



CELECT

CELLULAR EXTERIORS BY ROYAL

One small change
in technology.

One huge difference
in your home.

Style meets substance.

Every generation or so, there comes along a new preference in home exteriors.

Once, it was wood. Everyone loved the natural look of wood and wood fiber composites. At least, they loved it until they had to paint or stain it. Or until that greenish film of mildew and mold showed up. Or until it dried and cracked and deteriorated under nature's relentless assault.

Then along came cement. Voila! As long as you weren't the one installing it. Or, the one repainting it every five to seven years. Or the one worrying about moisture getting into the frayed, cracked caulk at all those seams.

CELLULAR EXTERIORS

Not long ago, some clever people at Royal developed a way to make a recyclable, dimensionally stable cellular siding that could faithfully render the deep grain appearance of wood. But, it also had the solid heft and confident feel of wood when installed against the side of a home.

It had everything people wanted from wood. And none of the things they didn't. Style and substance had finally hooked up. You were the winner.

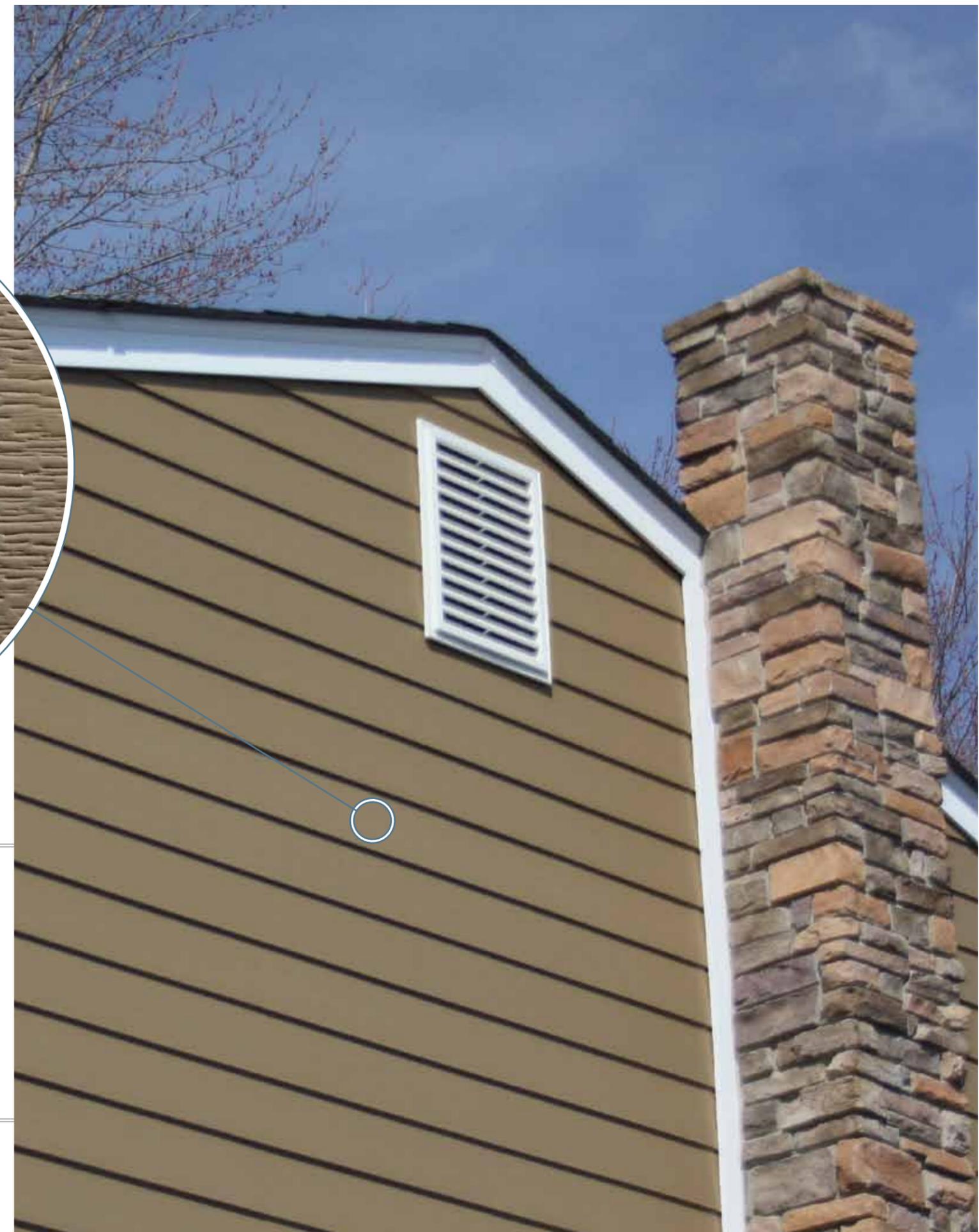
And that was just the beginning.

