board-like composite
- Helps straighten walls
- Chromatix<sup>™</sup> technology color protection featured in Premium and Dark Colorscapes® shades
- Reduces noise by up to 45%
- Helps save money on heating and cooling your home
- Industry-leading Double **Lifetime Warranty**



### Genuine curb appeal, in every color and facet.

Woodland Siding is design versatility and no-worry maintenance wrapped up in an irresistible package. It has the deep shadow lines, longer-length board options and color choices to help you redefine your home exterior. Innovative features like its double nail hem give it the strength and durability to stand up to wear, weather and winds up to 200 mph. Plus, it redefines easy upkeep, saving you tons of maintenance time over the life of your home.

- Thickness = .046"
- Never needs painting
- Chromatix™ technology color protection featured in Premium and Dark Colorscapes® shades
- Manufactured from recyclable materials
- Industry-leading Double Lifetime Warranty
- Offered in 12', 16' and 25' lengths for a more seamless appearance







Urban Bronze













### **A** contemporary statement with homespun character.

In a starring role or as a complementary accompaniment, our Board & Batten Siding makes the most of its vertical profile to add dimension and character to any home style. Change-ofpace magnetism is even better when it lasts. Board & Batten is reinforced by rugged weather resistance, long-term durability and year after year of low maintenance.

- Thickness = .046"; .050" in dark colors
- · Trending vertical board design with classic, seamless appearance
- Never needs painting
- · Chromatix™ technology color protection featured in Premium and Dark Colorscapes® shades
- Industry-leading Double Lifetime Warranty

### **Board & Batten** COLORSCAPES® DARK COLORS: Midnight Surf Urban Bronze COLORSCAPES® PREMIUM COLORS: Pebble Clay Toasted Almond Silver Mist COLORSCAPES® TRADITIONAL COLORS Vintage Cream Flagstone Sand Blue Gray Harvard Slate Soft Maple

### **Timeless presence and** effortless endurance from day one.

Estate™ Siding is a beautiful combination of presence, light, shadow, texture and UV-resistant color—differentiating itself with our widest assortment of dark shades and uniquely appealing styles, including Colonial Beaded. It's a true long-term investment that raises your home's profile, bolsters its resistance to all kinds of wear and weather, while virtually eliminating upkeep over the long haul.

- Thickness = .044"
- · Our widest collection of dark shades
- Never needs painting
- · Chromatix™ technology color protection featured in Premium and Dark Colorscapes® shades
- Industry-leading Double Lifetime Warranty

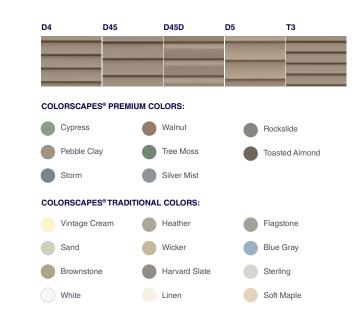




## It makes natural wood presence and low upkeep look easy.

Residential Siding is a beautiful combination of curb-appealing woodgrain texture, UV-resistant color and durability. It's designed to resist wear and tear, and stand up to wind, rain and snow, year after year. Plus, it's available in some of the darkest colors in this price range, and styles that include a triple 3" that displays a classic wood look.

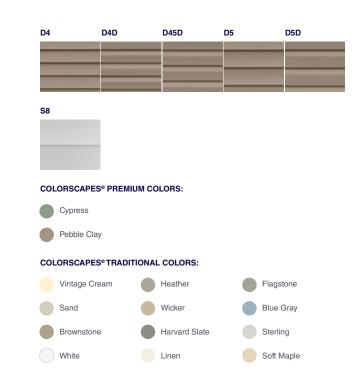
- Thickness = .042"
- Wide selection of popular colors
- Never needs painting
- Chromatix<sup>™</sup> technology color protection featured in Premium Colorscapes<sup>®</sup> shades
- Industry-leading Double Lifetime Warranty



### Reflect your taste. Preserve your budget.

Royal® Crest Siding takes the gorgeous aura of real woodgrain, adds durability and subtracts maintenance hassle. It's designed to be the perfect foil for wear, tear, wind, rain and snow, year after year. While this is our most economical siding, it comes with a premium, partial roll-over hem, not always found in other siding brands. It's available in a wide range of popular colors and profiles, stands up to harsh weather and doesn't flake, chip, rot or sag.

