**For Immediate Release**

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**Chelsea Building Products Showcases Everlast® Advanced Composite Siding**

**and Accessories at the 2018 JLC LIVE New England Show**

**OAKMONT, PA (March 19, 2018)** – Chelsea Building Products, manufacturer of Everlast® Advanced Composite Siding, will exhibit their current line of Everlast®, plus accessories at the 2018 JLC LIVE Show in Providence, RI, March 23-24.

Visit the Everlast® booth **U501** – located in the upper level.

Everlast® will exhibit all 14 colors in both 6-7/8” and 4-1/2” reveals, in addition to six matte white cellular PVC accessories, and three color-matched accessories. Everlast® is an advanced composite siding product with an authentic woodgrain texture of real cedar. It provides the natural look homeowners want, but with more durability and longevity than any other siding option on the market today.

The Everlast® system is easy to install and requires no special tools. EZStack design assures that each plank seats firmly on the one below for a smooth, straight, and solid installation. Everlast® planks are lightweight – less than half the weight of fiber cement panels – which allows for single-person installation. With pre-punched nail slots every eight inches, contractors simply fasten the planks at each stud, butt them together, and install a seam bracket.

The booth will have two demonstration areas for show attendees to interact with products – visitors unfamiliar with Everlast® are always pleasantly surprised with the ease of installation. In addition, one of the Everlast® distributors, Hood Distribution, will be available at the booth to discuss distribution to dealers and to help contractors connect with a local dealer in their region.

Last year’s JLC LIVE Show was a great success for Chelsea Building Products – over 400 contractors stopped by the booth, showing great interest and excitement in the Everlast® line.

Visit booth **U501** to learn more about Everlast® and to receive a sample of the product to keep.

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, Chelsea Building Products is an integrated manufacturer providing product design, material development, extrusion tooling technology and finished product to manufacturers and distributors throughout North America.*

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