

Exterior Portfolio® by Royal® Building Products Case Study

A Classic Colonial Gone Bold

Bridgewater, NJ

When Giovanni Petrole, a managing partner with ABC Supply, decided he was ready to remodel the exterior of his home, he had an advantage that few homeowners do—he's been in the business of selling siding, roofing, windows and other exterior home products for nearly three decades.

After completing various home remodels and visiting numerous job sites over the years, Petrole and his wife, Kathi not only knew the look they wanted to achieve for their 1970s Colonial, they knew exactly what brand of siding they wanted to put on their home when they chose Exterior Portfolio® Market Square® D4.

"I knew that I wanted a vinyl product, something that I could power wash. This product is better than anything else out there," Petrole says. "I've been out to at least 50 projects where Exterior Portfolio Market Square is being installed and every contractor I work with loves it."

Aside from the ease of maintenance, what really sold them on the Exterior Portfolio was the rich selection of colors available. "Kathi is a home stager with an interest in interior design and had a very specific color palette in mind," Petrole says.



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Indigo, a rich navy blue, was the perfect fit for her vision.

“Market Square in Indigo creates such a high-end look on the walls. The seams and profile all but disappear,” says Petrole. They selected Royal’s SurEdge™ PVC trim in white to highlight the bold navy siding, wood front door and knotty pine shutters.

The Petroles’ contractor, Giovanni Fransechini from Habitat Siding, initially had some reservations about using vinyl siding with PVC trim. “He had never mixed the two before and kept pushing me to use cement board. But as soon as he started working with the product, this gave him a whole new perspective,” Petrole says.

Not only did the SurEdge trim save Fransechini a lot of time, he was able to fabricate custom designs, including window surrounds, column wraps and a custom board and batten design in the portico. “Our contractor Giovanni is a savant when it comes to working with PVC trim, and he was amazed how well it worked with Exterior Portfolio.”

The contractor wasn’t the only one amazed by the renovation. At less than half the cost of a fiber cement installation, the Petroles were pleased that they were able to put more of their renovation budget toward other design elements, such as a copper roof on the front portico and sidelights to accent the new front door.

The result? A sophisticated and rich exterior that stands out against the backdrop of neutral tan and gray homes in their neighborhood.

“People by nature are very conservative with their color choices—but then they don’t have that pop! We went from owning the worst looking to the best looking house on the street in five days. We have cars driving by every day just to look at our home,” Petrole shares.

“I’ve renovated four homes, and this is the first renovation where every time I pull out of my driveway there’s a big smile on my face.”



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