Creating the best exterior possible.

Whether it’s homeowners, builders, remodelers or installers, the demand for siding that’s a cinch to work with and install while setting durability and design standards is real. From breadth of products to industry-leading performance to sales support, Royal® Building Products connects pros and homeowners to exteriors like no other company.

A comprehensive product portfolio driven by design.

We’re a category leader that offers:

- Two strong vinyl siding brands
- The broadest selection of PVC trim and mouldings profiles
- Industry-changing lines like Celect® Cellular Composite Siding, Zuri® Premium Decking, Cedar Renditions™ and DaVinci Roofing
- A contemporary color palette that balances classic options that are always in style and ever-changing trends and preferences, and some of the darkest colors in the industry
- Authentic woodgrains, brushed paint looks and dozens of popular profiles
- Advanced, intuitive, interactive exterior design tools that make homeowner product and color decisions easier
- A “lead with design” approach that helps us, our customers and our customers’ customers differentiate and succeed in the marketplace
Continuous adding value through investment and innovation.

We’re committed to manufacturing products that reflect what customers want, need and benefit from.

How we differentiate ourselves:

• Vinyl color palettes come in a broad array of gorgeous colors and feature dark color selections with Chromatix™ technology that preserves color and protects the homeowner’s investment

• Our vinyl siding carries a class-leading Double Lifetime Warranty that includes:
  - same full coverage for second owner, which increases resale value
  - color fade warranty: dark colors won’t exceed 3 units on the Hunter color scale
  - some fiber cement product warranties only cover a 3-year fade limit

• All of our vinyl siding is virtually maintenance free:
  - never needs painting or caulking, saving time and money vs. fiber cement and wood siding
  - only requires the occasional wash

• Our insulated siding has greater insulating power than fiber cement, brick and engineered wood, which results in lower heating and cooling costs

• Surprisingly green, our vinyl siding has \( \frac{1}{3} \) the overall environmental impact of fiber cement

Backed by a global leader in PVC manufacturing.

We’re able to achieve, advance and grow through the support of Westlake Chemical, an industry-leading Fortune 500 company that shares our commitment to continuous innovation. Vertical integration from our parent company’s raw materials through Royal’s finished products ensures quality control.