

## **ROYAL GROUP BECOMES ROYAL BUILDING PRODUCTS** *Company Unveils New Logo, Branding Initiative*

**Woodbridge, Ontario** (November 1, 2011) – It's a brand evolution 40 years in the making: [Royal Building Products](#), formerly Royal Group, is launching a new look and feel to complement the company's successful history and to pave the way for future growth. Royal Building Products is a leader in the design, production and distribution of building materials that help professionals and homeowners build, transform and preserve houses and neighbourhoods throughout North America.

Royal's updated brand promise – *Working together to build neighbourhoods of lasting value* – is articulated in a customer-focused video that can be viewed on [YouTube](#).

A new logo also was designed to retain the legacy of the company's original symbol – the crown – while shifting emphasis from manufacturing to a focus on what Royal's products do to transform neighbourhoods.

"This is more than the launch of a new logo," said Mark Orcutt, executive vice president, Royal Building Products. "We are putting the emphasis on a new way of thinking and doing business that has been emerging over the past few years at Royal. Our vision is to design, produce and market products in partnership with local building professionals to help them transform and preserve neighbourhoods across North America."

"Whether it's our pipes that feed fresh water underground or our exterior products that provide the details that make a sustainable difference on home exteriors, Royal manufactures quality, innovative building products that add lasting value," Orcutt said. "Royal Building Products is committed to supporting neighbourhood building professionals and helping them grow their business with reliable products and services."

Royal Building Products manufactures a broad range of building materials that go on and around the home. This includes [siding, trim, accessories, soffit, rain ware, mouldings, deck, fence, rail, window profiles and patio doors](#) for home remodeling and construction. Royal Building Products also manufactures [pipe and fittings](#) for the electrical, municipal, irrigation, plumbing and industrial construction industries.

"The Royal brand has always stood for high-quality products manufactured by people who care about our customers," said Jennifer McGill, group marketing director, Royal Building Products. "We are evolving the Royal brand to differentiate our position in the market: building on our past successes and preparing us for future growth."

### **About Royal Building Products**

[Royal Building Products](#), a subsidiary of [Georgia Gulf Corporation](#) (NYSE: GGC), manufactures and distributes leading materials for the home remodeling, building and municipal construction markets. For over 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, fence, rail, 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 our website [www.royalbuildingproducts.com](http://www.royalbuildingproducts.com). Follow us on [Twitter](#) and “Like” us on [Facebook](#):

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