

# 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 and Zuri® Premium Decking
- 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.

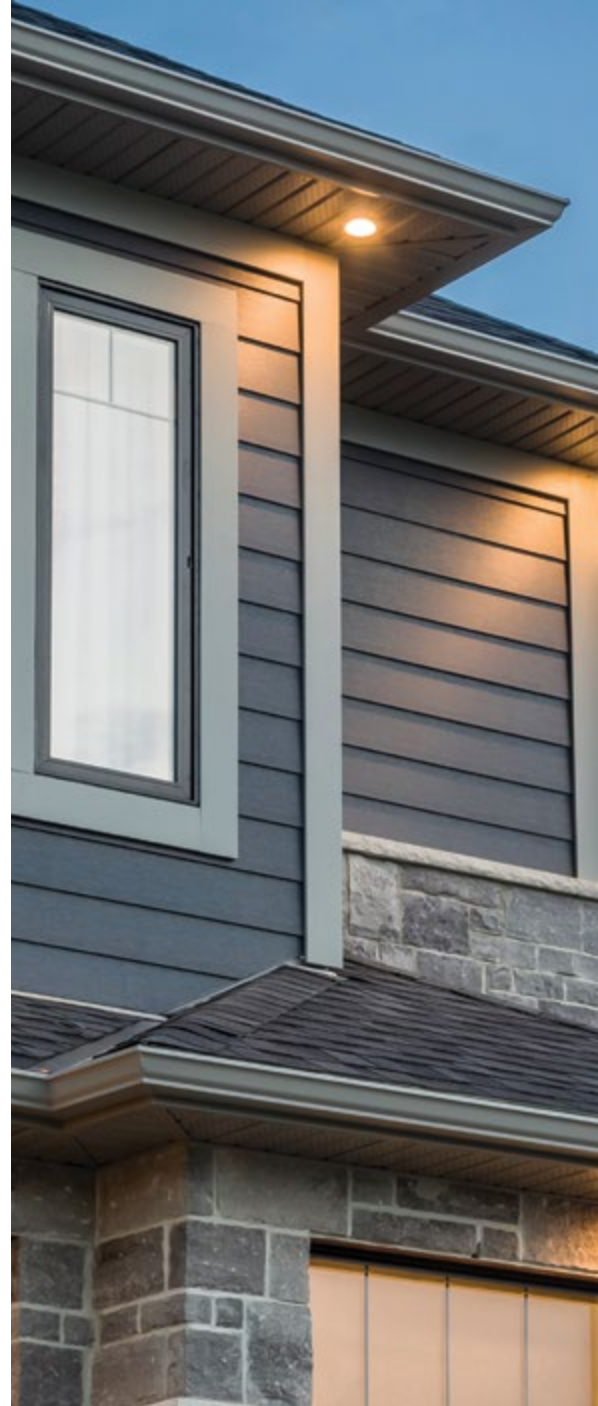
We're committed to manufacturing products that reflect what customers want, need and benefit from.

## Here's how we back that commitment:

- Making everything from sales to order to delivery to install as smooth and easy as possible
- Continue exploring, developing and launching uniquely innovative products like Celect and Zuri
- Maintaining our standard for superior resins, UV resistance and IR-reflective pigments
- Constantly reinvesting in new ways to enhance and perfect high quality products that require little-to-no maintenance
- Backing our products with strong warranties, like the industry-leading Double Lifetime Warranty on our vinyl siding lines

## 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