**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/kr-building-materials](http://www.lopressroom.com/chelsea-building-products/kr-building-materials%20)

**Chelsea Building Products Teams Up with K + R for Everlast® Siding Distribution**

*Jefferson City-based Distributor Expands Reach of Composite Siding in Midwest*

**OAKMONT, PA (May 28, 2019)** – Chelsea Building Products is pleased to announce its partnership with K + R Building Materials based in Jefferson City, MO. K + R operates from five branches throughout the Midwest, including Jefferson City, Camdenton, St. Louis, Kansas City, MO, and Des Moines, IA.

K + R Manufacturing is a family owned and operated business that began in the early 1980s. In 2005, K + R saw an opportunity to expand into the professional lumber dealer arena with new product offerings and partnerships. This new business became K + R Building Materials, which has remained committed to providing the highest quality building materials to dealers throughout the Midwest with shipping capabilities to the entire United States.

“Everlast® is the next generation of siding,” says Jeff Johnson, President of K + R. “It addresses many of the shortcomings we see with alternative siding products such as rotting and fading, and it eliminates the need to caulk or paint.”

K + R will initially inventory 8 colors of Everlast® in the 6-7/8″ plank size.

“Everlast® installs much more quickly and easily, plus it requires minimal maintenance and has a lifetime warranty,” adds Johnson. “We are thrilled to help bring Everlast® to the Midwest.”

Everlast® gives homes and buildings the authentic look and feel of real cedar siding, for life. Engineered for any climate, Everlast® offers superior fade resistance and does not absorb moisture, so there is no cracking or splitting through yearly freeze-thaw cycles. It features a UV-stable acrylic cap stock that is molecularly-fused to the substrate, offering a significant advantage over products that require painting, continual repainting, and seasonal upkeep.

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

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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