

**Royal® Building Products Continues to Lead, Innovate and Impress
with its Premier Siding, Celect® Cellular Exteriors,
at International Builders Show**

Also launches 2016 Exterior Color Palette and Challenges and Solutions™ video series

WOODBRIIDGE, ONTARIO (01/19/16) — Royal® Building Products continues its commitment to quality and innovation in the siding category with its premium siding, Celect® Cellular Exteriors. The innovative siding and trim solution that is revolutionizing the lap siding category, Celect continues to impress the market with its beauty, low maintenance and unlimited home design possibilities.

Other announcements include the launch of the 2016 Exterior Color Palette and a web-based series of programs, Challenges and Solutions™ by Royal, which features well-known renovator, Steve Thomas. Each program showcases a variety of different exterior home renovation scenarios.

Product Announcements

Celect® Cellular Exteriors by Royal

Celect® Cellular Exteriors replicates the beauty and aesthetics of wood while remaining low maintenance and durable on the home for a lifetime. All of Celect's profiles – 4" and 7" Clapboard and 8" Board & Batten – are available in 18 fade-resistant colors and feature Royal's patented interlocking seam design, which enhances the curb appeal of any home. Celect 7" Shake will be available in early 2016. For the professional, the product is lightweight and easy to install without the need for special tools.

For those who want to "try it before they buy it," Royal offers [HomePlay™ Prime](#), an online design tool to fully redesign the exterior of a home with Celect Cellular Exteriors profiles and trim. The intuitive tool lets users choose from a selection of built-in homes or upload their own home and have it mapped to create a custom exterior design.

Window Trim Designs by Royal

This year, Royal will introduce 12 easy-to-assemble window designs created from its broad collection of PVC trimboards and mouldings. Each distinctive window surround has been developed to keep the charm and design of the home at the forefront, as well as keeping with its architectural style. Window designs will be available for the following styles of homes: Modern, Traditional, Southern Colonial, Craftsman, Bungalow, Cape Cod, Ranch and Farmhouse.

AlumiPro® Cedar Renditions™ Siding

Available in Canada only, Royal's AlumiPro® Cedar Renditions™ introduces two new colors – Charwood and Cedar Bark – to round out its color palette. Cedar Renditions combines strong and reliable aluminum siding with the natural look of wood. Perfect for accent siding, main siding and soffit, Cedar Renditions provides exceptional curb appeal without the maintenance or

flammability issues of wood. LEED compliant and 100% recyclable, Cedar Renditions is also available in the colors Amberwood, Sycamore and Spanish Moss.

Exterior Design

2016 Exterior Color Palette of the Year

As a design leader in the market, Royal's 2016 Exterior Color Palette of the Year takes cues from interior and exterior home design and fashions, as well as sales trends across the U.S. and Canada, to feature the most on-trend color combinations of 2016. This year's palette is a mix of bold blues and greens in Wedgewood, Shamrock and Ironstone, and neutral browns in Linen, Sand and Pebble Clay. This palette of trending colors gives homeowners peace of mind to mix and match in multiple ways through a variety of exterior products to create a flawless design.

Outdoor Design Survey

Royal shares results from its 2015 Outdoor Design Survey about the attitudes of homeowners in the U.S. and Canada when it comes to things like exterior maintenance and renovation, design inspiration, curb appeal and home improvement. Whether they plan to live in their house for years to come or sell it in months, the survey reveals that homeowners believe having an attractive property is important, and they are not afraid to step in and design it themselves.

Digital and Social Media

Challenges and Solutions™ by Royal Building Products

Royal launches six web-based series of programs about building materials Challenges and Solutions™ featuring well-known renovator, Steve Thomas. Each video includes a specific exterior home renovation challenge and a solution, which highlights building materials by Royal, including Celect Cellular Exteriors, Zuri Premium Decking and Royal's line of trim & mouldings products. Steve Thomas will be in the Royal Building Products booth Wednesday, January 20, from 11 a.m.- 12 p.m. to discuss the series and answer questions.

Houzz Sessions – “Using Social Media to Promote your Business”

Recognized in the first Houzz Brand Book as a company using the social media site well, Royal knows the importance of using social media and technology to communicate with homeowners and customers. Come learn from Houzz representatives the best way to use technology to improve business efficiency, reach new prospective customers and streamline communications. Social media sessions will be presented in the Royal booth Wednesday, January 20, at 1:30 p.m. and 3:30 p.m.

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About Royal Building Products

[Royal Building Products](#) is a division of Axiall Corporation (NYSE: AXLL). The company manufactures and distributes leading materials for the home remodeling, building and municipal construction markets. For more than 40 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 North America, Royal Building Products offers the renovation, remodeling and new construction industries a broad range of innovative products including siding, trim, accessories, soffit, rain ware, mouldings, deck, window profiles and patio doors. Royal Building Products also manufactures pipe and fittings for the electrical, municipal, irrigation, plumbing and industrial construction industries. For more information, please visit www.royalbuildingproducts.com. Follow us on [Twitter](#) and “Like” us on [Facebook](#).