**For Immediate Release**

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**Chelsea Building Products Names Jeff Martin Northeast Regional Sales Manager**

Martin Brings Extensive Sales Management and Building Products Experience to Growing Organization

**OAKMONT, PA (September 14, 2021)** – [Chelsea Building Products](https://chelseabuildingproducts.com/) is pleased to announce the addition of Jeff Martin as northeast regional sales manager for the company’s next-generation siding product, [Everlast® advanced composite siding](https://www.everlastsiding.com/).

Martin joins Chelsea with more than 35 years of experience in the building products industry, including 20 years as a regional business manager, where he successfully managed sales teams and independent reps for another North American exterior building products manufacturer.

Martin will play a key role working with outside sales agencies and distribution partners to enhance Everlast siding’s brand recognition and expand its reach in the northeast region.

Prior to Chelsea Building Products, Martin’s deep familiarity with the building materials category came from his time at Tapco International/Boral Industries Inc. as well as UC Industries/Owens Corning.

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

*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, and facility in Greenville, TX, 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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