



Compromise doesn't live here.





Celect® Cellular Exteriors

by Royal® urges you to demand

all of it: seamless beauty,

weather defiance, maintenance

freedom and unlimited

home design possibilities.



RARE BEAUTY AND LOW MAINTENANCE.

Celect is inspired by the gorgeous aesthetics of wood yet possesses none of wood's far-from-perfect maintenance demands. This is the very best of both worlds—where you get the look, touch and timelessness of real wood without its inconveniences and expenses.

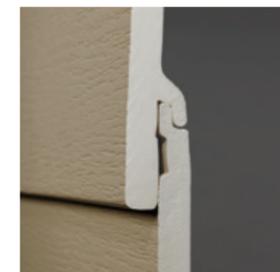
Forget about mold, mildew, fading, deterioration, scrubbing and messy maintenance crews. While you're at it, forget about the painting, repainting, caulking, re-caulking and delaminating that fiber cement is famous for. Celect is all about virtually maintenance-free great looks that never quit. Year after year, decade after decade.

- **Stands up to impact even under the harshest weather conditions**
- **Fade-resistant Kynar Aquatec® coating withstands all weather conditions and climates**
- **Backed by a 25-year color-protection warranty**

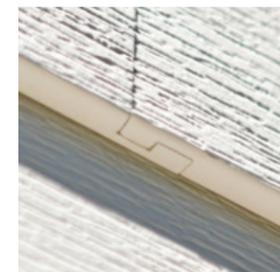
BUILT TO QUIETLY ASTOUND.

Celect looks as amazing as natural wood. But that's where the similarities end. Its patented interlocking joints* keep moisture out and almost completely eliminate seams, so it not only looks authentic, it does away with gaps and wavy lines—keeping boards straight and true through the home's natural expansion and contraction.

Plus its gravity lock design eliminates warping, buckling and shifting while boosting wind resistance to more than 130 mph. The siding just sits there looking always magnificent and forever young.



Celect's unique gravity lock design keeps courses locked tight to maintain structural integrity.



Our patented interlocking joints eliminate gaps, buckling, wavy lines, caulked seams and energy loss.

*U.S. Patent No. XXX,XXX (YEAR)



INFLUENCED BY TIMELESS BEAUTY. UNFAZED BY RELENTLESS ELEMENTS.

Celect Clapboard, Board & Batten and Shake Premium Siding options are all made from the same recyclable, state-of-the-art cellular material. Which means every one of our siding styles faithfully reproduces the deep grain texture and solid heft of real wood. And every style is equally unaffected by mold, mildew, weather and the effects of time.

7" Clapboard and 4" Clapboard
Here is beautiful, dimensional evidence of Celect's seamless curb appeal, weather defiance and maintenance freedom.

Board & Batten
It looks uniquely stunning as a gable accent on historically themed French Country homes, cottage-style homes and farmhouses.

7" Shake
Drape your whole exterior in its authentically rustic depth and emotion. Or use it as a powerful accent to tie together other aspects of your exterior.

A close-up photograph of several horizontal wooden planks, likely from a window blind or a wall panel. The planks are arranged in a slightly overlapping, parallel fashion, creating a strong sense of depth and texture. The lighting is soft and directional, highlighting the grain of the wood and the subtle variations in its color, from a light tan to a slightly darker, more saturated brown. The overall composition is clean and minimalist, focusing on the natural beauty and texture of the wood.

This is the home exterior stuff dreams are made of. Your dreams.



A RICH, DEEP COLOR PALETTE THAT STAYS THAT WAY.

For Celect's amazing color palette, Kynar Aquatec coating is more like a coat of arms: moisture protection, extreme weatherability and no fading in the face of anything. Celect's factory-applied, designer-inspired (and gorgeous) colors are designed to stay true for as long as you own your home and hold up to beauty inspections up close or from the curb. We even put a 25-year warranty on the finish.

Presenting our fade-defying, character-building colors.





THE CO-STARS OF YOUR HOME EXTERIOR SHOW.

Details are an essential element of exterior design and play a significant role in elevating the profile of any home. Celect Trim and Moulding options—starting with corners and window surrounds—are the perfect example of this happy phenomenon.

They come in the same fade-resistant Kynar Aquatec-coated color palette as Celect siding. So they complement each other perfectly and have the same high aesthetic and low maintenance benefits. Plus they arrive ready to install with a smooth four-sided finish and a fully paintable, 100% cellular PVC, factory-finished resin coating.



Window surrounds complete the curb-appealing picture.

AESTHETICALLY INSPIRING. PRACTICALLY PLEASING.

Our premium mounting blocks are crafted from the same state-of-the-art cellular materials as our premium siding. They're engineered to effortlessly combine form and function. Building pros love them because they work seamlessly with the Celect installation system. Our elegantly designed vents enhance the breathability of your home's exterior. Both our mounts and vents are an exact color match to Celect Siding and Trim.

Standard Mount
Recessed Split Mount
Universal Block
Gang Block
Soffit Vent Cover
Electrical Mount
Gable Vent
Bath/Dryer Vent



In the world of home exteriors,

this is enviable, invincible,

sustainable perfection.

RECYCLABLE, SUSTAINABLE AND SERIOUSLY GREEN.

A life and neighborhood enriched with curb appeal is a beautiful thing. Even better is a home exterior that is recyclable and helps you reduce energy costs as long as it's on your home.

Celect is warmer in the winter, cooler in the summer and greener all year long. Plus it provides an R-value that's almost twice the thermal resistance of any other comparable material on the market. In other words, it's as much of a renewable investment as it is a renewable material.

- **Unique white substrate helps lower heat absorption**
- **Kynar Aquatec coating provides superior UV resistance and reflects energy back into the atmosphere—reducing the energy demands of heating and air conditioning**
- **Insulates 70% better than wood**
- **Has almost twice the R-value of fiber cement and wood**



CELLULAR EXTERIORS BY ROYAL

