



CELLULAR COMPOSITE SIDING



# ENDURING

CHARACTER, BEAUTY, STRENGTH AND BRAGGING RIGHTS.



7" HORIZONTAL LAP IN WROUGHT IRON,  
TRIM IN RIVER ROCK

ON COVER: 7" SHAKE IN CASTLESTONE,  
11" BOARD & BATTEN IN CASTLESTONE,  
TRIM IN FROST

From seamless beauty to  
design possibilities to low maintenance,

Celect® Cellular Composite Siding

is engineered to impress and astound.

In other words, it's built to look beautiful

for a very long time.

# PROJECT YOUR PERSONALITY: COLOR AND DESIGN.

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One of the more impactful methods of showcasing your home's individuality is to pay close attention to color and exterior design. Depending on your home's architectural style, the colors you choose can play up the character in both bold and subtle ways. Celect® Siding has a compelling palette to explore: 15 colors in all.

Utilize rich, deep colors of the same hue and show variation in siding styles, allowing different textures to be more clearly apparent and create a subtly sophisticated look. Accentuate different home sections and push design depth by applying horizontal lap siding in the lower area of your home and board & batten in the gables. Or work in shake for added dimension.

Conversely, consider adding visual interest through contrasting deep and brighter neutral colors: Willow through the main areas and Carriage Red to highlight your porch, for instance. You could go even bolder and introduce a third color in the gables.

