

# About Royal® Building Products



## About

Royal® Building Products, a Westlake Chemical company (NYSE: WLK), manufactures and distributes leading materials for the home remodeling, building and construction markets. For more than 50 years, the company's commitment to quality, innovation and customer relationships has attracted the loyalty of a growing number of building professionals, homeowners, architects, engineers and distributors to its products. With operations throughout Canada and the United States, Royal Building Products offers the renovation, remodeling and new construction industries a broad range of innovative products, including siding, trim, accessories, soffit, rainware, mouldings and decking. For more information, please visit [RoyalBuildingProducts.com](https://www.RoyalBuildingProducts.com). Follow us on [LinkedIn](#) and [Instagram](#) and "Like" us on [Facebook](#).

## The Build Royal Difference

### A History of Excellence

Royal Building Products traces its roots to Canada, where it was founded as Royal Plastics in Toronto, Ontario in 1970. Today, Royal Building Products is the largest extruder of cellular PVC components in North America, where it is known as a leader in exterior design, best-in-class manufacturing and industry-leading innovation in the building products category.

As a category leader, Royal offers:

- Two strong vinyl siding brands (Royal® Vinyl and Exterior Portfolio®)
- 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

### RoyalPros.com

**RoyalPros.com** is a dedicated virtual selling microsite offering continued education and support to Royal's pro community of contractors and distributors. The site offers live webinars with product updates and installation techniques, helpful articles on virtual sales techniques and driveway selling, and product videos to support the entire virtual sales process.

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## Design Tools & Publications

Royal Building Products offers five online design tools to provide contractors and homeowners with the ultimate exterior home design experience. Each design tool offers all product lines, profiles and colors, as well as product comparisons, larger images, expert designers' top color combinations and preselected color palettes. The three siding design tools also include good, better and best trim options, as well.

- **Home Play™** featuring Royal siding, trim and accessories
- **HomePlay™ Prime** featuring Celect® Cellular Composite Siding and trim
- **Zuri Visualizer** featuring Zuri® Premium Decking
- **Trim Visualizer** featuring Royal trim options based on the style of home
- **Dream Designer®** featuring Exterior Portfolio siding products

Royal also publishes **LiveAbode™**, a comprehensive guide for exterior design and outdoor living inspiration. LiveAbode is a quarterly online publication that offers the latest trends, tips, DIYs and style advice to homeowners. Featuring content from Royal's experts and regular contributors, LiveAbode is an unmatched resource for homeowners, designers and contractors throughout the U.S. and Canada.

## Quick Facts

**Royal Building Products has five manufacturing facilities:**

- **Woodbridge, ON, Canada (Royal Building Products Headquarters)**
- **Concord, ON, Canada**
- **Columbus, OH, USA**
- **Bristol, TN, USA**
- **Marion, VA, USA**

**Royal Building Products has more than 7,700 SKUs.**

**Premium product lines include Zuri Premium Decking, Celect Cellular Composite Siding, Cedar Renditions™, Atlas Stone™ and Interior and Exterior PVC Trim & Mouldings.**