

Westlake Royal Building Products™ Brings New Innovations and Design Trends to the 2026 NAHB International Builders' Show®

From new siding, trim, roofing and stone products to a data-driven 2026 Trend Forecast, Westlake Royal will showcase what's next in building products at booth W3743

HOUSTON (February 2, 2026) — [Westlake Royal Building Products™](#) (Westlake Royal), a Westlake company (NYSE:WLK), will showcase its latest product innovations, emerging design trends, interactive tool demos and brand activations at the 2026 [NAHB International Builders' Show®](#) (IBS), taking place February 17-19, 2026 in Orlando, Florida.

Located in Booth W3743, Westlake Royal will exhibit its diverse portfolio of industry-leading brands, including Royal® and Exterior Portfolio® vinyl siding lines, TruExterior® poly-ash siding, Celect® Cellular Composite Siding, Cedar Renditions™ aluminum siding, Unified Steel® Stone Coated Roofing, US Tile® Clay Roofing Products, Newpoint™ Concrete Roof Tile, DaVinci® Roofscapes, Versetta Stone®, Eldorado Stone®, Cultured Stone®, Dutch Quality Stone®, Mid-America® Shutters and more.

“At Westlake Royal Building Products, our goal is to inspire distributors, builders, contractors and designers to think boldly, challenge convention and reimagine what's possible,” said Steve Booz, vice president of marketing at Westlake Royal Building Products. “We invite attendees of IBS 2026 to visit our booth and discover the innovative products, trends and expert insights that are helping to shape the next generation of standout projects. As the industry continues to evolve, we remain committed to delivering innovative solutions that balance elevated design sensibilities with lasting durability and cutting-edge performance.”

At IBS 2026, attendees can explore a variety of key touchpoints at Westlake Royal's approximately 5,000-square-foot booth, including:

2026 TREND FORECAST

Westlake Royal will highlight TrendLine™, a future-focused design forecast delivered through an interactive digital experience. TrendLine by Westlake Royal Building Products serves as a centralized trend hub, inspiring homeowners, designers and builders with data-driven insights and visually curated mood boards. Anchored in research and elevated by stunning design, it positions Westlake Royal as the authority on home design trends, connecting emerging styles directly to its product portfolio for effortless implementation.

DESIGN TOOL

At IBS 2026, attendees will have the opportunity to experience Design Canvas™, an intuitive, AI-powered home design tool, through live demonstrations and guided walkthroughs. The platform simplifies exterior design planning by allowing users to visualize and mix and match product combinations across siding, trim, stone and roofing, while generating project-ready product summaries. By uniting Westlake Royal's full product portfolio into one integrated experience, Design Canvas streamlines access to solutions across every category and helps builders, designers and dealers make more confident design decisions and streamline project planning.

NEW AND HOT PRODUCTS

Westlake Royal's expansive product portfolio provides endless opportunities for industry professionals and homeowners to craft distinctive, personalized design narratives. Spanning across categories including siding &

accessories, trim & mouldings, roofing and stone, the Westlake Royal booth will feature a curated selection of new and hot products, including:

Siding & Accessories

- **NEW! Celect V-Groove Profile & Coastal Colors** - Celect Cellular Composite Siding is a beautiful, contemporary cellular composite siding that delivers low maintenance and comes in rich, lasting colors. Meeting the growing demand for clean, modern aesthetics, the new V-Groove profile adds effortless elegance to virtually any home style with its wide, flat profile, distinctive V-groove shape and striking shadow lines. Engineered to be installed both vertically and horizontally, its 12-foot length makes it perfect for vertical installations in homes with high ceilings and contemporary designs. In addition to the new profile, Celect will feature five new coastal-inspired colors: Coral Reef, Cottage Green, Peachy Keen, Sea Blue and Sunkissed Yellow. These additions broaden the palette available to architects, builders and homeowners seeking bold, expressive exteriors without sacrificing performance.
- **NEW! TruExterior Siding 5/8" Lap Profile** - Made with a proprietary poly-ash technology, TruExterior products deliver unmatched durability, workability and aesthetic versatility, blending the authentic look of wood with advanced performance designed to withstand the elements. The new 5/8" lap profile for TruExterior Siding delivers the authentic look and deep shadow lines of traditional cedar lap siding, featuring a true 5/8" butt profile and long 16' lengths. The 5/8" lap profile was also named **a finalist for the 2026 Best of IBS™ Awards** in two categories: "Best Outdoor Product" and "Most Innovative Building Material," emphasizing its sought-after aesthetic and advanced material engineering.
- **NEW! Royal and Exterior Portfolio Vertälla™ Accent Panel** - Vertälla is a bold vertical accent panel for the Royal and Exterior Portfolio vinyl siding lines, designed to add architectural interest and modern contrast to residential exteriors. Intended for accent use rather than full-home coverage, Vertälla features clean vertical lines and dimensional depth to highlight focal points and support multi-textured designs. Available in 10 light, medium and dark colors, the new panel gives homeowners and pros a fresh, design-forward way to elevate curb appeal while maintaining the performance and ease of vinyl siding.
- **NEW! Royal and Exterior Portfolio 9" Wide Board & Batten Profile** - Westlake Royal is launching a new 9" wide vinyl Board & Batten profile across its Royal and Exterior Portfolio lines — the widest traditional vinyl Board & Batten currently available. Designed for vertical applications, the wider profile reflects growing demand for more substantial, traditional exterior styles while maintaining durability, low maintenance and long-term performance.
- **NEW! Royal and Exterior Portfolio D5 Profile Options** - New Double 5" (D5) vinyl siding options expand the Royal and Exterior Portfolio lines. The D5 profile debuts in the Royal Estate™ line and is now available across the full color palette in the Exterior Portfolio Market Square® line, delivering greater design flexibility.

