

Why Royal®

Creating the best exterior possible.

Whether it's homeowners, builders, remodelers or installers, the demand for siding that's a cinch to work with and install while setting durability and design standards is real. From breadth of products to industry-leading performance to sales support, Royal® Building Products connects pros and homeowners to exteriors like no other company.

A comprehensive product portfolio driven by design.

We're a category leader that offers:

- Two strong vinyl siding brands
- The broadest selection of PVC trim and mouldings profiles
- Industry-changing lines like Celect® Cellular Composite Siding and Zuri® Premium Decking
- A contemporary color palette that balances classic options that are always in style and ever-changing trends and preferences, and some of the darkest colors in the industry
- Authentic woodgrains, brushed paint looks, and dozens of popular profiles
- Advanced, intuitive, interactive exterior design tools that make homeowner product and color decisions easier
- A “lead with design” approach that helps us, our customers and our customers’ customers differentiate and succeed in the marketplace



Royal® Board & Batten in Heritage Blue, Portsmouth™ D7 Cedar Shingles in Flagstone, Zuri® Premium Decking in Chestnut, Royal® Vinyl Trim in Antique White, Royal® Column Wraps in White

Continuously adding value through investment and innovation.

We're committed to manufacturing products that reflect what customers want, need and benefit from.

Here's how we back that commitment:

- Making everything from sales to order to delivery to install as smooth and easy as possible
- Continue exploring, developing and launching uniquely innovative products like Celect and Zuri
- Maintaining our standard for superior resins, UV resistance and IR-reflective pigments
- Constantly reinvesting in new ways to enhance and perfect high quality products that require little-to-no maintenance
- Backing our products with strong warranties, like the industry-leading Double Lifetime Warranty on our vinyl siding lines

Backed by a global leader in PVC manufacturing.

We're able to achieve, advance and grow through the support of Westlake Chemical, an industry-leading Fortune 500 company that shares our commitment to continuous innovation. Vertical integration from our parent company's raw materials through Royal's finished products ensures quality control.



Celect® 7" Clapboard in Wrought Iron,
Celect® Trim in River Rock