

New Composite Building Material Adds the Right Mix of Beauty and Brawn to Upscale Homes

August 18, 2005 – Woodbridge, Ontario – A new composite building material may soon be the natural choice for decking, railing, siding, fencing, door and window frames, and other structures inside and outside of today's upscale homes. A longtime leader in polymer-based building products, Royal Group Technologies spent the last two years developing and rigorously testing Celucor™, an advanced generation composite material that gives residential builders and homeowners a low-maintenance, true alternative to hardwood. Celucor™ blends the beauty of wood grains, brawn and flexibility of composites, and weather-resistance of vinyl into an optimized material structure with just the right mix of characteristics.

Until Celucor™, market choices were limited to soft and hard woods, vinyl, and first-generation composite materials. While homeowners prefer natural-looking products, especially for the great outdoors, all too often they don't have the time or desire to re-stain and maintain wood decks and other wood products to keep them in tip-top shape. Boasting wood's natural beauty without the maintenance and eventual replacement hassles, Celucor™ is composed of natural fibers encapsulated with cellular PVC, capped with an advanced, weather-safe thermoplastic resin.



A new composite building material will soon be the natural choice for decking, railing, siding, fencing, door and window frames, and other structures inside and outside of today's upscale homes. Royal Group's Celucor™, an advanced generation composite material, embodies the strength and beauty of high-end hardwood, yet weighs half as much for easy, economical transport, handling, and installation.

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“Royal Group has patented the unique process used to manufacture Celucor and is bringing this innovative material to high-end home exterior product markets, which include decking, porches and a full complement of product lines,” said Peter Kotiadis, Director of Sales and Marketing for decking, fencing, and railing at Royal Group. “Celucor gives residential builders and homeowners an optimum material for achieving the traditional, long-lasting, finished appearance of imported hardwood.”

Why choose Celucor™ versus another composite? Because not all composites are created equal. Most first-generation composites contain 50% or more unprotected natural fiber, resulting in excess water absorption, weathering, and structural deterioration. Moreover, over time, color fading and inconsistent surface stains expose natural fibers to the elements, compromising form, function, and durability. Products made from Celucor™ wear longer than first-generation composites. Celucor’s 15% encapsulated fiber core provides reinforcing strength. The need for additional materials for framing decks and other home structures aren’t necessary. Royal Group’s advanced fiber technology material better controls material expansion and contraction, as well as flexibility: a benefit resin alone can’t deliver.

Celucor’s optimal fiber content and refined encapsulation process eliminate the pitfalls inherent in first-generation composites, including water absorption and mold growth. A capstock, co-extruded onto the product, provides realistic color and shadings, while protecting it from water and UV damage. With a variegated cedar grain appearance, Celucor™ will be available in Natural, Golden Oak, Mahogany, and Weathered Gray. These colors are carefully selected to compliment all exterior siding décor.

The material core and exterior surface use the same stain hue for a color-fast, natural-looking finished product. For an enhanced natural appearance, especially in decking projects, homeowners can alternate planks using an easy-clip system to change the grain flow direction and add variegation. A breeze to maintain indoors and outdoors, Celucor™ requires only light detergent and water to keep it beautiful.

“Leveraging our core competencies—capstocking, variegation, cellular PVC, and extrusion, we’ve taken cellular PVC to a new level by seamlessly integrating natural fibers to create this new composite,” said Mr. Kotiadis. “Celucor is a natural next step for Royal Group and the industry.”

For more information about Celucor™, call Royal Group Technologies at 1-905-264-0701 or the Royal Consumer Care Hotline at 1-866-852-2791. Or, visit <http://www.royalgrouptech.com>.

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Royal Group Technologies Limited is a manufacturer of innovative, polymer-based home improvement, consumer and construction products. The company has extensive vertical integration, with operations dedicated to provision of materials, machinery, tooling, real estate and transportation services to its plants producing finished products. Royal's manufacturing facilities are primarily located throughout North America, with international operations in South America, Europe and Asia.

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