



## NEWS

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### ROYAL GROUP SHOWCASES PRODUCT INNOVATIONS IN WINDOWS, DOORS, SIDING AND TRIM AT INTERNATIONAL BUILDERS' SHOW

*New premium products focus on sustainability and practical, easy care for today's busy homeowner*

**WOODBIDGE, ONTARIO** (Jan. 7, 2011) – After celebrating its 40<sup>th</sup> year in 2010, Royal Group is poised to make 2011 its best year with the launch of several of its new product innovations in the premium category at the International Builders' Show (IBS) in Orlando, Fla., Jan. 12-15. Royal will be showcasing a series of new products at booth W3055 in the Orange County Convention Center.

"It's the perfect start to an exceptional year of innovation and reinvention at Royal Group," says Mark Orcutt, Executive Vice President of Building Products. Orcutt will be in the booth throughout the show along with his team of general managers and senior sales managers to talk about Royal's exciting new products.

#### **Product preview of Haven™ Insulated Siding line only at IBS**

Royal will unveil its new line of **Haven™ Insulated Siding** with complementing designer components at its IBS booth W3055. The line, which will launch soon to Canadian and U.S. markets, includes three profiles designed with 1-1/4"-thick fire-retardant foam that allows for coordinated thermal expansion of insulation and siding, which reduces the risk of cracking, breaking and distortion. This newest innovation from Royal, which is well known for its long-standing history of quality vinyl siding products, provides an aesthetically sophisticated way to reduce energy consumption while providing a flatter, more authentic appearance for the home exterior. Haven siding also adds significantly to the R-value of the home's exterior.

#### **Royal responds to demand for first 100% cellular PVC trim by doubling manufacturing capacity**

The contractor community quickly adopted Royal's **S4S Trimboard™**—a 100% cellular PVC trimboard. Royal has responded to the popularity of S4S Trimboard by doubling manufacturing capacity since the launch of the product in late 2009. S4S Trimboard features a smooth, reversible wood-grain finish that provides the aesthetic qualities of wood with less maintenance. The product is available in three standard thicknesses and five widths, and carries a Lifetime No-Rot Warranty. Installation demonstrations at IBS will illustrate why contractors who use S4S Trimboard are raving about faster, more professional results, without compromising a high-quality product look.

#### **Revolutionary snap-on window trim saves valuable time in renovating windows**

Royal **Double-Snap Vinyl Trim™** replaces the need to field fabricate aluminum designs with facing and casing trims that easily snap together and install directly onto old windows. The secure, double-snap design incorporates long-lasting, recyclable vinyl and can be color matched to vinyl window frames for siding and brick applications.

**Product Preview: Royal OPUS I and OPUS II™ Patio Doors**

Royal **OPUS I and OPUS II™ Patio Doors** offer a new premium design that incorporates a durable all-vinyl frame that can be used with two sash systems. OPUS I uses the same sash system as Royal's Performer™ door and features Royal's new Super Quiet roller that provides smooth gliding action. OPUS II uses a welded sash that can accommodate standard 1"-thick glass as well as two true triple-glazing options of 1-1/4" and 1-3/8" for achieving an R5 rating in extreme weather conditions. The products include a series of new hardware and accessories options giving the customer greater choice. The OPUS line of patio doors will be launched in April 2011 to the new construction and replacement markets but can be previewed at IBS.

**Product Preview: Cellular Windows System™, Royal's latest expanding cellular vinyl innovation**

Royal's **Cellular Window System™** is a new, highly energy-efficient window system providing superior thermal performance. Made from solid-core cellular vinyl, the system looks and performs like wood during the installation and life of the product. Unlike wood, Royal's Cellular Window System offers unique moisture-resistant properties that prevent it from rotting, cracking or splitting. The material is easy to paint and requires little maintenance.

Royal Group welcomes media and construction professionals to visit their booth W3055 at the 2011 International Builders' Show for one-on-one product reviews and executive interviews. Follow us throughout the show on [Twitter@royalgroupinc](https://twitter.com/royalgroupinc)

Images and product information are available on Royal Group's IBS virtual booth.

**About Royal Group**

*Royal Group, Inc., a subsidiary of Georgia Gulf Corporation (NYSE: GGC), creates and produces attractive, durable, low-maintenance home improvement, building and construction products. For over three decades, the company's commitment to product innovation, quality and customer relationships has served to attract a growing number of homeowners, architects, engineers and distributors to its products. With operations located throughout North America, Royal Group, Inc. offers the renovation, remodeling and new construction industries a broad range of innovative products, including siding, deck, fence and rail, trim, mouldings, pipe and fittings, and window and door profiles. For more information, please visit [www.royalbuildingproducts.com](http://www.royalbuildingproducts.com).*

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