**For Immediate Release**

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**Four New Colors Announced for Everlast® Advanced Composite Siding**

*Chelsea Building Products Expands Color Palette of Popular Composite Siding Brand*

**OAKMONT, PA (February 12, 2020)** – Chelsea Building Products introduces an expanded color palette for all products within the Everlast® advanced composite siding system. The new colors are available in both traditional lap siding and board and batten profiles, in addition to Everlast® Premium Color-Matched Trim.

The expanded 15-color palette includes three rich, dark hues as well as an updated shade of white. The four new colors are Blue Spruce, Saddle Wood, Storm Grey, and Natural White.

The updated palette gives contractors and homeowners fresh new options for both residential and commercial projects. With color-matching lap siding, board and batten, and trim components, customers can achieve consistent, eye-catching exteriors with products all offered through a single manufacturer.

Everlast® siding consists of a thick and solid composite substrate called C CORE®, which is made from a composition of inorganic minerals and polymer resins. The substrate is then fused molecularly to a color-tinted acrylic capstock and embossed with an authentic cedar grain finish, producing durable, natural-looking siding.

Everlast® siding also features an industry-leading warranty that protects against excessive color change, peeling, flaking, cracking, rusting, blistering, and corroding — keeping homes beautiful, regardless of color choice, for life.

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, 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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