**For Immediate Release**

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**Chelsea Building Products to Exhibit the Everlast® Siding System at JLC 2020**

*Everlast® Lap Siding, Board & Batten, and Accessories on Display at Booth #606*

**OAKMONT, PA (March 4, 2020)** – Chelsea Building Products will exhibit their recently enhanced line of Everlast® siding and accessories at the 2020 JLC Live New England show in Providence, RI, March 18-21.

Visit the Everlast® siding team at **Booth** #**606** – located on the lower level of the Rhode Island Convention Center.

Chelsea Building Products brings new products to JLC 2020, including the latest addition to the Everlast® advanced composite siding system, Board & Batten. Everlast® Board & Batten is a vertical siding product available in 12’ lengths with an 11² reveal, featuring the same advanced material technology found in traditional Everlast® lap siding. With a batten-integrated, single-component design, the planks install faster and easier than most board and batten products available today.

The booth will also feature the four new colors of Everlast® siding newly introduced to market, including Blue Spruce, Saddle Wood, Storm Grey, and Natural White.

Everlast® advanced composite siding products consist of a solid, mineral-enriched, composite substrate called C CORE® that is virtually impervious to siding’s #1 enemy – water. An advanced UV-resistant acrylic capstock is molecularly fused to this substrate and then embossed with the actual grain pattern of rough-sawn, top-grade cedar. This produces Everlast’s CedarTouch® finish, the most authentic on the market.

Visit **Booth** #**606** to meet the team and learn more about Everlast® siding.

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

Learn about Everlast® siding’s industry-leading lifetime warranty: <https://www.everlastsiding.com/guides/understanding-your-siding-warranty-and-what-it-covers>

*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, 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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