**For Immediate Release**

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**Everlast® Siding Reduces Maintenance, Delivers Cost Savings for Santa Rosa Beach Senior Living Facility**

*Advanced Composite Siding Does Not Need Painted, Allows Owners to Reallocate Maintenance Dollars*

**OAKMONT, PA (June 17, 2021)** – [Chelsea Building Products](https://chelseabuildingproducts.com/), manufacturer of [Everlast® advanced composite siding](https://www.everlastsiding.com/), recently provided a comprehensive building envelope solution for a new, luxury senior living facility in Santa Rosa Beach, FL. The development is the latest from the Watercrest Senior Living Group, a network that is comprised of multiple communities for seniors located throughout the southeastern United States.

Watercrest Santa Rosa Beach features Everlast horizontal lap siding in the 7” plank on the first and second floors. The third floor is clad in Everlast Board & Batten, a vertical siding that features an 11” reveal and a generous 2”-wide integrated batten. The project team selected Everlast siding’s classic Natural White color.

“Our biggest requirement for the Watercrest Santa Rosa Beach location was to significantly reduce costs with a product that would help our long-term maintenance,” said Ryan Lee of LifeBUILT Architecture, the architect of record for the Watercrest projects. “The owners had not heard of Everlast siding, but on paper, it was a product that seemed to be the perfect fit.”

The project team performed a cost analysis for siding at one of the existing Watercrest communities in South Carolina. The team’s analysis showed that Everlast siding actually had a slightly reduced initial cost to the fiber cement siding but had a secondary advantage of not needing to be painted initially nor repainted every four to five years.

“Part of the analysis was to look at future expenditures of the community and we recognized that repainting would be a significant expense in a coastal environment,” Lee explained. “This meant that owners would need to recoup that money just to perform basic maintenance. By choosing Everlast siding, those costs are eliminated. This reduced long-term expense can allow the community to bring in more nurses or caregivers to ultimately deliver better care for its senior residents.”

In addition, because Santa Rosa Beach is situated along the Gulf of Mexico, the area’s coastal climate demanded that the new Watercrest community have a high-performance, durable exterior. The siding selected needed to be able to withstand constant exposure to the sun, salt, and moisture from heavy Florida rains.

Everlast siding was an ideal solution as it is engineered to provide superior fade and weather resistance. It consists of a thick and solid composite substrate called C CORE® made from a blend of minerals and polymer resins. Moreover, all Everlast colors feature a UV-stable acrylic capstock that allows the product to maintain a beautiful appearance even after decades of exposure to sun and weather.

“Everlast siding delivers the low maintenance that owners love but with the beauty that you get with wood or fiber cement. Fortunately, it possesses durability too,” Lee added. “We think it is going to be a huge win in terms of managing the long-term maintenance of the building.”

Watercrest Santa Rosa Beach officially opened in February 2021.

The project team included architect LifeBUILT Architecture; general contractor EMJ Construction; real estate developer The St. Joe Company; and Watercrest Senior Living Group.

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, 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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