

WHY BUILDING MATERIAL SUPPLIERS CHOOSE EVERLAST® SIDING



Superior Product

Proven durability in all climates, authentic look of real cedar, virtually no maintenance, easy installation, an industry-best transferable limited lifetime warranty that includes fade protection, and comprehensive code compliance elevate Everlast siding into a class of its own.

A Partner in Your Success

Chelsea Building Products treats customers as partners through responsiveness, flexibility, and by ensuring that you have essential resources and programs to serve the needs of your customers and the channel.

Market Differentiation

Offering a new and unique product like Everlast siding helps to differentiate you from your competitors to drive new business and maintain healthy profit margins.

Contractor Training

In support of the Everlast Advantage contractor program, Everlast sales and technical teams are continually on the ground and online, training contractors on best practices in the sales and installation of Everlast siding.

Increasing Demand

Everlast siding is a new generation of composite siding products that are steadily increasing in demand and market share, resulting in rising sales and greater inventory turn.

Demand Generation

To build brand awareness and generate demand, Chelsea Building Products invests in marketing, PR, tradeshows, and social media. We support channel marketing efforts and administer a well-incentivized contractor program.

Ease of Handling

Compared to other hardboard siding, Everlast is far more durable, minimizing potential for breakage in transit and stocking.

Sales Enablement

To help you, your customers, and contractors sell more Everlast siding, Chelsea Building Products offers an array of proven sales enablement tools and resources, including architect continuing education and CAD details.



SEE MORE AT
EverlastSiding.com

