**For Immediate Release**

**CONTACT:**

Gary Hartman, Vice President Sales and Marketing

**Chelsea Building Products, Inc.**

565 Cedar Way

Oakmont, PA 15139

Phone: 800-424-3573 ext. 225

ghartman@cbpmail.com

[www.ChelseaBuildingProducts.com](http://www.ChelseaBuildingProducts.com)

**PHOTOS:** <http://www.lopressroom.com/chelsea-building-products/Craig-Matter>

**Chelsea Building Products Names Craig Matter Regional Sales Manager for the Southeast**

*Matter to Manage Everlast® Siding Sales in the Southeastern U.S.*

**OAKMONT, PA (April 16, 2019)** – Chelsea Building Products, manufacturer of Everlast® Advanced Composite Siding, is pleased to announce the addition of Craig Matter, Regional Sales Manager for Everlast® in the southeastern United States.

Matter will serve in a highly collaborative role as Regional Sales Manager, working closely with both direct and indirect customers of Everlast®, as well as Chelsea Building Products’ outside sales representatives that cover Virginia, North Carolina, South Carolina, Tennessee, Louisiana, Mississippi, Alabama, Georgia, and Florida.

“Craig has a wealth of experience from his more than 25 years in the building product industry,” says Mark Lipsius, Business Development Manager at Chelsea Building Products. “We’re very excited about adding Craig to our team and look forward to his marketing and sales know-how having a positive effect on the Everlast® brand.”

Matter has held management positions in sales and marketing departments for both building product manufacturer and distributor companies in the past.

“Craig has had success working through all levels of the supply chain—launching new, premium products into the marketplace and growing market share in his prior roles,” adds Lipsius.

Matter joined Chelsea Building Products in March 2019 and will be working out of Atlanta, GA.

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.*

###