**For Immediate Release**

**CONTACT:**

Gary Hartman, Vice President Sales and Marketing

**Chelsea Building Products, Inc.**

565 Cedar Way

Oakmont, PA 15139

Phone: 800-424-3573 ext. 225

ghartman@cbpmail.com

[www.ChelseaBuildingProducts.com](http://www.ChelseaBuildingProducts.com)

**PHOTOS:** <http://www.lopressroom.com/chelsea-building-products/board-and-batten>

**Chelsea Building Products Launches Everlast® Board & Batten Vertical Siding**

*Premium Composite Siding Now Available in Board & Batten Style*

**OAKMONT, PA (September 5, 2019)** – Chelsea Building Products announces the launch of Everlast® Board & Batten vertical siding, the latest addition to the Everlast® Advanced Composite Siding system.

Everlast® Board & Batten is available in 12’ lengths with an 11″ reveal—the board is 9″ with a generous 2″ wide batten. Like Everlast® horizontal lap siding, Board & Batten features an authentic CedarTouch® wood grain embossed finish. The 12’ length eliminates seams or transitions in applications that otherwise may require more than one panel. Everlast® Board & Batten serves as one of the largest board and batten profiles on the market today.

“Bringing Board & Batten to market is a testament to the success and consumer demand for more products within the Everlast® Advanced Composite Siding line,” says Gary Hartman, Vice President of Sales and Marketing at Chelsea Building Products. “We are excited to deliver a new profile of Everlast® to the siding category—one that looks aesthetically pleasing on its own or as a great complement to our horizontal lap siding.”

The new Board & Batten profile utilizes the same advanced material technology found in Everlast® horizontal lap siding, providing industry-leading water and fade resistance. A formula that contains no organic material, Everlast® products will not swell, bow, rot, or be damaged by wood-boring insects.

Everlast® Board & Batten is available in six colors—Polar White, Sand Dune, Misty Taupe, Chestnut, Seaside Gray, and Flagstone—and is fully compatible with the existing line of Everlast® accessories and trim.

With a batten-integrated, single-component design, Everlast® Board & Batten planks install faster and easier than other board and batten products. The material is lightweight yet durable and requires very little maintenance or upkeep.

Everlast® Board & Batten is now available to order with shipping to begin immediately.

For more information about Everlast® Board & Batten siding, visit: <https://www.everlastsiding.com/products#boardbatten>

Learn about Everlast’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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