**For Immediate Release**

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**Chelsea Building Products Announces Partnership with Monsma Marketing Corporation**

**OAKMONT, PA (February 12, 2019)** – Chelsea Building Products is pleased to announce its partnership with Monsma Marketing Corporation for its Everlast® Advanced Composite Siding product. Based out of Grand Rapids, MI, Monsma is a two-step distributor dedicated to supplying premium building materials to retailers throughout the Midwest.

Monsma possesses 90 years of experience and has successfully established relationships with dealers all across the Midwest region. The company will stock Everlast’s popular color palette in the 6-7/8″ plank and matching accessories, making it available to customers in Michigan, Indiana, and Ohio, and helping to increase its reach for Chelsea Building Products.

“The industry as a whole is looking for new siding materials that outperform the products we’ve used for decades,” says Brian Stephens, Director of Product Development at Monsma Marketing Corporation. “We truly believe that Everlast® is the next generation of siding and we’re really excited to be a part of it.”

Everlast® is a resilient product that gives building and homeowners peace of mind. It is more durable than vinyl, wood, and fiber cement siding, is water-resistant, and will not peel, flake, crack, rot, or blister.

“Everlast’s co-extruded colors are rich and deep, and installers have really responded to the simple installation process which can be credited to its EZStack design,” adds Stephens.

Monsma received their first shipment of Everlast® siding in mid-January 2019.

For more information about Everlast® siding, visit: [everlastsiding.com](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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