

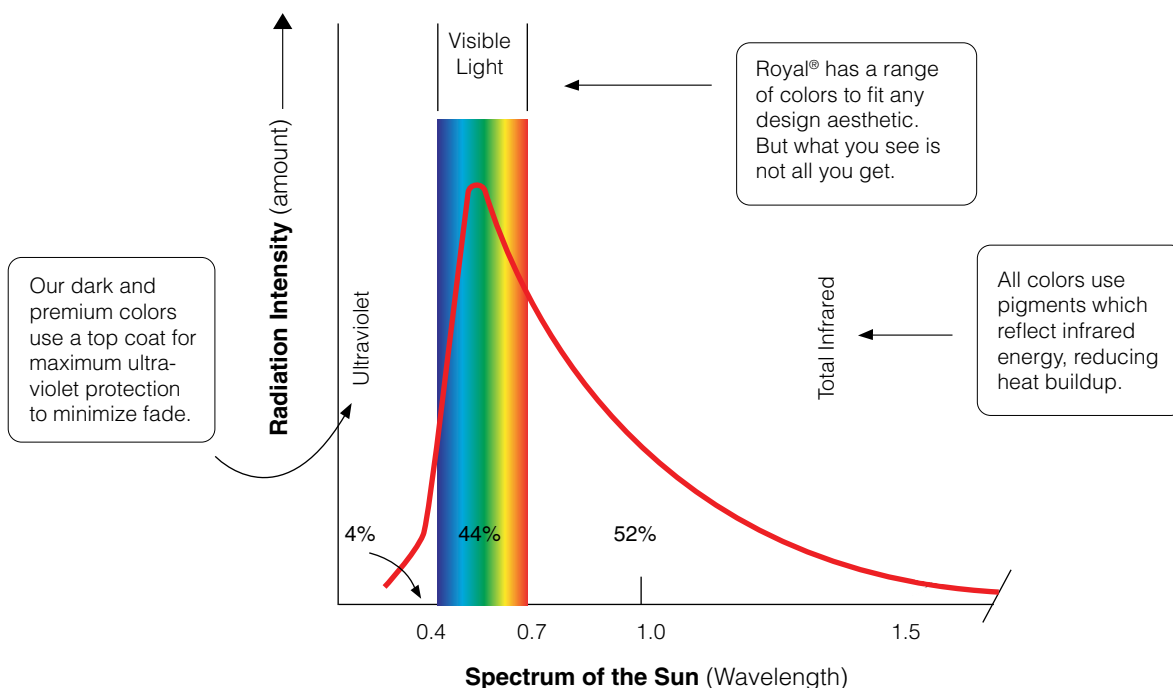
Chromatix[®] Technology

Our proprietary color protection: Imagine sunblock for your siding.

Out of all the energy that comes into contact with siding, visible light makes up only about 44% of it. Not only does Royal make beautiful siding colors that please the eye, we also engineer our products to handle the energy that the eye does not see. On one end of the spectrum, we protect our siding from the ultraviolet (UV) light, which can fade siding color pigments. We use a proprietary UV formulation to minimize fade, which allows us to warrant the product to as low as 3 Hunter units of fade.

On the other end of the spectrum is infrared energy, or heat. This can ultimately distort siding. Our pigments reflect some of that energy off the siding, reducing heat buildup to help keep our darker colors cooler. When you combine this with our advanced manufacturing system to minimize stresses, you get a product that looks great, resists fade and performs well on the wall.