Trim & Mouldings

- **NEW! Grove Collection™ Column Wraps & Color** - Grove Collection blends the timeless look of stained wood planks and trim with the durability and low maintenance of cellular PVC, making it ideal for outdoor living spaces, porch ceilings and soffits. The collection is moisture- and insect-resistant,

long-lasting, and easy to install with hidden nailing hems. Existing profiles include a 6" V-grooved plank, 6" beadboard, crown and bed mould, 6" nickel gap and flat trim. New 6"×6" and 8"×8" column wraps — available in 10' lengths with matching caps and base sets—slip easily over existing structural columns to deliver an instant, premium porch upgrade. Originally offered in six on-trend colors, the line now expands with Rich Cedar, a new warm hue that delivers natural wood character.

- **NEW! Royal Trim & Mouldings Haint Blue** - Royal Trim & Mouldings are crafted from durable PVC to deliver long-lasting performance with minimal maintenance. Inspired by the century-old Southern tradition of painting porch ceilings blue, the new Haint Blue color adds timeless character with a soft, powdery hue that feels both calming and inviting. Available in the 6" Reversible Beadboard/V-Groove profile, Haint Blue offers a ready-to-install solution that can be installed as either classic beadboard or modern V-groove planking, giving builders and homeowners flexible design options across a range of architectural styles.

Roofing

- **NEW! DaVinci Roofscapes Colors** - DaVinci Roofscapes composite shake products capture the natural, non-repeating beauty of hand-split cedar without the ongoing maintenance of wood. The Nature Crafted Collection now includes two new colors: Timber Black and Blonde Cedar. Combining a textured shake appearance with bold hues, Timber Black features the deep grays and blacks found in nature, from the rich shades of freshly burning charcoal to the rustic black cedar trees found deep in the eastern forests of North America. Warm and refined, Blonde Cedar features distinct grain patterns and sun-kissed, light cedar tones with a subtle golden luster that brightens the roof and brings a natural, inviting mood to the entire exterior.

Stone

- **NEW! Cultured Stone Color** - Inspired by the expansive tranquility of vast desert landscapes, new color Salt Flat blends understated light grays and soft, warm whites with a subtle, shimmering mica overlay, creating a nuanced, versatile neutral that adds sophistication and elegance to any design. Its delicate yet dimensional blend of undertones imbues spaces with brightness and depth, effortlessly harmonizing with a wide range of other colors, textures and design elements. Available in the Cobblefield® profile.
- **Eldorado Stone Colors** - The new Ranchers Ridge™ and Nordic Peak™ colorways bring versatile, natural tones to three stone profiles. Evoking the untamed landscape of America's western frontier, Ranchers Ridge balances a sun-warmed cream base with stately accents of sand, rust and grey, available in RoughCut® and Fieldledge®. Inspired by the dazzling, windswept heights of Scandinavia, Nordic Peak™ is a refreshing neutral that blends chalky white tones with subtle variations of light grey, available for the distinctive Cliffstone® profile.

ADDITIONAL DEMOS & ACTIVATIONS

Tapco Tools Demonstration in Show Village

Brakes, saw tables, and accessories from Tapco Tools offer the utmost precision to create a high-quality, finished look for custom exterior trim and flashings. On Tuesday, February 17 and Wednesday, February 18 at 11:30 a.m. EST, head outside to the ProBuilder Show Village to see the Tapco Tools in action, where Aron

Jones of [@bigdogconstruction.gm](https://www.bigdogconstruction.com) will be on the ProTradeCraft stage demonstrating how to bend critical roof flashings (Day One) and window trim and post wraps (Day Two). The Tapco Tools team will also host on-demand product demonstrations and allow visitors the opportunity to try their own bends in the Tapco Tools tent, directly next to the ProTradeCraft stage.

For more information, visit Westlake Royal Building Products at booth W3743 at the International Builders' Show and [view press kit materials here](#).

About Westlake Royal Building Products

[Westlake Royal Building Products USA Inc.](#), a Westlake company (NYSE:WLK), is a leader throughout North America in the innovation, design, and production of a broad and diverse range of exterior and interior building products, including Siding and Accessories, Trim and Mouldings, Roofing, Stone, Windows and Outdoor Living. Westlake Royal Building Products manufactures high quality, low maintenance products to meet the specifications and needs of building professionals, homeowners, architects, engineers and distributors, while providing stunning curb appeal with an unmatched array of colors, styles, and accessories.

For more information, please visit [WestlakeRoyalBuildingProducts.com](https://www.WestlakeRoyalBuildingProducts.com). Follow us on [LinkedIn](#) and [Instagram](#) and “Like” us on [Facebook](#).

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