**For Immediate Release**

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**PHOTOS:** <http://www.bldpressroom.com/chelsea-building-products/bnb-new-colors>

**Five New Colors Available for Everlast® Board & Batten Siding**

*Expanded Color Palette to Meet Demand for Vertical Siding as Primary Cladding*

**OAKMONT, PA (July 26, 2023)** – [Chelsea Building Products](http://www.chelseabuildingproducts.com/) is responding to market demand for additional colors of its vertical siding product, Everlast® Board & Batten Siding, by expanding the product line to include Antique Ivory, Willow, Spanish Moss, Slate, and Harbor Blue.

“We originally released Everlast Board & Batten in limited colors with the idea that it would be used as an accent or secondary cladding,” said Gary Hartman, vice president of sales and marketing at Chelsea Building Products. “However, we quickly realized that many builders and homeowners were increasingly using it as the main, primary cladding and wanted to be able to choose from all 15 existing Everlast siding colors.”

Previously offered in 10 select colors, customers can now choose from the full palette for both Everlast Lap Siding and Everlast Board & Batten Siding, along with Everlast Premium Color-Matched Trim accessories. With the rising popularity of modern farmhouse style homes, board and batten style sidings are in high demand.

Everlast Board & Batten Siding features an integrated 2-inch batten and a 9-inch face to deliver a wide 11-inch reveal. Planks feature Everlast siding’s renowned CedarTouch® surface finish that is produced from the imprint of an actual specimen of rough-sewn top-grade cedar. It also features a thick and solid composite substrate called C CORE® made from a blend of minerals and polymer resins.

Everlast Board & Batten Siding is designed to exhibit the same longevity and performance characteristics as the organization’s traditional lap siding. Both products are virtually impervious to water and possess superior fade-resistance and durability.

Customers may begin placing orders for the new colors of Everlast Board & Batten Siding starting July 2023.

For more information about Everlast siding, visit: <http://everlastsiding.com>

*Since 1975, Chelsea Building Products, Inc. has been designing and extruding PVC and composite profiles for the building materials market. From its headquarters in Oakmont, PA, and facility in Greenville, TX, Chelsea is an integrated manufacturer providing product design, material development, extrusion tooling technology, and finished product to manufacturers and distributors throughout North America. Proud to be made in the U.S.A.*

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