

Celect® Cellular Composite Siding by Royal® Case Study

Fort Wayne, Indiana

Farmhouse Luxury

As a designer in Northern Indiana, Jodi G. has completed over a hundred custom home builds and commercial renovations in her career. So when it came time to build her own home—a home she had been planning for and dreaming of for more than a decade—it's safe to say the bar was set high.

Drawing inspiration from favorite projects, her travels, design magazines, Houzz, Pinterest and more, Jodi knew she wanted a farmhouse reflective of her family's Midwestern roots.

But she also knew what she didn't want: costly, high maintenance products that would be a strain on her time and bank account.

One of Jodi's biggest concerns was the exterior of her home. After living with cedar siding for over 20 years on her previous home, she had no desire to invest in siding that would require a significant amount of time and money every few years in order to maintain it.

"Every year you are investing a significant amount of money to maintain your siding. The window seals are rotting or the paint needs to be redone, it's always something," Jodi explained. "I just felt like I was throwing money away."

Excluding wood siding as an option, Jodi then considered HardiPlank and vinyl. However, that was before she learned about Celect® Cellular Composite Siding by Royal®.



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"I first saw samples of Celect in my office and was immediately interested. I participated in a tour of Royal® Building Products' facility and was able to meet with the experts who developed Celect. I was blown away with the siding," Jodi exclaimed.

With a multitude of profiles, colors and attractive trim options, Jodi was ecstatic to learn she could have low-maintenance siding in the design she'd dreamed of.

Combining Celect 7" Clapboard siding in Frost with Board & Batten in Wrought Iron and Celect trim in Frost allowed Jodi to create a luxurious Midwestern farmhouse design. "The white siding and natural stone are timeless choices and the Board & Batten in Wrought Iron for the garage introduced a modern and casual nuance," Jodi explained.

To help others design the home exterior of their dreams, Jodi recommends using [HomePlay™ Prime](#), Celect's online design tool. "This tool is immensely helpful in showing what the siding would look like on your home, which really boosts homeowners' confidence. As a designer who is now a client, I cannot underestimate the importance of confidence in your decisions. HomePlay Prime goes a long way in providing that sense of assurance."

With her home now complete, Jodi can't help but smile driving up to it at the end of the day. "The siding is just beautiful," Jodi exclaimed. So beautiful in fact, Jodi has recommended Celect to several clients. "Clients love the colors it comes in, and they love that they have virtually no maintenance when it comes to their homes' exterior."



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