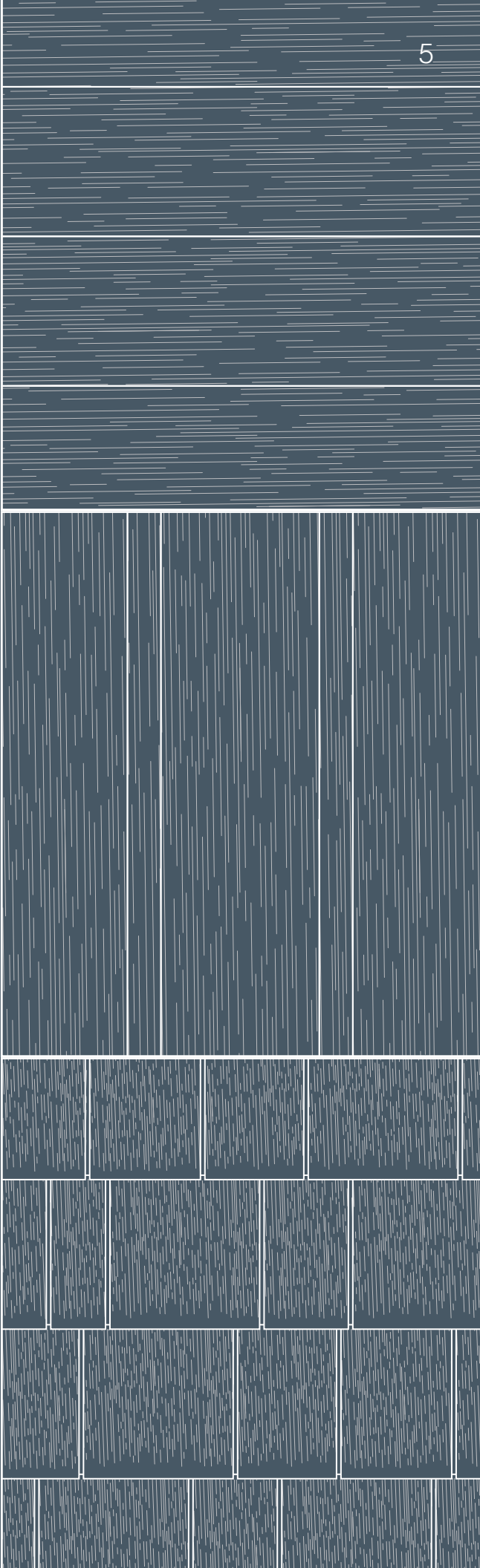


# AVAILABLE PROFILES:

7" HORIZONTAL LAP

8" BOARD & BATTEN  
11" BOARD & BATTEN

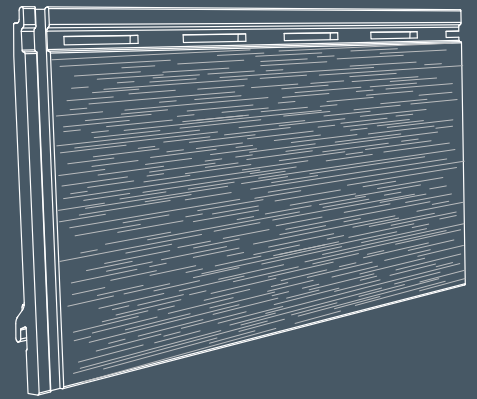
7" SHAKE



# DEFINING FORM AND FUNCTION.

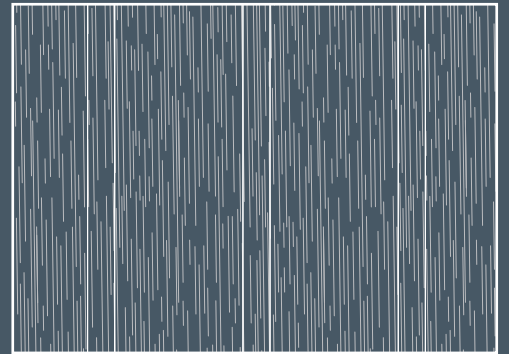
## HORIZONTAL LAP

Horizontal lap siding is made up of long boards laid horizontally across a house. You can spot horizontal lap by how the thicker bottom edge of one board overlaps the board below it. The simplicity, versatility and subtle shadow lines of horizontal lap have made it a popular siding style on all kinds of homes for centuries.



## BOARD & BATTEN

Defined by wide boards that alternate with narrow strips (battens) covering the seams between the boards, this homespun, contemporary profile heightens the charm of modern farmhouses and cottage-style homes in particular. It can be applied as a vertical siding across your entire home or as an accent to gables or lower home sections.

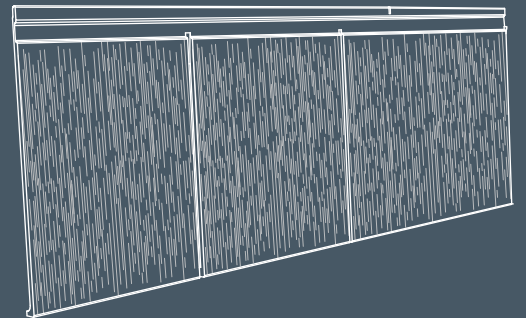
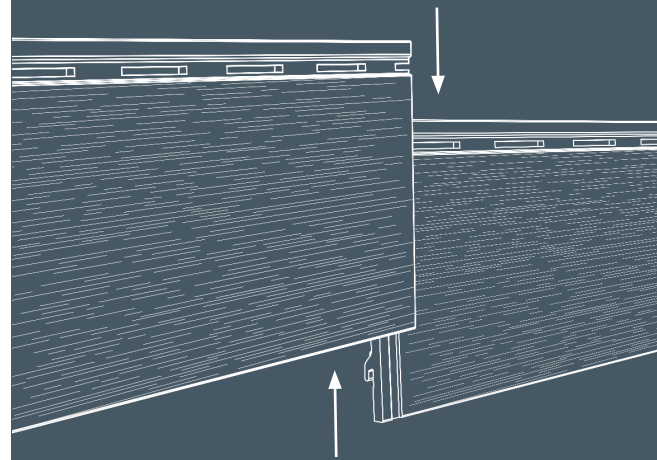


## PATENTED INTERLOCKING JOINTS

Celect® Siding is put together differently than other types of siding. It uses a system of patented interlocking joints that join together top to bottom and side to side to keep boards straight while they expand in warmer weather and contract in colder temperatures.

## SHAKE

Shake siding derives its looks, character and heritage from thin, tapered pieces of wood assembled in a row. Use it across your entire home or as a warm accent in conjunction with horizontal lap.





7" SHAKE IN RIVER ROCK,  
7" HORIZONTAL LAP IN RIVER ROCK  
TRIM IN FROST



7" HORIZONTAL LAP IN PINE BROOK

## GORGEOUS AESTHETICS AND NEAR-ZERO MAINTENANCE. HOW BEAUTIFUL IS THAT?

Celect® is inspired by the distinctive presence of wood yet possesses none of wood's far-from-perfect maintenance demands. This is the very best of both worlds—where you get the look, touch and timelessness of real wood without its inconveniences and expenses.

Forget about mold, mildew, fading, deterioration, scrubbing and messy maintenance crews. While you're at it, disregard painting, repainting, caulking, re-caulking and delaminating. Celect's awesome, virtually maintenance-free looks never quit. Year after year, decade after decade.

