

**Build**<sup>™</sup>



CELLULAR COMPOSITE SIDING BY ROYAL



Superior to fiber cement on every level.

# Celect<sup>®</sup> vs. Fiber Cement

Compare Celect<sup>®</sup> Cellular Composite Siding by Royal<sup>®</sup> to fiber cement siding. You'll soon discover which is the truly premium siding and which is, well, fiber cement. Celect has greater curb appeal and is easier to install. Plus, it's more durable, weather resistant and energy efficient. In other words: It's Celect.



CELECT 7" IN WROUGHT IRON

	Fiber Cement	Celect
<b>Appearance</b>	<ul style="list-style-type: none"> <li>• Follows dips and contours of wall</li> <li>• Unsightly seams with caulk lines</li> <li>• Visible nail heads</li> </ul>	<ul style="list-style-type: none"> <li>• Patented interlocking joints** create seamless appearance and help to keep walls smooth and straight</li> <li>• Eliminates unsightly caulking</li> <li>• No gaps, buckling or wavy lines</li> </ul>
<b>Installation</b>	<ul style="list-style-type: none"> <li>• Typically requires diamond blades for cutting</li> <li>• Heavy—200 pounds per 100 square feet</li> <li>• Produces crystalline silica dust</li> <li>• Due to moisture absorption, requires 6"-8" minimum ground clearance</li> <li>• Panel width can vary course by course</li> <li>• Requires flashing joints or treating end-cuts</li> <li>• May require initial painting or comes in a limited color palette</li> </ul>	<ul style="list-style-type: none"> <li>• No need for special equipment; boards and trim can be easily machined with standard woodworking tools</li> <li>• Superior strength-to-weight ratio means easy loading onto scaffolding</li> <li>• Low-VOC product emits no harmful particles or workplace hazards</li> <li>• Can be installed to grade</li> <li>• Interlocking joints make Celect easier and faster to install</li> <li>• Requires no caulking</li> <li>• Gravity lock feature keeps individual courses straight and helps reduce installation time</li> </ul>
<b>Maintenance</b>	<ul style="list-style-type: none"> <li>• Depending on climate or location, may require repainting (typically carries a 15-year warranty)</li> <li>• Wood trim requires maintenance</li> <li>• Chips and scratches must be filled</li> <li>• Requires ongoing caulking</li> <li>• May require mold and mildew treatment</li> <li>• Estimated \$14,000* in maintenance costs over 30-year home ownership period</li> </ul> <p>*Based on a typical estimated cost of \$7000 every 15 years for repainting 3,000 square feet of siding</p>	<ul style="list-style-type: none"> <li>• 25-year warranty on coating, and any nicks or scratches can be easily touched up with paint</li> <li>• Coating staves off rain, dust, heat, wind and even pollution</li> <li>• Celect's highly impact-resistant finish can handle heat, cold and errant baseballs better than anything</li> <li>• Instead of butting against itself, Celect Siding locks together perfectly, so there's no need to fill in the gaps</li> <li>• Any dirt, mold or mildew can be readily cleaned away with a quick spray of a garden hose</li> <li>• Provides substantially lower expected maintenance cost over the life of the home</li> </ul> <p>**Patent No: US 8,402,707 B2 (2013) Patent No: US 8,596,000 (2013)</p>