- Thickness = .040"
- Our broadest array of profile choices
- Never needs painting
- Manufactured from recyclable materials
- Industry-leading Double Lifetime Warranty







## **Engineered with deep texture and low maintenance.**

Color, texture, depth, emotion, form and function all come together in Portsmouth™ Shake & Shingles Siding. Richly realized in warm Cedar, rustic Hand-Split Shake and charming Half Round accents.

Elegant, quaint, heart-tugging, down-to-earth: our Portsmouth Shake & Shingles Siding is available in every variety of curb appeal. The best part: our dramatic color and style options carry near-zero maintenance drama. Portsmouth doesn't warp, buckle or sag, and comes with a Lifetime Limited Warranty.

- · Deep, dramatic, realistic natural cedar texture
- Never needs painting
- · UV-stabilized polymers protect against fading
- Lifetime Limited Warranty





not available in Weathered or Woodland color

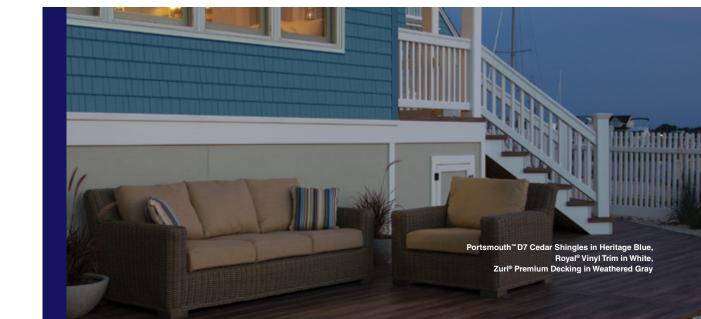
D5 only available in White Sterling Sand Harvard Slate Pebble Clay Cypress, Storm and Toasted Almond

all Rounds only available in write, Linen, Sand and Pebble Clay.

Hand-Split: See the Royal® Product Directory for color availability.

Actual siding color may vary slightly from printed brochure

### No matter what your style, we have a siding that will feel right at home.



CURB APPEAL TIP: Hand-Split Shake lends rustic ambience to Craftsmans. Half Rounds create a Victorian feel.



Our best siding: enduring character, beauty and strength.

From seamless beauty to low maintenance, Celect® Cellular Composite Siding by Royal® is the culmination of a wealth of innovation—engineered to project neighborhood-defining curb appeal for a very long time.

Celect is inspired by the distinctive presence of wood yet possesses none of wood's maintenance demands. So you get the look, touch and timelessness of real wood without its inconveniences and expenses.

Forget about painting, repainting, caulking, re-caulking and the delaminating that fiber cement is famous for. Celect's awesome, virtually maintenance-free looks never quit.

#### Notable features:

- 3/8" solid board
- Virtually seamless look
- Stands up to impact even under the harshest weather conditions
- Fade-resistant Kynar Aquatec® coating keeps colors beautiful
- Backed by a 25-year color protection warranty

### It performs as flawlessly as it looks.

Celect's patented interlocking joints\* keep moisture out and almost completely eliminate seams, doing away with gaps and wavy lines and keeping boards straight and true. Plus, its gravity lock design eliminates warping, buckling and shifting while making it incredibly wind resistant.

\*Patent No: US 8,402,707 B2 (2013)

### A full range of shapes and finishes unaffected by weather and time.



### 7" Clapboard & 7" Smooth Clapboard

Beautiful, dimensional evidence of Celect's seamless curb appeal, weather defiance and maintenance freedom.



### 5" Smooth Clapboard

New to our lineup, our smooth boards match the finish of genuine cedar to create a traditional look, and highlight the architectural features of virtually any home.



#### **Board & Batten**

It looks uniquely stunning as a gable accent on historically themed French Country homes, cottage-style homes and farmhouses.



#### 7" Shake

Drape your whole exterior in its authentically rustic depth and emotion. Or use it as a powerful accent to tie together other aspects of your exterior.

#### CELECT'S GORGEOUS COLORS ARE VERSATILE AND FADE-DEFYING:



Play with color, style and design at:

HomePlayPrime.com

ures a full line of cellular composite accessories. HomePlay™ Prime

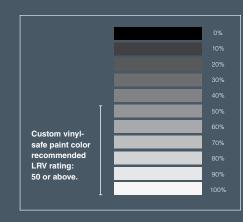
### Celect® Canvas

Cellular Composite Siding

Make your exterior represent your style on a whole other level with the customizable color options of our unpainted Celect Siding.

