**For Immediate Release**

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**PHOTOS:** <http://www.bldpressroom.com/chelsea-building-products/everlast-hits-the-road>

**Everlast® Siding Hits the Road with Mobile Installation Training**

Truck and Trailer Serves as a Return to On-Site Customer Support as Global Pandemic Subsides

**OAKMONT, PA (July 12, 2021)** – [Chelsea Building Products](https://chelseabuildingproducts.com/), manufacturer of [Everlast® advanced composite siding](https://www.everlastsiding.com/), is hitting the road with mobile installation training and technical support this summer in a return to face-to-face engagement with its valued partners and customers. The technical installation team will be traveling to customer sites and job start-ups to show examples of Everlast siding installed and offer installation guidance and support.

The trailer interior doubles as a mini show room to exhibit installed Everlast products in varying colors and styles. The trailer interior also includes product literature and a TV/media center to present company-branded products and training videos. The Everlast Tech Team will also offer live installation demonstrations.

“The Everlast siding trailer enables us to showcase our products, visit customers, and continue to build relationships as we slowly and carefully emerge from the global pandemic,” says Daniel Franklin, product manager of specialty products. “We are excited to get on the road, to travel to our customers and offer hands-on training for installation as the construction industry continues to grow.”

The schedule of events in July is as follows:

* YBC Building Center in Altoona, PA, on July 13 from 11 a.m.–1 p.m.
* YBC Building Center in Dubois, PA, on July 27 from 11 a.m.­­–1 p.m.

Please contact your Everlast Regional Sales Manager for availability and scheduling details.

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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