

Darker Colors Prevail for Woodsy Renovation

Gladwin, MI

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Nathan Winterstein,
Owner, Winterstein Builders



Renowned for being “nature at its best,” Gladwin, MI, is known for its natural beauty, surrounded by forests, lakes, and rivers. It offers the peace and beauty of countryside living combined with the safety and comfort of a small town. The town features a host of custom-built homes in secluded, wooded areas that reflect a rustic and cozy aesthetic. Many of these incorporate natural elements such as wood finishes and large windows that allow natural light to permeate interior spaces.

Everlast Siding Delivers Modern, Low-Maintenance Exterior for Michigan Home Renovation

The homeowners of one of these properties, the Guindons, took a unique approach to their home renovation. The goal was to transform an old gun club into a contemporary, cabin-esque dwelling. The existing structure had traditional log siding that was showing significant signs of aging, requiring consistent maintenance and upkeep.

During the renovation, the homeowners and Winterstein Builders were searching for a siding solution that would require minimal maintenance with resistance to fading and weathering. After a thorough examination and comparison to another popular composite siding material, they selected Everlast Board & Batten Siding in Storm Grey for a timeless, bold, contemporary aesthetic that stands out in the woody setting. The material was selected to deliver durability that will last a lifetime and meet trending design styles for darker colors in residential construction. In total, the home utilizes 246 panels of Storm Grey Everlast Board & Batten Siding.

Everlast® Siding:
Board & Batten Siding
Color: Storm Grey
Builder: Winterstein Builders

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“Since this home is tucked away in a secluded forest area, the homeowners wanted a color that would more effectively conceal stains from dirt or tree sap,” said Nathan Winterstein of Winterstein Builders. “Compared to a lighter color, the dark siding provides a much cleaner look to ensure the home’s curb appeal will not be compromised by any natural elements.”

When compared to traditional vinyl, wood, or fiber cement siding, Everlast siding is built to last a lifetime with little to no maintenance required. Manufactured with a composite substrate that integrates C CORE® material technology and polymer resins, Everlast delivers greater strength and durability than many other cladding options on the market.

Creating a genuine aesthetic consistent with the outdoorsy environment, Everlast siding is embossed with a CedarTouch® finish, an authentic look that is produced from the imprint of an actual specimen of rough-sawn top-grade cedar.

Regarding the color, Storm Grey is a popular choice to meet the rising demand for a darker aesthetic in residential construction. In fact, according to a 2023 Zillow color analysis, dark gray was associated with higher offers during the home selling process. The Guindon’s home also features black window profiles and black garage doors. These choices are consistent with rising design trends and succeed in highlighting the portions of the home that feature real wood.

“We love how tough this product is, and how smooth the installation went,” Winterstein added. “Compared to other composite siding alternatives on the market, Everlast siding was the smart choice, and we expect it will provide the longevity the homeowners were searching for.”

The Guindon home renovation was completed in July 2023.



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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