



News Release

Royal® Building Products Introduces Three New Profiles for Celect® Cellular Exteriors at JLC LIVE

Featured Products Revolutionize New England Building Market

WOODBRIIDGE, ONTARIO (03/19/15) — Royal® Building Products continues its commitment to investing in siding innovation with the introduction of three new profiles for Celect® at the JLC LIVE New England Residential Construction Show on March 19-21. Royal will showcase its full breadth of siding and trim products alongside Celect in addition to providing step-by-step installation demonstrations for show attendees.

Professional builders, remodelers and construction specialists are encouraged to visit Royal's main booth #1126 to learn more about the new Celect profiles and other exciting updates to Royal's existing product lines. Show attendees will also have the opportunity to get hands-on training with Celect and other revolutionary products that include Conceal™ Trim and Zuri® Premium Decking in booth #1234. Demo booth visitors can experience Celect's patented interlocking seams, learn how to reduce installation time with new Conceal trim solutions, and discover the design versatility of Zuri Premium Decking.

Key Royal products at JLC LIVE include:

[Celect® Cellular Exteriors by Royal](#)

Celect® Cellular Exteriors by Royal is introducing three new profiles to round out the Celect portfolio in 2015: 4" Clapboard, 8" Board & Batten and 7" Shake. Celect replicates the beauty and aesthetics of wood while remaining low maintenance and durable on the home for a lifetime. All of Celect's profiles, including the original 7" Clapboard, are available in 18 fade-resistant colors and feature Royal's patented interlocking seam design, which enhances the curb appeal of any home. For the professional, the product is lightweight and easy to install without the need for special tools.

[Zuri Premium Decking by Royal](#)

Zuri Premium Decking by Royal combines the natural beauty of exotic hardwood with the unsurpassed durability and exceptionally low maintenance requirements of PVC to create a one-of-a-kind outdoor living environment for the home. To meet growing demand for this sought-after decking product in 2015, Royal has expanded Zuri's availability to new markets in the U.S.

[Envelop® Trim Designs by Royal](#)

Envelop Trim Designs by Royal is a collection of beautiful window and door surrounds, trim and fascia that add unique, classic and architecturally correct character to any home. These distinctive designs combine various Royal window and door trim components to create a finished look that boosts curb appeal.

Royal S4S® Conceal™ Trim System

Royal's S4S® Conceal™ Trim System, which consists of corner boards, skirt boards and standard trim, is an innovative new trim system designed to hide cladding for an easy-to-install, clean finish. Conceal can be used in countless ways to add value, curb appeal and customization to any home. Made from Royal's successful S4S Trim, Conceal Trim has all the aesthetic benefits of milled wood trim while remaining low maintenance and easy to clean. The one-piece design is faster and easier to install, saving time and labor on any job.

MEDIA CONTACTS

For General Media Queries:

Amber Valero

(o) 410.962.6436 (c) 713.303.9104

acv@planitagency.com

For Royal Exteriors or Product Queries:

Marilyn Chase

Royal Building Products

800.366.8472

Marilyn.chase@royalbuildingproducts.com

For Interactive, Design or App Queries:

Kriss Swint

Royal Building Products

800.366.8472

Kristine.swint@royalbuildingproducts.com

About Royal Building Products

[Royal Building Products](http://www.royalbuildingproducts.com) is a division of Axiall Corporation (NYSE: AXLL). The company manufactures and distributes leading materials for the home remodeling, building and municipal construction markets. For over 40 years, the company's commitment to quality, innovation and customer relationships has attracted the loyalty of a growing number of building professionals, homeowners, architects, engineers and distributors to its products. With operations throughout North America, Royal Building Products offers the renovation, remodeling and new construction industries a broad range of innovative products including siding, trim, accessories, soffit, rain ware, mouldings, deck, window profiles and patio doors. Royal Building Products also manufactures pipe and fittings for the electrical, municipal, irrigation, plumbing and industrial construction industries. For more information, please visit www.royalbuildingproducts.com. Follow us on [Twitter](https://twitter.com/royalbuildingproducts) and "Like" us on [Facebook](https://www.facebook.com/royalbuildingproducts).