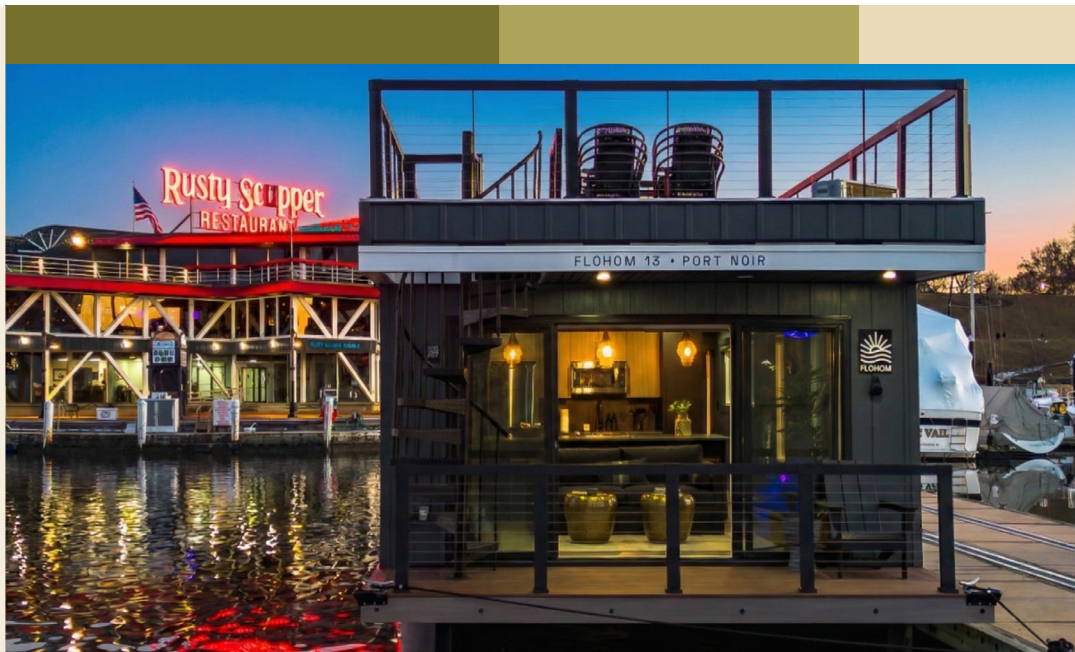


Everlast® Siding Helps FLOHOM Redefine Life on the Water

Baltimore, MD

“
Everlast siding lets us
build once and not worry
about it again.”

Marcellous Butler,
Co-founder, FLOHOM



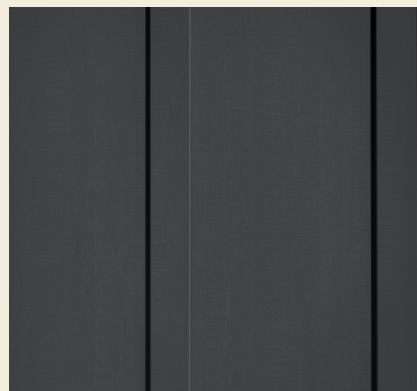
There is something undeniably captivating about being near the water. The quiet moments at sunrise. The sound of waves against the dock. The feeling of escaping everyday routines.

For generations, waterfront destinations have captured the imagination of travelers seeking relaxation, adventure, and a connection to nature. Traditionally, a waterfront getaway means a room with a view, but Annapolis-based FLOHOM imagined something different: a room that becomes part of the view.

Combining modern design with long-lasting durability, Everlast siding helps bring a new generation of on-the-water hospitality to life.

FLOHOM is transforming the future of hospitality with luxury destinations that bring guests closer to the water than ever before. Its collection of floating suites, marina amenities, and utility structures combines thoughtful design, innovative construction, and purposeful engineering to create elevated on-the-water experiences that make life at urban marinas more accessible.

