**For Immediate Release**

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**Chelsea Building Products Partners with Dealers Choice for Everlast® Siding Distribution**

Industry-Leading Building Materials Distributor  
Expands Reach of Everlast Siding in Pacific Northwest

**OAKMONT, PA (April 11, 2022)** – [Chelsea Building Products](http://www.chelseabuildingproducts.com/) is pleased to announce its partnership with Dealers Choice for the distribution of [Everlast® advanced composite siding](http://www.everlastsiding.com/). Dealers Choice is a national brand with a strong presence in the industry and now expanding to the Pacific Northwest. The organization specializes in wholesale distribution of specialty exterior building products. With this new partnership, Dealers Choice will help provide market penetration and availability of Everlast siding in Idaho, Washington, Oregon, Hawaii, and Alaska.

The partnership includes the distribution of Everlast Board & Batten, Everlast Lap Siding in the 7" plank, Everlast Premium Color-Matched Trim, and standard all-white cellular PVC trim.

“Everlast siding is a high-performance product entering an untapped market in the Pacific Northwest. We believe that once we get the product to market, it will fly off the shelves,” said Henry Haveman, branch manager at Dealers Choice.

Everlast siding features a UV-stable acrylic capstock that allows the siding to maintain its authentic wood grain finish even after years of sunlight and weather. Its industry-leading water- and fade-resistance are ideal for the cool, wet winters and warm, dry summers common in the Pacific Northwest. The material is lightweight and durable and requires little to no maintenance for homeowners. Furthermore, Everlast siding is warranted against peeling, flaking, rusting, blistering, and corroding.

“Dealers Choice is a leading distributor in the building materials industry with an established presence across the nation,” said Gary Hartman, vice president of sales and marketing, Chelsea Building Products. “We are excited to take our existing relationship with Dealers Choice into new geographies and grow the market reach and awareness of Everlast siding in the Pacific Northwest.”

Dealers Choice began distributing Everlast siding in January 2022.

For more information about Dealers Choice: <https://dealerschoicedistribution.com/us/>

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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