

Royal[®] Building Products Continues to Innovate with New Trim Product, Conceal[™] Column Wraps, at International Builders Show

Also features premium products, Celect[®] and Zuri[™], and 2018 Exterior Color Palette of the Year

WOODBRIIDGE, ONTARIO (01/09/18) — Royal[®] Building Products, a Westlake company, continues its commitment to quality and innovation in the exterior building products category with the introduction of its Conceal[™] Column Wraps at the 2018 International Builders' Show. Celect[®] Cellular Composite Siding by Royal[®], the premier siding and trim solution, as well as Zuri[™] Premium Decking, will be on display.

Royal will also unveil the 2018 Exterior Color Palette of the Year as well as the introduction of the Cedar Renditions[™] by Royal[®] Design Series, an aluminum profile that offers a modern, streamlined presence for residential and light commercial applications.

PRODUCT ANNOUNCEMENTS

[Royal Trim & Mouldings](#)

Royal introduces Conceal Column Wraps as part of its Conceal Trim System. These 100% cellular PVC column wraps feature a unique “clam shell” design with three pre-assembled sides that surround the existing post for a seamless appearance. The fourth side is applied to enclose the entire column.

Backed by a Limited 25-year warranty, Royal's Conceal Column Wraps are available in four widths to fit around 4x4, 6x6, 8x8 and 12x12 structural posts, and two standard lengths – 8'6" and 10'. The capitals and bases are also pre-assembled and come in three distinctive design series: Traditional, Craftsman and Builder. To ensure the columns are protected during the installation process, they are wrapped in a protective film that can later be removed.

Additional new Royal trim and mouldings' products include:

- Nickle Gap Shiplap offers interior old world charm with the technology of cellular PVC to reduce moisture concerns. Its shadow lines provide a nailing flange to create a finished look without showcasing exposed fasteners.
- The Conceal Stone Water Table is 100% cellular PVC and is a decorative solution when transitioning from stone to siding. The slope provides the projection required to shed water away from the stone.

[Celect® Cellular Composite Siding by Royal®](#)

Celect® Cellular Composite Siding replicates the beauty and aesthetics of wood while remaining low maintenance and durable on the home for a lifetime. All of Celect's profiles – 4" and 7" Clapboard, 8" Board & Batten and 7" Shake – are available in 15 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](#)

Zuri Premium Decking 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.

Zuri is also available in grooved boards to offer a truly hidden fastener application with pre-threaded screws for fast installation. Available in two options for a finished look with tighter seams between the boards, Zuri Grooved Boards are offered with a 3/32" spacing or a 3/16" gap. Zuri trimboards are also available grooved.

All of the Zuri products, including Zuri Grooved Boards, are available in Chestnut, Walnut, Pecan, Brazilia and Weathered Gray, and carry fade-resistant protection.

[Royal Building Products® and Exterior Portfolio® Vinyl Siding](#)

[Royal Building Products](#) has added a new Double 5" Cedar Shingle to its Portsmouth™ Shake and Shingles product line available in eight colors: Sand, Harvard Slate, White, Pebble Clay, Storm, Toasted Almond, Cypress and Sterling. In addition, the Portsmouth Shake Single 7" Cedar Shingle is now available in all ColorScapes® Traditional, Premium and Dark colors.

Likewise, the [Exterior Portfolio®](#) brand has added a Double 5" Cedar Shingle to its Portsmouth Shake and Shingles product offering in the following colors: Country Beige, Greystone, White, Clay, Oceanside, Canyon, Cypress and Driftwood. In addition, its Single 7" Cedar Shingles are now available in all Smart Styles™ and Smart Styles™ Expressions colors.

[Cedar Renditions™ Design Series](#)

The Cedar Renditions Design Series by Royal includes a 6" aluminum profile that offers a modern and streamlined appearance for residential and light commercial projects. Perfect as accent siding, it provides exceptional curb appeal without the maintenance or flammability issues of wood. LEED compliant and 100% recyclable, the Design Series has a thicker gauge, is available in three distinctive shades of brown, and perfectly harmonizes with the existing Cedar Renditions product line.

EXTERIOR DESIGN

[2018 Exterior Color Palette of the Year](#)

As a design leader in the market, Royal's 2018 Exterior Color Palette of the Year features the most on-trend color combinations of 2018 including Brownstone, Heritage Blue, Harvard Slate, Weathered Gray, Storm and Sterling. Deeper, richer colors continue to dominate the exterior design space across the U.S. and Canada with shades of blue being a popular color choice among homeowners. Royal's palette of trending colors gives homeowners peace of mind to mix and match in multiple ways through a variety of exterior products to create a flawless design.

Design Tools

For those who want to "try it before they buy it," Royal has five online design tools to provide contractors and homeowners with the ultimate exterior home design experience. Each design tool offers all product lines, profiles and colors, as well as product comparisons, larger images, expert designers' top color combinations and preselected color palettes. The three siding design tools also include good, better and best trim options as well.

Royal's online design tools include:

- [HomePlay™ Prime](#) featuring Celect siding and trim
- [Zuri Visualizer](#) featuring Zuri Premium Decking
- [Home Play™](#) featuring Royal siding, trim and accessories
- [Trim Visualizer](#) featuring trim options based on the style of home
- [Dream Designer®](#) featuring Exterior Portfolio products

LiveAbode™

A comprehensive guide for all things exterior design, LiveAbode is a Royal Building Products' online publication that offers the latest news, trends, tips and style advice for your home. Featuring content from Royal's expert designers and regular contributors, LiveAbode is an unmatched resource for homeowners, designers and contractors throughout the U.S. and Canada.

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About Royal Building Products

[Royal Building Products](#) is a company of Westlake Chemical (NYSE: WLK). The company manufactures and distributes leading materials for the home remodeling, building and municipal construction markets. For more than 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 Canada and the United States, Royal Building Products offers the renovation, remodeling and new construction industries a broad range of innovative products including siding, trim, accessories, soffit, rainware, mouldings and decking. 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](#) and “Like” us on [Facebook](#).

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