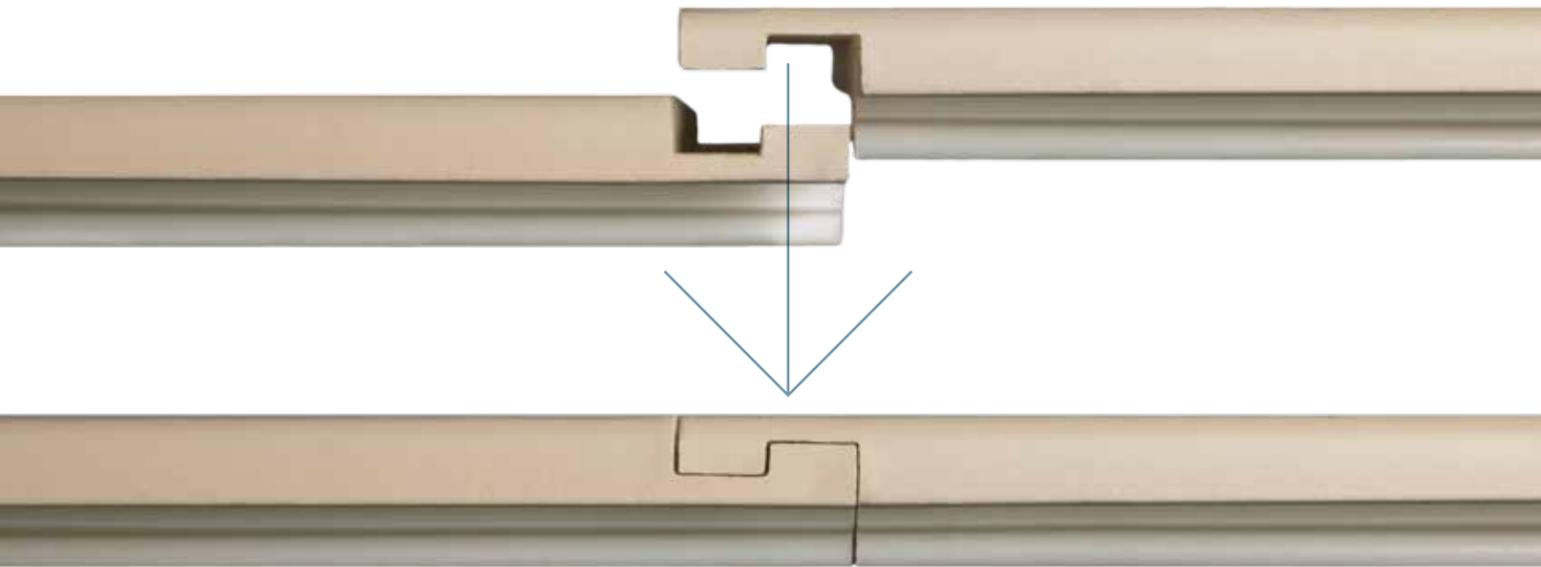
NOW THINGS
WILL NEVER LOOK
THE SAME.