- **Stands up to impact even under the harshest weather conditions**
- **Fade-resistant Kynar Aquatec® coating withstands all weather conditions and climates**
- **Backed by a 25-year color protection warranty**



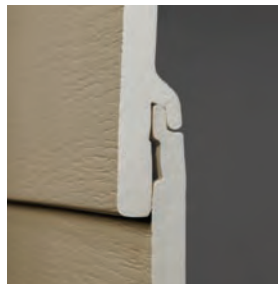


7" HORIZONTAL LAP IN WILLOW,  
8" BOARD & BATTEN IN WILLOW,  
TRIM IN WROUGHT IRON

## THE #1 CELLULAR COMPOSITE SIDING SYSTEM IN THE MARKET: IT PERFORMS AS FLAWLESSLY AS IT LOOKS.

Celect has the amazing curb appeal of natural wood, but that's where the similarities end. Its patented interlocking joints\* keep moisture out and almost completely eliminate seams, so it not only looks authentic, it does away with gaps and wavy lines—keeping boards straight and true through the home's natural expansion and contraction.

Plus its gravity lock design eliminates warping, buckling and shifting while boosting wind resistance to more than 210 mph.



Celect's unique gravity lock design keeps courses locked tight to maintain structural integrity.



Our patented interlocking joints eliminate gaps, buckling, wavy lines, caulked seams and energy loss.

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

## INFLUENCED BY TIMELESS CHARM. UNFAZED BY RELENTLESS ELEMENTS.

Celect® Horizontal Lap, Board & Batten and Shake Premium Siding options are all made from the same recyclable, state-of-the-art cellular material. Which means every one of our siding styles not only faithfully reproduces the texture, look and solid heft of real wood, but is unaffected by mold, mildew, weather and time.

### **7" Horizontal Lap**

Here is beautiful, dimensional evidence of Celect's virtually seamless curb appeal, weather defiance and maintenance freedom.

### **8" & 11" Board & Batten**

It looks uniquely stunning as a gable accent on historically themed French Country homes, cottage-style homes and farmhouses.

### **7" Shake**


Drape your whole exterior in its authentically rustic depth and emotion. Or use it as a powerful accent to tie together other aspects of your exterior.



7" HORIZONTAL LAP



8" BOARD & BATTEN



11" BOARD & BATTEN



7" SHAKE



7" SHAKE IN WILLOW,  
TRIM IN FROST



7" HORIZONTAL LAP IN FROST,  
8" BOARD & BATTEN IN WROUGHT IRON,  
TRIM IN FROST



8" BOARD & BATTEN IN FROST,  
TRIM IN FROST  
ZURI® PREMIUM DECKING IN WEATHERED GRAY



Beauty and longevity live  
happily ever after on your home.



11" BOARD & BATTEN IN LATTE,  
7" SHAKE IN WILLOW,  
TRIM IN FROST

## A COLOR PALETTE THAT'S RICH, DEEP AND HERE TO STAY.

For Celect®'s versatile color palette, Kynar Aquattec® coating is more like a coat of arms: moisture protection and extreme weatherability in the face of anything the meteorological fates dish out. Celect's factory-applied, designer-inspired, gorgeous colors are formulated to stay true for as long as you own your home and hold up to beauty inspections up close or from the curb. We even put a 25-year warranty on the finish.



7" SHAKE IN OCEANA

7" HORIZONTAL LAP IN RIVER ROCK,  
7" SHAKE IN RIVER ROCK,  
TRIM IN FROST

Presenting our fade-defying, character-building colors.

LATTE	CARRIAGE RED	WILLOW	SHALE	OCEANA
CHOCOLATE	FROST	POTTERY	RIVER ROCK	GROVE
COASTLINE	CHESTNUT	CASTLE STONE	WROUGHT IRON	PINE BROOK

PRINTED COLORS ARE AN APPROXIMATION OF COLOR AND MAY NOT BE AN EXACT MATCH.



7" HORIZONTAL LAP IN FROST,  
8" BOARD & BATTEN IN FROST, TRIM IN FROST



7" HORIZONTAL LAP IN PINE BROOK  
TRIM IN FROST

## THE CO-STARS OF YOUR HOME EXTERIOR SHOW.

Details are an essential element of exterior design and play a significant role in elevating the profile of any home. Celect® Trim and Moulding options—starting with corners and window surrounds—are the perfect example of this happy phenomenon.

They come in the same fade-resistant Kynar Aquatec®-coated color palette as Celect Siding. So they complement each other perfectly and have the same high aesthetic and low maintenance benefits.



Window surrounds complete the curb-appealing picture.





## AESTHETICALLY INSPIRING. PRACTICALLY PLEASING.

Our premium mounting blocks are crafted from the same state-of-the-art cellular materials as our premium siding, and effortlessly combine form and function. Building pros love them because they work seamlessly with the Celect installation system. Our elegantly designed vents enhance the breathability of your home's exterior, and both our mounts and vents are an exact color match to Celect Siding and Trim.

