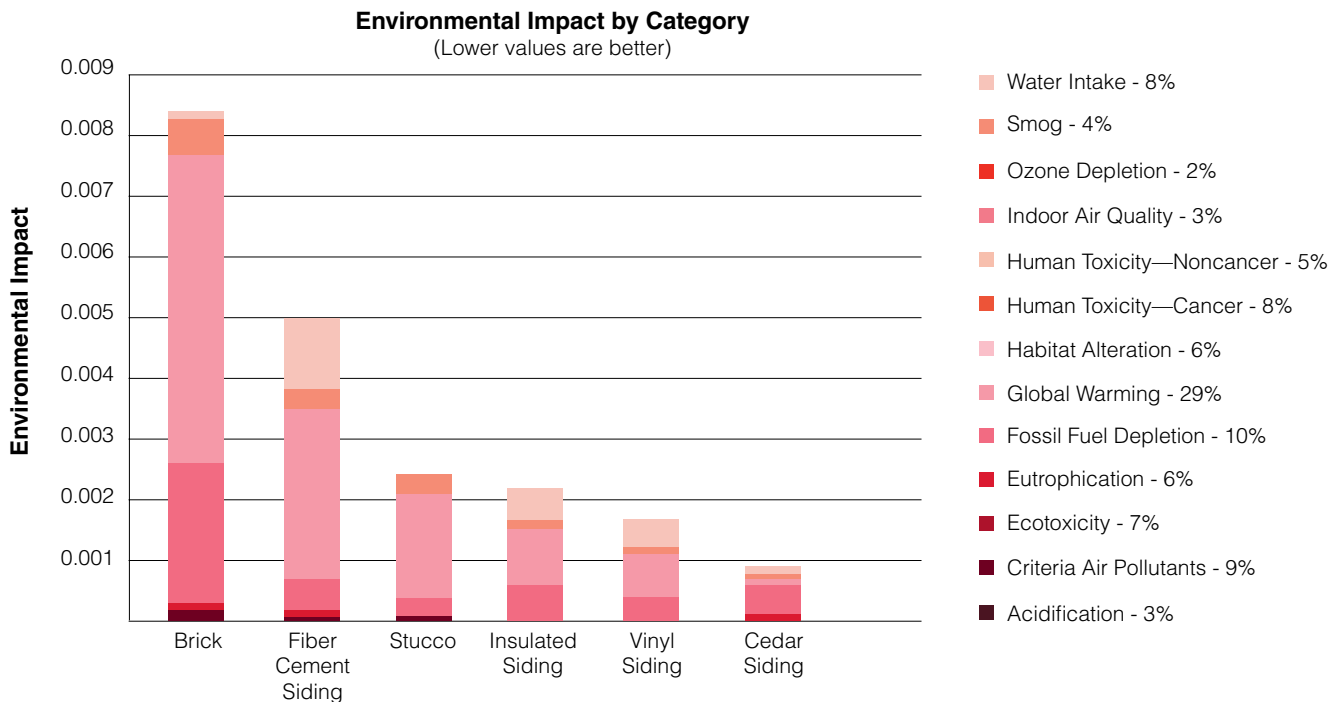


Sustainability

Recyclable. Adaptable. Enviable.

Royal® Vinyl Siding’s combination of good looks, low maintenance and strong warranty adds up to an excellent value. And when it comes to overall sustainability, it’s also a surprisingly green product.

Compared to other common claddings, vinyl performs remarkably well. This chart shows how vinyl beats fiber cement and brick, hands down, and rivals even cedar siding.



Source: BEES Online, National Institute of Standards and Technology; <http://ws680.nist.gov/Bees>; October 2012.
*Insulated siding, EIFS and fiber cement siding without recycled content data submitted to BEES by individual companies.

Polyvinyl chloride (PVC) owes its environmental performance to the fact that it’s weatherable, chemically stable and lightweight. It can also be easily recycled. The Royal manufacturing process efficiently utilizes these properties to create durable siding with relatively low waste—recycling virtually all of the waste generated during manufacturing start-up and product changeovers back into the product stream.

Measuring environmental impact with BEES.

Building for Environmental and Economic Sustainability (BEES) software was developed by the National Institute of Standards and Technology (NIST) to analyze the environmental life cycle of a product. It begins with the raw materials, follows the product through its manufacturing processes, into the service life and ultimately the waste management policies.

The life cycle analysis can also be broken down into specific environmental concerns like air pollution, acidification and global warming potential.

Compared to vinyl siding, fiber cement contributes:

- Almost 4x the global warming potential
- More than 2x the acidification
- More than 3.5x the air pollution

And, there's more to sustainability than the environmental life cycle. Since vinyl siding is the most economic cladding on the market, it helps keep homes affordable. With the advent of VSI-certified installers, the waste associated with installation is very low. In addition, cutting vinyl siding will not liberate silica dust like the cutting of fiber cement does. This airborne silica may possibly cause adverse health effects.

Choose it for how gorgeous it looks. And how green it is.

Royal vinyl siding offers a beautiful array of colors and profiles that are durable, low maintenance and include an industry-leading warranty. And, it's surprisingly green.

Born from components in nature.

PVC resin is the backbone of our vinyl siding, and begins with two abundant building blocks: chlorine from common salt and ethylene from natural gas. The PVC resin is optimized with a range of other proprietary ingredients to provide a reliable exterior product that can be formed into a range of shapes, and last a lifetime.



Estate™ D4 in Redwood,
Royal® Vinyl Trim in White