**For Immediate Release**

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**Everlast® Advanced Composite Siding to Exhibit New Products, Programs, and
Deliver Demonstrations at 2025 NAHB International Builders’ Show®**

**OAKMONT, PA (January 30, 2025)** – [Chelsea Building Products](http://www.chelseabuildingproducts.com/), manufacturer of [Everlast® advanced composite siding](https://www.everlastsiding.com/), will exhibit its line of high-performance exterior building products at the 2025 International Builders’ Show (IBS) at the Las Vegas Convention Center on February 25-27, 2025. The company’s participation follows its recognition as a finalist for the 2024 Best of IBS™ Awards for the Most Innovative Building Material Product category.

At this year’s show, Chelsea Building Products will display all 15 colors and profiles of Everlast siding at **Booth P13** in the outdoor Pro Builder Show Village. In addition, booth visitors will discover four new trim profiles compatible with its next-generation composite siding. The new trim options include a 5-1/2" outside corner post, 3-1/2" outside corner post, 3-1/2" casing, and 1-3/4" J-trim. With the addition of these accessories, designers and homeowners will have more options regarding profile and color to accent their choice of siding panel.

At the booth, the company will also showcase its new Chelsea Porch Ceiling, a cellular PVC porch ceiling profile offered in two reveal styles: beaded and smooth V-groove. The white, paintable product comes with six finish moulding accessory options for versatile design possibilities.

In addition to new products, Chelsea will be launching the Everlast Advantage™ Contractor Program at IBS. Program benefits include an exclusive experience with the brand and its products, such as educational opportunities and the ability to earn loyalty points that can be redeemed for additional rewards.

“We are excited to showcase the industry’s best-performing composite siding option at the largest annual light construction show in the world, all while engaging with those who bring the product to market,” said Gary Hartman, VP of sales and marketing at Chelsea Building Products. “This year, we’re introducing innovative trim options that enhance the design versatility of Everlast siding, providing professionals and homeowners alike with solutions that combine durability, performance, and aesthetic appeal.”

In addition to the booth experience, the Everlast siding team will conduct live installation demonstrations inside Show Village on February 25 and 26 at 2:30 p.m.

At Booth P13, company executives and sales staff will be available to answer questions and provide more information on Everlast siding products and programs.

For more information on Everlast siding, visit: <https://www.everlastsiding.com>.

*Since 1975, Chelsea Building Products, Inc. has been designing and extruding PVC and composite profiles for the building materials market used in windows, doors, shutters, mouldings and Everlast® Advanced Composite Siding. From its headquarters in Oakmont, PA, Chelsea Building Products is an integrated manufacturer providing product design, material development, extrusion tooling technology and finished product to manufacturers and distributors throughout North America. As a member of aluplast group, Chelsea Building Products has a global footprint, strong financial backing, and additional technical resources for continued growth and expansion.*

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