



GenesisTM

CELLULAR WINDOW SYSTEM BY ROYAL

*A new beginning
in vinyl windows*



High performance vinyl windows contribute to reducing energy consumption when properly installed. The durability of vinyl increases the life cycle of windows reducing the impact on waste disposal. Our vinyl windows are manufactured using a variety of recycled components further reducing waste disposal. Vinyl windows are the perfect choice to minimize any negative environmental impact.

Genesis Cellular Window System is a premium, quality product ...for families that want a better window system.



The Genesis Cellular Window System provides a truly unique product in today's crowded window marketplace.

Genesis offers outstanding features and benefits that set this system apart from the competition:

- Solid-core cellular vinyl material
- Energy efficient (R-5) thermal performance
- Works like wood without the worries
- Does not absorb moisture, will not rot, does not require maintenance (scrape, prime and paint)

...Moisture and insects cause most of the problems associated with wood in exterior applications, like peeling paint, rot and decay. Since Royal cellular vinyl products are extruded with a small cell microstructure they resist moisture and insects to outperform wood in exterior applications.

What you don't see ...is what makes the difference

This cross cut photo of the Genesis Cellular Window System illustrates the very core of the reason Genesis is the window system that homeowners choose to have installed.



- Better Insulator than Vinyl or Wood
- Stronger than Vinyl

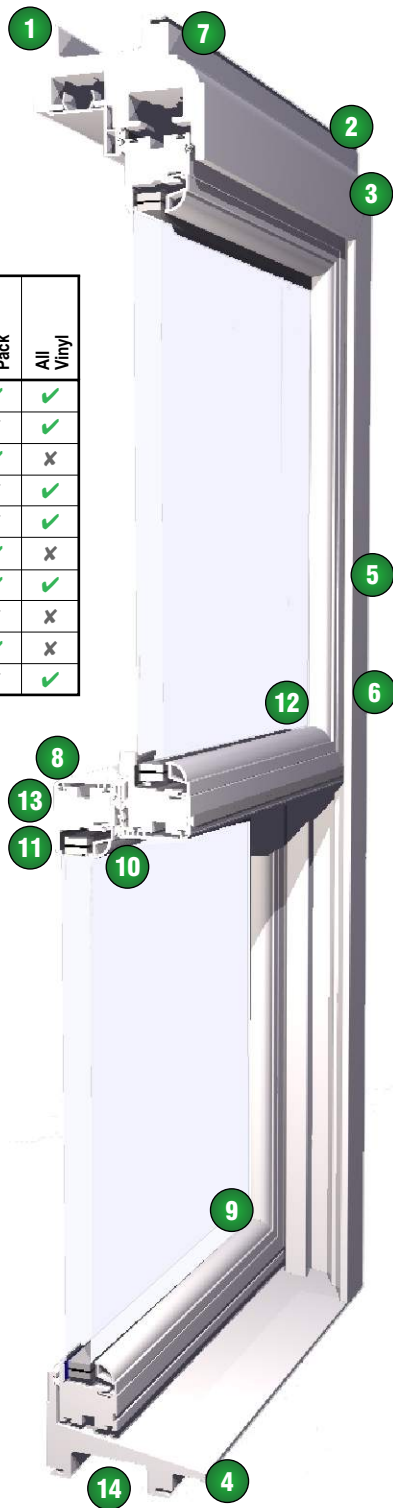


Features and Benefits

Dare to Compare

	Brand Wood Composite	GENESIS All-Cellular	Cellular Sash	All-Wood Shop Built	Sash Pack	All Vinyl
Minimal Maintenance	x	✓	✓	x	✓	✓
Durability	x	✓	✓	x	x	✓
Aesthetics	✓	✓	✓	✓	✓	x
R-5 Availability	x	✓	x	x	x	✓
Ease of Installation	x	✓	x	x	x	✓
Look of traditional Wood	✓	✓	✓	✓	✓	x
Ease of Fabrication	✓	✓	x	✓	✓	✓
Product differentiation	x	✓	x	x	x	x
Material acts like wood	✓	✓	✓	✓	✓	x
AAMA Test Performance	x	✓	x	x	x	✓