Choose from thousands of exterior vinyl-safe shades that fall within recommended Light Reflectance Value (LRV) ratings (50 and above on the LRV 0-100 scale) from manufacturers such as Benjamin Moore, Sherwin Williams and PPG.

Four distinct styles:
 5" Clapboard, 7" Clapboard,
 Shake and Board & Batten



### CEDAR RENDITIONS \

This is more than siding. It's exterior drama.

Cedar Renditions<sup>™</sup> by Royal<sup>®</sup> is siding at its adaptable and durable best. Compelling contemporary aesthetics are displayed with equal power as a complementary accent or an exterior feature. Real wood looks take your home to the next level, expressing curb appeal in several colours.

#### Features include:

- Look of real woodgrain
- Virtually maintenance free
- Moisture proof
- Easy to install
- Non-flammable
- 100% recyclable
- 25-year prorated limited warranty
- Panel supports over 200 mph
- PVDF top coat offers a robust paint technology

### Distinguish with high design and low maintenance.

Overlapping boards take seams out of the picture to achieve longer lengths. Cedar Renditions siding, trim and accessories—available in complementary woodgrain patterns—work together to tell an unforgettable design story.



#### **Profiles**





Our traditional and premium colors project a full range of options, lending visual stopping power to all kinds of accents.

#### **Premium Colors**







**Traditional Colors** 







These are multi-toned colors offering a range to achieve a random and natural appearance.

### **Multiple Tones Available with Premium Colors**









## Another dimension of gorgeous.

Introducing a compelling exterior element that captures the earthy, richly handsome look of stone at a refreshingly reasonable cost. Atlas Stone Composite Stone Panels are easy to install, demand very little maintenance and stand up to the elements, all while making your exterior a true standout.

#### Features include:

- Durably and affordably replicates the elegant look of real stone
- Stacked design emulates the design of popular stone styles and showcases contemporary looks
- Array of colors complements any siding color
- SandGrit technology replicates the fine grit texture of real stone

### Engineered to be gorgeous for years to come.

What good is highlighting the best parts of your exterior with the unique curb appeal of stone if all that beauty requires repointing and becomes susceptible to mold if not installed correctly? Atlas Stone™ looks amazing and stands up to moisture, while requiring little to no maintenance.







# Make our siding feel at home with our online design tools.

Before you choose the right siding, it's important to see all the possibilities, which means visualizing it on your home. To help you do just that, we created three online design tools—HomePlay™ for Royal Siding, Dream Designer® for Exterior Portfolio® Siding and HomePlay™ Prime for Celect® Siding.

Make siding, trim and color featured players in your design story. Just upload an image. Or if you're interested in home styles that resemble your own, choose from one of our pre-mapped homes.

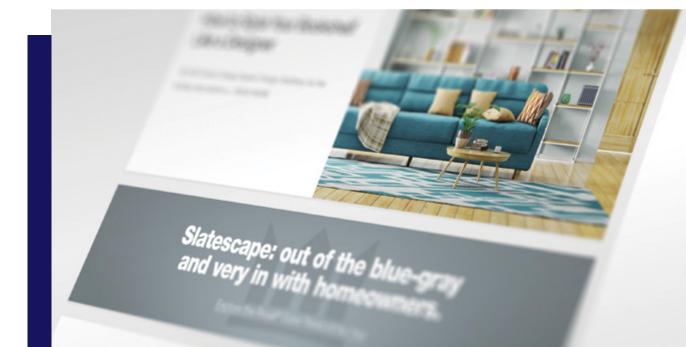


### We'll get you to your "wow" place.

Achieving the exterior that expresses your home the way you want it takes time, thought and the right combination of siding, trim, accents, color and dimension. But the experience doesn't have to be painstaking or frustrating.

We're here to make home remodeling exciting—whether you're searching for a complementary fusion of styles and textures or the homerun palette that takes your home to the next level. In addition to our products, we offer inspiration through LiveAbode™, our online design magazine. It will fuel you all year long with trending ideas, tips and thoughts on everything from maximizing landscaping space to upcycling lighting fixtures.

#### Visit LiveAbode.com





Royal® Building Products exists for one reason: to push the limits of what every type of exterior can be. We strive for best-in-class manufacturing and industry-leading innovation. What drives us? Every homeowner who demands exteriors that add value, perform impeccably, look amazing and make their lives easier. Our goal is to bring more products, more styles, more technology, more design insight and more sustainable solutions to the attention of everyone who cares about creating the best exterior possible. Build Royal™



















