



Low Maintenance

PLANIT

JOB

CLIENT: Royal Building Products
PROJECT: RBP Vinyl One-Pager Low M
JOB #: 9076
DESCRIPTION: Double-sided single sheet

PRODUCTION INFO

FLAT SIZE: 8.5" x 11"
FINISH SIZE: 8.5" x 11"
BLEED SIZE: 9" x 11.5"
COLORS: 4/4
 CMYK

TEAM SIGNOFF

Lose the upkeep, gain the weekend.

People rarely aspire to spend their precious weekends taking care of their homes. When was the last time you heard someone say, "I can't wait to take a week off this summer to repaint my house!"? Royal® Building Products is driven to minimize the amount of work required to maintain your siding.

Royal Vinyl Siding—made from a co-extruded and permanently bonded, two layer system—is engineered for low maintenance. The substrate layer is composed primarily of PVC (polyvinyl chloride), while the top layer is a proprietary blend of materials designed to stand up to the elements year after year.

What makes PVC an ideal polymer choice.

PVC, one of the most weatherable polymers, is chemically stable and easily forms into a wide range of shapes and profiles to meet a variety of homeowner needs. Plus, it's virtually impervious to water.

An outdoor environment places harsh demands on siding over time. Sun, rain, ice, heat, cold and wind all take their turns breaking down an exterior. Its durability and waterproof nature make Royal Vinyl Siding a strong and reliable option, and when you compare it to other exterior cladding, it's a low-maintenance hero.

COMPARING ONGOING MAINTENANCE

VINYL SIDING	BRICK	FIBER CEMENT SIDING	ENGINEERED WOOD	WOOD SIDING	STUCCO
Only needs mild soap and water from a garden hose for periodic cleaning	Requires re-pointing of mortar and pressure washer for cleaning	Requires periodic painting and caulking	Requires periodic painting or staining, as well as caulking	Requires frequent painting or staining, as well as caulking	Requires periodic painting and caulking

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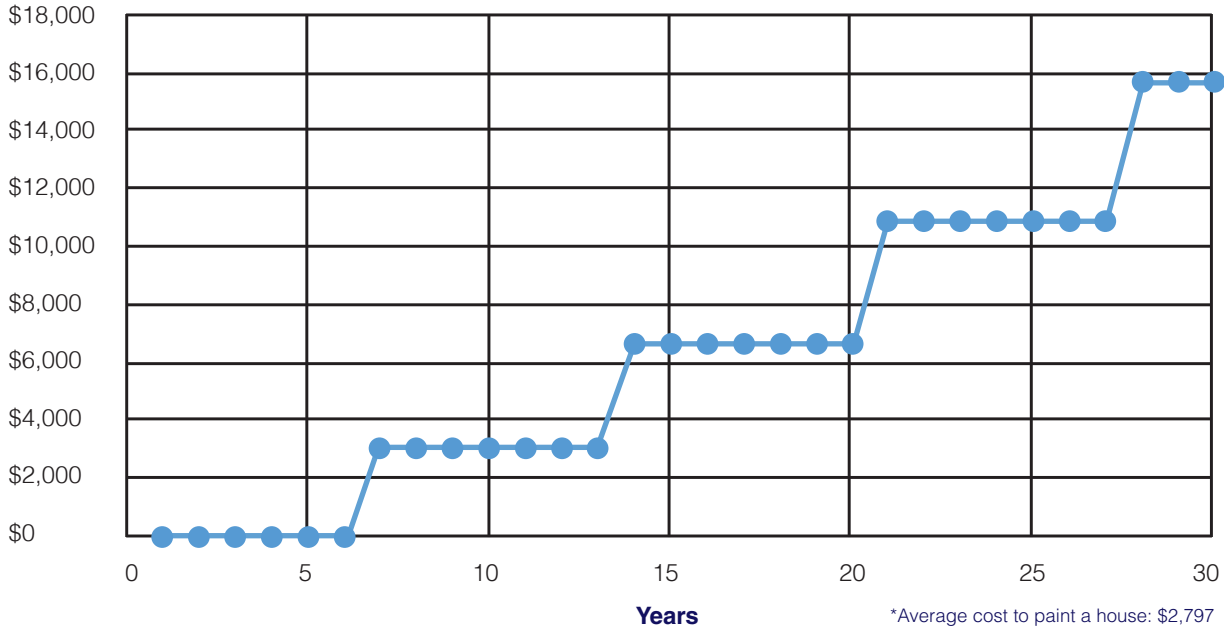
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Royal Vinyl Siding is clearly one of the lowest maintenance claddings you can buy. Many claddings require repainting over the years to maintain their good looks. Based on a 2018 HomeAdvisor survey, owners spend \$2,797 on average to paint a house. Assuming 2% annual inflation and the need to repaint every 7 years, the total cost of painting over a 30 year period is over \$16,000. With Royal Siding you can save that painting expense.

Estimated Maintenance Savings



These costs are often overlooked during the initial purchase phase, but have a significant impact over time.

Not all claddings offer the same degree of weatherability and water resistance. Fiber cement installers are required to minimize the product's exposure to water. Unfortunately, it's an outdoor cladding, so it's constantly exposed to the elements, and as a result, will require ongoing maintenance.

We, at Royal, recognize that despite the importance of low maintenance, the product needs to look great. With the advent of a wide range of shapes, profiles and trims along with a palette of on-trend colors, homeowners can get the home of their dreams. And then be able to sit back and enjoy that home without FOMO (fear of maintenance overload). So go ahead, lose the maintenance and gain the weekend.