7" Cedar profile gives a realistic deep grain texture with natural shadow line.

CELECT FACTS:
Finish Faster
No special tools required
Light & easy to install
Return to normal faster





Making siding beautiful is our mission.

BUT THE SEAM IS WHAT MAKES IT CELECT.

The issue with exterior siding has always been the seams.

It's not just that they look like, well, seams. It's that the seams become the site of so many other issues. Seams need caulking. Seams expand and contract and pull apart. Seams buckle and split over time. Worst of all, seams let in the moisture that breaks down the siding. Wood, fiber cement, hardboard - makes no difference. They're all permeable by moisture. Once it gets in, let the disintegration begin!

Unless, of course, the siding is Celect.

CELECT FACT:
Gravity Lock
Provides wind resistance
to over 130 mph.

Seams have to breathe a little.

SINCE CELECT ISN'T AFFECTED BY MOISTURE, THEY CAN.

That bears repeating. Moisture, the bane of most other siding products in use today, has no effect on Celect.

But greatness is in the details, always. And what makes Celect Cellular Exteriors a great siding solution is that, instead of butting together, it snaps together with a patent pending interlocking joint system. The seam doesn't get soggy and doesn't break down. There's nothing to caulk, nothing to fail.

Then, Celect goes one step further. The unique gravity-lock design keeps courses locked in tight to each other — sealing out moisture and maintaining structural integrity even under the harshest weather conditions.

Our dual interlock system gives Celect the kind of natural, continuous curb appeal you have been searching for while delivering the kind of long-term, low maintenance terrific appearance that has eluded home exteriors.

Until now.



However you define beauty

CELECT HAS YOU COVERED.

Suppose you're one of those people who sees beauty in spending moments with your family and friends. As opposed to spending hours on weekends doing repeat home maintenance chores. Here are some ways Celect improves your standard of living.

Celect Cellular Exteriors are finished with a factory-applied Kynar Aquatec® coating originally engineered for tough commercial environments. This coating offers outstanding mildew protection and impact-resistance as well as extreme weatherability. And it shrugs off rain, dust, heat, wind and even pollution.

The finish — a tough formulation derived from a product used to finish roofing — saves you time, money, worry and sanity.

You may want to clean it occasionally. But maybe beauty is the color of money. Consider this. Celect Cellular Exteriors R-value ensures twice the thermal performance of other technologies. Doesn't matter if it goes down to -20°F in the winter, or up to 95°F in the summer: Celect is passively saving you money. Think of it as paying for itself. (We call that lifecycle savings.)

Perhaps it's another green that means beauty to you. Celect reflects Royal's commitment to sustainable development. In other words, it's fully recyclable and manufactured by a company pioneering cradle-to-cradle product lifecycle management.

CELECT FACT: Superior Durability

A factory-applied Kynar Aquatec® coating provides outstanding UV fade resistance and cleans up with nothing more than a garden hose.

Colors, Trim, Warranty.

CELECT HAS IT ALL.

Celect Cellular Siding is made using a process that allows darker, richer colors without fear of fading. But more importantly, our colors were developed with inspiration from classic neighborhoods to arrive at a palette that provides substantial latitude of choice — with the confidence that your taste will be applauded.

Celect Cellular Exteriors also comes with a full complement of trim options that faithfully reproduce the appearance of conventional lumber. Similarly, these employ a factory-finished resin which requires no painting on site and is available in both matching and complementary colors.

Celect comes with a lifetime warranty and 15-year finish warranty that is among the best in the home exteriors business.





The Royal Record

Founded in Woodbridge, Ontario in 1970, Royal Group, Inc. is one of North America's largest manufacturers of vinyl building products and distributor of a wide range of high quality, low maintenance building materials for both remodeling and new construction markets.

Today Royal Group has 17 facilities and over 3,000 employees across North America.

For more information on our company
or any of our product lines,
visit royalbuildingproducts.com



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