How our colors fend off the elements day after day:

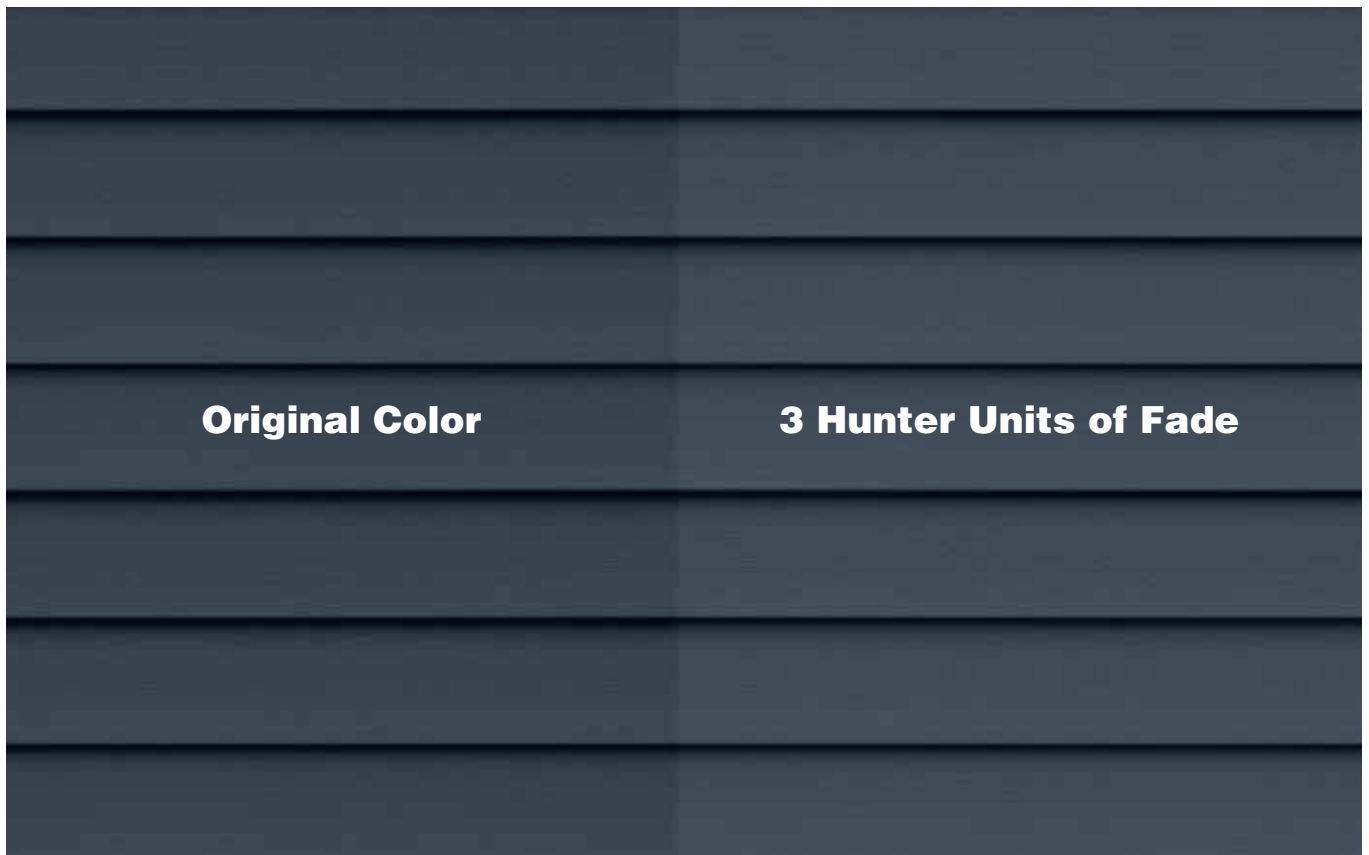


Warranted to fade less so dark colors stay true.

We understand the importance of effortlessly maintaining the look you create in a challenging outdoor environment. And we back it up with an industry-leading Double Lifetime Warranty. What you get is rich, true color that raises curb appeal.

Things to remember about our Chromatix® technology color protection:

- Featured in our richer, darker shades
- Proprietary infrared-reflecting pigments reduce heat buildup
- Warranted to fade less so dark colors stay true



The image is a representation of approximately 3 Hunter Units of fade. Actual fade varies from house to house and is dependent on exposure to weather conditions.

