



Case Study: The Keene Home

## A new build with lasting beauty.

### James Keene **Watertown, Ontario**

After losing their home in a devastating fire, Ontario homeowners James and Robyn Keene set out to build a new modern farmhouse for their family of four. Top of mind for the young homeowners? Selecting a design that would suit their growing family and high quality materials that included Celect® Cellular Composite Siding.

To find the right product that combined low maintenance with the look and feel of real wood, James and Robyn Keene explored all kinds of different siding materials, and even drove around different neighborhoods to view a variety of home exteriors.

Experts advised the Keenes to consider vinyl, wood, and concrete to rebuild their modern farmhouse to withstand wear and tear over time. Busy raising two kids, they didn't want to spend time painting or staining their house every five to ten years. Celect® Cellular Composite Siding—made from recyclable materials that won't rot, crack, warp or split—was the clear winner.

After ordering samples of each material (wood, vinyl, composite, concrete) to compare how they looked and felt, the Keenes chose Celect. They compared price, availability of material, color and maintenance requirements. The Celect samples he ordered arrived very quickly in the mail and the online reviews they found were all positive.







**"I would recommend Celect to anyone considering siding for their home. Out of all of the materials out there, this is the one to look into."**



The Keenes found the low maintenance level and exact color they were looking for, along with the installation assistance they needed. "Our builder and siding distributors had never used the product," said James Keene. "But I educated myself and met with the team at Royal® Building Products. They answered all of our questions and sent a representative to teach our siding installer how to install Celect® properly."

Celect provided the Keenes with gorgeous looks and lasting performance, backed by a limited lifetime and 25-year color protection warranty. Plus, it stands up to the harshest weather conditions, including freezing temperatures, snow and wind. Precisely what they were looking for in a modern Ontario farmhouse in Ontario.

