**For Immediate Release**

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**Chelsea Building Products Partners with Rocco Building Supplies**

*Two-Step Wholesale Distributor in Harrisonburg, VA, Now Carrying Everlast® Siding*

**OAKMONT, PA (June 26, 2019)** – Chelsea Building Products is pleased to announce its partnership with Rocco Building Supplies, LLC, a two-step wholesale building materials distributor based in Harrisonburg, VA. Rocco services lumber yards, specialty dealers, and home centers in Virginia, the metropolitan area of Baltimore, and regions of West Virginia and Pennsylvania.

Rocco Building Supplies was founded in 1969 and has steadily increased its sales volume since the early 1970s, enlarging its warehouse with new additions in 1976, 1986, 2005, and 2016. This steady growth is a testament to Rocco’s commitment to its customer base; providing superior service, quality products, and an excellent overall client experience.

“We see Everlast® Advanced Composite Siding as a high-end cladding product that customers will be pleased to have available in our region,” says Fontaine Canada, President of Rocco Building Supplies.

Rocco will carry the Everlast® 6-7/8” plank size in 8 colors, plus accessories.

Everlast® features a CedarTouch® natural wood grain texture, achieved by using the imprint of a real cedar board during the manufacturing process. Everlast® also offers superior fade and moisture resistance, making it ideal for humid, sunny climates as well as cold climates that experience heavy snowfall and ice. It features a UV-stable acrylic cap stock that is molecularly-fused to the substrate, offering a significant advantage over products that require continual repainting.

“Everlast® delivers an exceptional value to the consumer – its performance and longevity are backed by an industry-leading warranty, and it has a true wood appearance without the negatives of wood,” adds Canada.

Rocco Building Supplies began distributing Everlast® in the spring of 2019.

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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