**For Immediate Release**

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**Chelsea Building Products to Exhibit Full Line of**

**Everlast® Siding at International Builders Show 2022**

*Manufacturer to Host Product Installation Demonstrations at Outdoor Show Village*

**OAKMONT, PA (January 19, 2022)** – [Chelsea Building Products](https://chelseabuildingproducts.com/) will be exhibiting the full line [Everlast® advanced composite siding](https://www.everlastsiding.com/) at the International Builders Show (IBS) 2022 on February 8-10 at the Orange County Convention Center in Orlando, FL. The Everlast siding sales and product management teams will also be hosting two live installation demonstrations at the outdoor *Professional Builder* Show Village. Builders will learn first-hand the speedy installation method of Everlast siding, which can be credited to its EZStack joinery design.

“Over the years, we have partnered with industry-leading dealers and distributors across the country to increase the availability of Everlast siding nationwide,” said Gary Hartman, vice president sales and marketing at Chelsea Building Products. “We are excited to reconnect with the industry at IBS 2022, demonstrate our product offerings, and show how Everlast siding is installed at the nation’s largest annual event for residential builders.”

Chelsea Building Products will be showcasing all colors and styles of Everlast siding at **Booth P17**. Everlast Lap Siding, Everlast Board & Batten Siding, and Everlast Premium Color-Matched Trim will be on display. The product, which is now available nationally, is engineered to provide superior fade and weather resistance for homeowners in all climate zones. Everlast siding consists of a thick and solid composite substrate called C CORE® material that is made from a blend of inorganic mineral fragments and polymer resins. The C CORE substrate is then fused molecularly to a color-tinted acrylic capstock which, in turn, is embossed with an authentic cedar-grain finish to form the face of the siding.

With housing starts, home buying, and renovation and maintenance projects remaining strong into 2022, IBS is the perfect opportunity for builders from all over the country to experience the next-generation of siding in-person.

Visit **Booth P17** to learn more about Everlast siding.

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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