Optional: A variety of Simulated Divided Lites (SDLs) are available



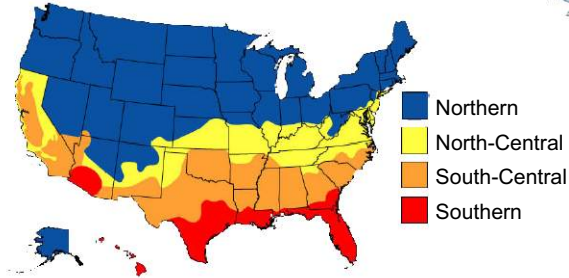
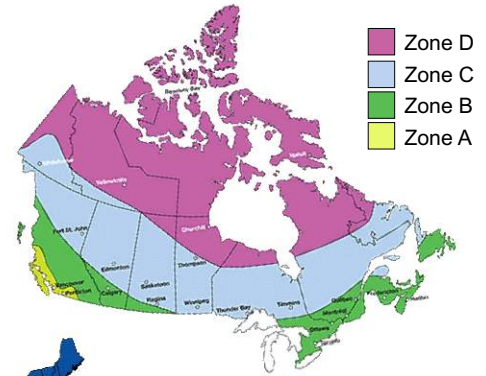
- 1 Solid Cellular Frame, Sash and Sill**
 - No foam filling
 - No Voids or Gaps
 - No Mess
 - Thermal Performance
- Full Line system**
 - Double Hung, Double Slider, Picture, Casement
- 2 Fully Weldable/Mechanical**
 - Fabrication options
 - All welded construction with mitred corners or mortise and tenon/mechanical construction to match existing wood window designs
- 3 3-1/4" Frame Width**
 - Industry Standard
- 4 Sloped Sill**
 - Superb Drainage
 - Processing Ease
- 5 Exterior Glazed**
 - Industry Standard
 - Consistent Interior aesthetics
 - Designed for Superior Drainage
- 6 3/4" to 1-1/8" Glazing Capacity**
 - Standard Dual Pane IG
 - Dynamic Triple Pane Options
- 7 Beveled Exterior Frame**
 - Contemporary Aesthetics
 - Beautiful Exterior Sight Lines
- 8 Beveled Interior Sash**
 - Contemporary Aesthetics
 - Beautiful Interior Sight Lines
- 9 Beveled Glazing Bead**
 - Contemporary Aesthetics
 - Consistent Sight Lines
- 10 Triple Weather Strip**
 - Tighter Seals at Contact points
 - Enhanced Air/Water Performance
- 11 Rigid Interlocks**
 - Lower Vinyl Weight
 - Fewer Skus
 - More Hardware Options
- 12 1/2" Balance Cavities**
 - Consistent Inventory with Current Systems
- 13 Reinforceable**
 - Enhanced Structural Performance
- 14 Interior and Exterior Accessory Grooves**
 - Interior and Exterior Trim Options
 - Mulling Capability



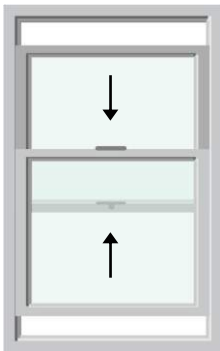
Genesis and Energy Star®

With Genesis, homeowners may see significant energy savings due to its dynamic thermal properties.

Genesis has U-value capabilities well below the R-5 threshold, outperforms other systems, and looks good doing it.



Window Styles



Double-Hung windows have two sashes that slide vertically - providing very efficient ventilation



Casement windows hinge at the side and swing out. They are opened with a crank, lever or cam handle, which also serves as a window lock



Picture windows are fixed windows that add architectural interest and light



Double Slider windows have two sashes that glide open horizontally



Window Profiles

Patio Doors

Trim Systems

Color Solutions

71 Royal Group Crescent, Woodbridge, ON L4H 1X9
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