

Celect® Cellular Composite Siding by Royal® Case Study

Spring Lake, New Jersey

With a love for taking anything old and making it new again, Sherry and Bruce Berman of Spring Lake, NJ set out to transform a garage into a seaside family home. Taking the building down to the studs, the Bermans, along with General Contractor Steve Heinz, gave it an extensive makeover spanning 10 months and 22 township variances.

But the result was well worth the wait. They turned a leaky, moldy, bird-infested house into a beautiful beach home complete with an expansive new kitchen, an office, a deck featuring new walls, railings, lighting, speakers and a television hookup for enjoying a good movie on a warm summer night, 4 bathrooms and 4 bedrooms, including a master bedroom with an ocean view.

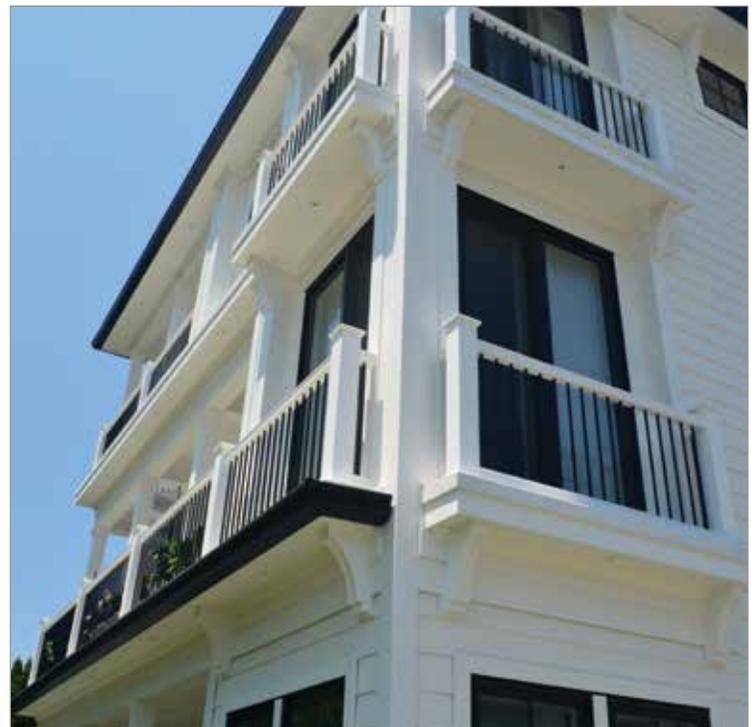
One challenge the Bermans faced throughout the remodel was choosing products that would defend their home against the harshness of ocean salt water. "You have to be very careful about what siding materials you use when you live near the shore because when you wake up in the morning, everything is wet and covered in salt water," Sherry Berman explained.

Bruce and Sherry considered cedar siding, prevalent on homes in their new neighborhood, but decided against it due to the vast amount of upkeep required. "I love cedar when it goes up, but it changes so quickly. It requires a lot of maintenance to keep it looking clean and fresh," Sherry said, noting that depending on the direction of the sun, the siding wears differently on different parts of the house. "We wanted low maintenance siding that would hold up to the salt water."

After meeting with Royal® Building Products representatives and learning more about their high-performance siding, their contractor, Steve Heinz, recommended Celect® Cellular Composite Siding by Royal®.

Heinz felt that Celect was a perfect fit for the Berman's home since it requires minimal upkeep and repels mold and mildew while also withstanding all weather conditions and climates. "It's much nicer than typical vinyl siding," Heinz stated. In addition, unlike fiber cement, Celect eliminates the need for painting, repainting, caulking and re-caulking.

Heinz and the homeowners were also drawn to Celect's lifetime warranty against rotting, splitting, cracking and termite damage and its twenty-five year color protection guarantee.



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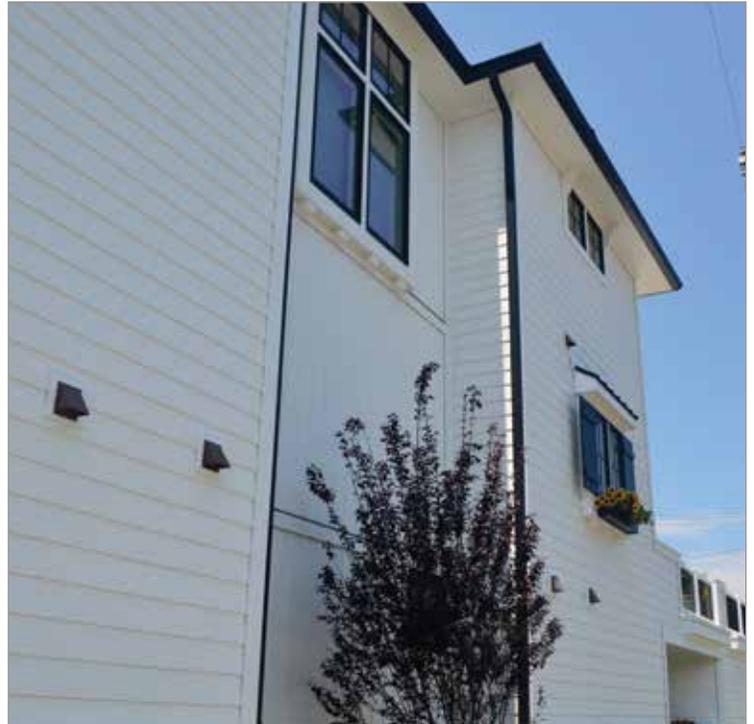
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Her favorite feature about Celect? Its seamless lock-in-groove system, giving her home clean, concealed lines. “Years ago, the aluminum siding pieces were so small there was always a seam wherever you looked. But with Celect, it’s almost impossible to see the seaming on it.” With a broad array of color and material options, the Bermans integrated 7” horizontal lap siding and Board & Batten in Pearl.

An interior designer with years of home improvement experience among countless brands, Sherry Berman would “definitely” recommend it, not only to her clients, but to her friends and family as well.

“There is nothing like seeing something in your head and watching it come to life,” said Sherry Berman. “Taking an ugly duckling home and turning it into a beautiful swan is very rewarding.”



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