

Celect® Cellular Composite Siding by Royal® Case Study

Silverdale, Washington

When Steve Machtolf retired after a 25-year career in the pharmaceutical industry, he and his wife decided to continue living in Silverdale, Washington. As they prepared for the next chapter in their lives, they decided to remodel both the interior and exterior of their home. They completely overhauled most of the exterior, replacing the roof, gutters, soffits, garage doors, and siding.

Machtolf chose the new siding material himself. "I was leaning toward a lifetime vinyl siding or something similar so I didn't have to paint it every five to seven years or worry about caulking," he said, explaining that he had painted the old siding several times. "I knew I didn't want HardiePlank. My mother-in-law had it on her house and it never held up to my expectations. There were major gaps between the HardiePlank and the caulking on her home, and some of the boards cracked and split when they were nailed to the house."

Having decided not to use HardiePlank, Machtolf next considered the qualities he desired in whatever siding he chose. "I wanted a siding that wouldn't need a lot of maintenance and came with a lifetime guarantee."

He attended home shows, and after speaking to neighbors about their own remodeling projects, Machtolf met John Ramsdell, owner of Elite Exteriors, who introduced him to Celect® Cellular Composite Siding by Royal®. "The more I looked into it—the way I saw it fasten together and the lifetime guarantee—I knew I had found what I was looking for," Machtolf said. "Celect doesn't require much maintenance or caulking later, and I loved that idea."

The Machtolfs chose Celect 7" Clapboard siding in Latte and Celect trim in Frost. "It is the perfect color combination—Latte was the perfect fit for our house, and my wife and I liked it, so we went with it," Machtolf explained. "And we are very happy we did."

The mahogany-hued garage doors are surrounded with Celect trim and bring out the color of the siding. "A lot of people see our home and say, 'Your garage doors complement your siding so well.' And I agree with them," said Machtolf.



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Living in the Pacific Northwest, just across the Puget Sound from Seattle, Machtolf particularly enjoys the low-maintenance aspects of Celect. "Washington gets a lot of rain and the house can get moss on the exterior," he said. When cleaning Celect for the first time, he used an outdoor cleaner, letting it sit on the house for about two minutes, and then simply rinsed it off with the hose. "It looked brand new and only took a couple of hours, instead of the couple of days it would have taken to repaint the siding."

The Machtolfs are delighted with the results of their remodeling project. "It's gorgeous. I have people stop in front of our house all the time and ask what siding we have," said Machtolf. "Celect is an easy-care product. It's not going to rot. It's quality material."



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