**Standard Mount**  
**Recessed Split Mount**  
**Universal Block**  
**Gang Block**  
**Electrical Mount**  
**Gable Vent**



8" BOARD & BATTEN IN FROST

7" HORIZONTAL LAP IN OCEANA,  
TRIM IN FROST

## RECYCLABLE, SUSTAINABLE AND SERIOUSLY GREEN.

Another beautiful fact about Celect®: it's recyclable and provides an exterior with very little upkeep. Plus it has an R-value that's almost twice the thermal resistance of any other comparable material on the market. It's as much of a renewable investment as it is a renewable material.

- **Unique white substrate helps lower heat absorption**
- **Kynar Aquatec® coating provides superior UV resistance and reflects energy back into the atmosphere—reducing the energy demands of heating and air conditioning**



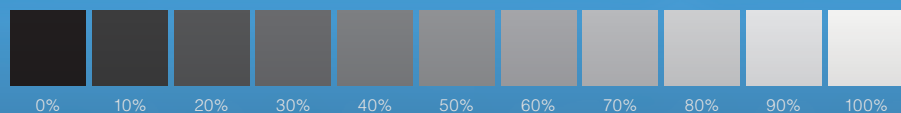


# Celect<sup>®</sup> Canvas

## Cellular Composite Siding

### CREATE TRULY PERSONAL AESTHETICS WITH CUSTOMIZED COLOR.

Make your exterior represent your style on a whole other level with the customizable color options of our unpainted Celect Siding. Choose from thousands of exterior vinyl-safe shades that fall within recommended Light Reflectance Value (LRV) ratings (57 and above on the LRV 0-100 scale) from manufacturers such as Benjamin Moore<sup>®</sup>, Sherwin Williams<sup>®</sup> and PPG.



Custom vinyl-safe paint required for a 56 or lower LRV rating.



7" HORIZONTAL LAP IN SHERWIN WILLIAMS® AVIARY BLUE,  
TRIM IN FROST



7" SHAKE IN BENJAMIN MOORE  
RALEIGH PEACH

## ALL THE TRANSFORMATIONAL AESTHETICS AND DURABILITY OF PREFINISHED CELECT®.

Celect Canvas carries the same eye-catching, home-transforming aesthetics and durable properties as our prefinished cellular composite siding. It elevates home styles from Colonials to Cape Cods with virtually seamless wood looks—with no rotting, splitting, cracking, warping, peeling or delaminating.

Our unpainted siding is worthy of the name Celect:

- **Patented interlocking joints keep moisture out and almost completely eliminate seams—so boards stay straight and true as your home expands and contracts**
- **Engineered from durable, low-maintenance cellular composite material**
- **Four distinct styles: 7" Horizontal Lap, 7" Shake, 8" Board & Batten and 11" Board & Batten**



7" SHAKE IN BENJAMIN MOORE EWING BLUE,  
8" BOARD & BATTEN IN BENJAMIN MOORE EWING BLUE,  
TRIM IN FROST

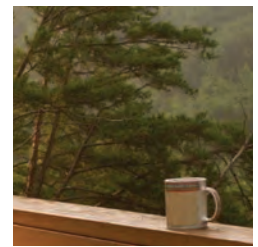
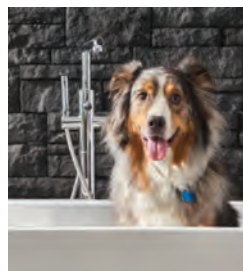
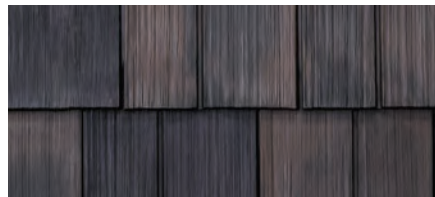
## CELECT UNPAINTED SHAKE: PAINT BEFORE INSTALLING

The authentic rustic aesthetics of Celect Shake pair compellingly with a wide range of siding and home styles. To account for this profile's unique expansion and contraction characteristics, the entire front side of the product, as well as the lap joints, need to be painted before they're installed.



# BOUNDLESS™

Where some see boundaries, Westlake Royal Building Products™ sees opportunities to drive innovation, elevate design and deliver solutions that redefine the industry. Our comprehensive selection of products, materials and widely expressive color palettes and textures meet any home demand—inside and out, East Coast to West. Giving everyone the tools and technology to transform spaces into anything they want. This is our mission. And it's Boundless™.



SIDING & ACCESSORIES

TRIM & MOULDINGS

ROOFING

STONE

WINDOWS

OUTDOOR LIVING