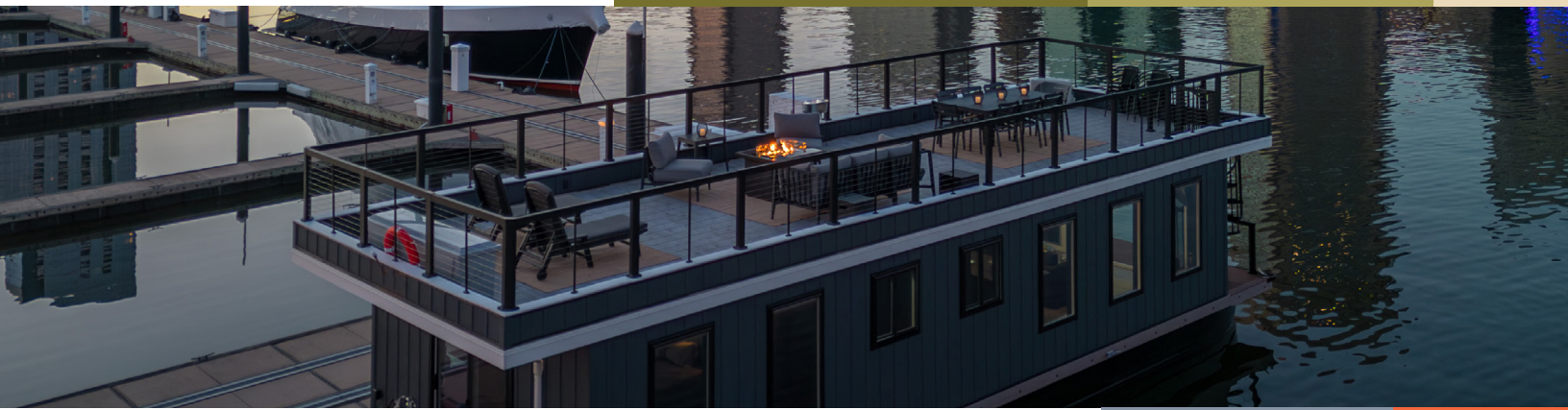
However, bringing that vision to life required more than just innovative design. For a fleet of 17 new houseboats, the FLOHOM team needed exterior materials capable of delivering long-lasting durability, low maintenance, and reliable performance in one of the most challenging environments: constant exposure to water.



Everlast® Siding: Board & Batten
Color: Storm Grey

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To achieve this, the team identified Everlast® advanced composite siding as the ideal solution, delivering the high-performance durability required for floating homes along with the modern aesthetic needed to make each structure truly unique.

For FLOHOM co-founder Marcellous Butler, it started with curb appeal.

“You have to capture a prospective buyer’s eye in the first three seconds,” said Butler. “If you can’t make an immediate impact, you’ve already lost them. From a visual perspective, Everlast siding speaks for itself. Plus, it was the exact type of product we needed to clad our floating vessels to withstand the demands of life on the water.”

After witnessing other siding materials fail to perform in marine environments, the project team began evaluating composite alternatives. Everlast siding offered the resilience required for the structures while supporting the clean, contemporary aesthetic FLOHOM envisioned for its growing portfolio.

To achieve the designer’s vision, the project team selected Everlast Board & Batten vertical siding in Storm Grey. Unlike traditional lap siding, which Butler felt created a conventional residential house appearance, the board and batten profile provided a more modern architectural facade. The Everlast outside corner post completed the construction of each exterior envelope, creating a clean, cohesive finished appearance.

FLOHOM’s suites are available in four different models, ranging from a 35-foot efficiency model to 53-foot two-bedroom, two-bath configurations. Everlast Board & Batten provided a seamless solution for each model with its integrated 2-inch-wide batten and 9-inch face that creates an 11-inch reveal. The product comes in 12-foot lengths, which helps minimize seams and transitions, supporting a sleek exterior finish across the fleet.

Engineered for challenging applications like floating structures, Everlast siding maintains its appearance and performance through exposure to changing temperatures, intense sunlight, and demanding moisture conditions without warping, cracking, or absorbing water. Its proprietary C CORE® composite substrate provides exceptional strength, resilience, and dimensional stability, helping ensure long-term durability in applications where traditional siding materials may struggle.

“We looked at what happens to typical siding after a few years on the water: fading, warping, constant upkeep,” Butler added. “That wasn’t an option for us. Everlast siding lets us build once and not worry about it again.”

That philosophy influenced every aspect of the exterior design, allowing FLOHOM to create floating destinations that deliver both visual impact and lasting durability.

The first iteration of houseboats as part of FLOHOM’s latest fleet was completed in spring 2026, joining other planned floating amenities such as saunas, lounges, and meeting rooms. Today, FLOHOM destinations are available for rent across Maryland, New Jersey, Virginia, and South Carolina.

With the help of Everlast siding, FLOHOM is redefining what is possible in marine construction while creating a new standard for hospitality on the water.



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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