**For Immediate Release**

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**Three Colors of Everlast® Advanced Composite Siding Used Extensively on Louisville Multi-Family Development**

*Fade-Resistant, Minimal Required Maintenance Siding Trusted to Protect New Apartment Complex*

**OAKMONT, PA (January 3, 2018)** – The Jefferson Park Apartments in Louisville, KY, is a new multi-family residential development equipped with 29,120 total sq. ft. of Everlast® Advanced Composite Siding by Chelsea Building Products.

Jefferson Park Apartments is comprised of two buildings — a two-story with 16 units and a three-story with 24 units — in addition to parking garages built for residents. The owners chose Everlast® in three rich colors – Chestnut, Flagstone, and Sand Dune – providing a harmonious blend of natural, cool, and warm tones.

The multiple colors complement each other and give the apartments a diverse aesthetic. The project team was able to choose their colors and – since Everlast® requires no caulking or painting – have it delivered and ready to install.

The goal was to find an alternative to the fiber cement siding that the project team had used in the past. Additionally, they wanted a product with minimal maintenance required that was better looking and longer lasting than vinyl siding. Over the years, they ran into fading and chipped paint with competitor products and now rely on Everlast to keep this building aesthetically pleasing and protected for years ahead.

“As owner of the complex and on-site engineer, I chose Everlast® for both durability and aesthetics,” says Steve Scott, PE, LSIT at Mindel, Scott & Associates, Inc. “For a composite siding product, we really loved the thickness and real cedar appearance.”

Despite an occasional rinse with a garden hose to maintain its original luster, the building owners can enjoy the minimal required maintenance of Everlast® siding, which clads roughly 90% the complex. Aside from the 30-inch-high stone skirt that lines the bottom of the buildings, an extensive amount of Everlast® completes the exterior.

Everlast® is available in two plank sizes, 4-1/2” and 6-7/8”, both providing the natural wood appearance sought after by so many specifiers, in addition to superior durability and UV-resistance. The Jefferson Park Apartments and resident parking garages feature Everlast® in the 6-7/8” plank variation.

The strength of Everlast**®** lies in its proprietary composition of inorganic minerals, polymeric resins, and acrylic colorants which provides durability and ease of installation. It is lightweight, so bundles are easy to transport around the jobsite, making it a contractor and crew favorite. Everlast® is safe and easy to cut without dispersing any clouds of harmful dust.

Everlast® is available with two trim collections – premium Everlast® Color-Matched Trim in the same rich colors the siding is offered in, or the white cellular PVC trim used for this project. Additionally, Everlast® is compatible with many other existing trim products on the market.

The Jefferson Park Apartments were completed in the summer of 2016. General contractor Cromwell Development, Inc, Louisville, KY, completed the siding installation. All units provide residents with ample space, including two bedrooms and two baths.

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, 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.*

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