



CELECT 7" IN LATTE
CELECT TRIM IN WHITE



CELECT 7" IN GROVE

Celect.® Enter the superior exterior.

Celect Cellular Exteriors by Royal® gives you the look and touch of real wood without its inconveniences and expenses. It gives you seamless looks year after year without the painting, repainting, caulking, re-caulking and delaminating of fiber cement. So now you can demand all of it: weather defiance, maintenance freedom and unlimited home design possibilities.

Timelessly beautiful, relentlessly durable styles

- Four premium siding options: 7" Clapboard, 4" Clapboard, Board & Batten and 7" Shake
- All made from the same recyclable, state-of-the-art cellular material
- Faithfully reproduce the deep grain texture and solid heft of real wood
- Every style is equally unaffected by mold, mildew, weather and time
- Lifetime Limited Warranty

Seamless, astounding beauty

- Patented interlocking joints* keep moisture out and almost completely eliminate seams
- No more gaps and wavy lines
- Boards keep straight and true through a home's natural expansion and contraction
- Gravity lock design wipes out warping, buckling and shifting while boosting wind resistance to more than 130 mph

*Patent No: US 8,402,707 B2 (2013)



celect.royalbuildingproducts.com

The co-stars of your home exterior show

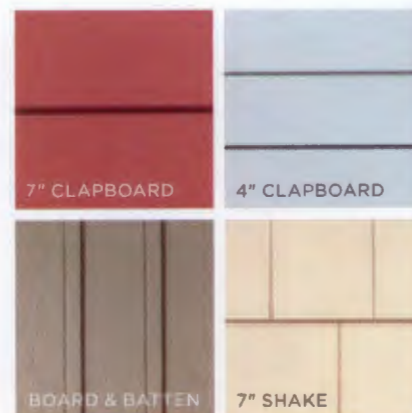
- Trim and moulding options come in the same coated color palette as Celect Siding
- Corners and window surrounds arrive ready to install with 15 factory-coated color options
- Mounts and blocks crafted from the same state-of-the-art cellular materials as our premium siding

Recyclable, sustainable and seriously green

- Coating provides superior UV resistance and reflects energy back into the atmosphere—reducing the energy demands of heating and air conditioning
- Insulates 70% better than wood
- Has almost twice the R-value of fiber cement and wood

Fade-defying, character-building colors

- Rich, dark palette of 15 factory-applied, designer-inspired color
- Coating delivers moisture protection and extreme weatherability
- 25-year warranty on the finish



Every option is a model of superior form and function.

ROYAL Building Products
A Weather Company

1.855.ROYAL85 © 2017 Royal Building Products

Celect® vs. Fiber Cement

Compare Celect Cellular Exteriors by Royal® to fiber cement siding. You'll soon discover which is the truly premium siding and which is, well, fiber cement. Celect has greater curb appeal and is easier to install. Plus it's more durable, weather resistant and energy efficient. In other words: It's Celect.



	Fiber Cement	Celect
Appearance	<ul style="list-style-type: none"> • Follows dips and contours of wall • Visible nail heads • Unsightly seams with caulk lines 	<ul style="list-style-type: none"> • Patented interlocking joints* keep boards straight and aesthetically stunning • Eliminates unsightly caulking • No gaps, buckling or wavy lines
Installation	<ul style="list-style-type: none"> • Typically requires diamond blades for cutting • Heavy—200 pounds per 100 square feet • Panel width can vary course by course • Requires initial painting or comes in a limited color palette • Produces crystalline silica dust • Flashing joints 	<ul style="list-style-type: none"> • Interlocking joints make Celect easier and faster to install • No need for special equipment; boards and trim can be easily machined with standard woodworking tools • Superior strength-to-weight ratio means easy loading onto scaffolding • Requires no caulking • Gravity lock feature keeps individual courses straight and helps reduce installation time • Low-VOC product emits no harmful particles or workplace hazards
Maintenance	<ul style="list-style-type: none"> • Requires regular painting • Requires mold and mildew treatment • Wood trim requires maintenance • Chips and scratches must be filled • Requires ongoing caulking • Estimated \$14,000 in maintenance costs over 30-year home ownership period 	<ul style="list-style-type: none"> • Factory-applied colors are designed to stay true so there's no need to repaint • Kynar Aquatec® coating staves off rain, dust, heat, wind and even pollution • Celect's highly impact-resistant finish can handle heat, cold and errant baseballs better than anything • Instead of butting against itself, Celect Siding snaps together perfectly, so there's no need to fill in the gaps • Easy to clean with a quick spray of the garden hose • Lower maintenance costs over the life of the home

*Patent No: US 8,402,707 B2 (2013)



celect.royalbuildingproducts.com

ROYAL Building Products

1.855.ROYAL85 ©2016 Royal Building Products