**For Immediate Release**

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**Chelsea Building Products Partners With Lensing Building Specialties**

*Distributor Expands Reach of Everlast® Siding to Lumber Yards in Midwest, Southeast States*

**OAKMONT, PA (March 8, 2022)** – Chelsea Building Products is pleased to announce its partnership with Lensing Building Specialties for the distribution of Everlast® advanced composite siding. Lensing is a family-owned commercial and residential specialty building products distributor located in Evansville, IN. For 75 years, the organization has been distributing building materials to lumber yards within a 110-mile radius to locations in Indiana, Illinois, Kentucky, and Tennessee.

The partnership includes the distribution of Everlast Lap Siding, Everlast Board & Batten Siding, Everlast Premium Color-Matched Trim, and standard all-white cellular PVC trim.

“There is really no comparable product on the siding market,” said Tom O’Brien, sales manager at Lensing Building Specialties. “We needed to add a composite siding to our offering in order to stay relevant with our customer base. No other composite products met our expectations until we discovered Everlast siding. It checks all the boxes.”

Everlast siding possesses exceptional UV- and fade-resistance, extreme weatherability, and requires minimal maintenance. It consists of a thick and solid composite substrate called C CORE® material that is made from a blend of inorganic mineral fragments and polymer resins. The planks are then embossed with CedarTouch® finish, delivering an authentic top-grade cedar appearance.

“Lensing has achieved prolonged success in the building materials industry and has long-standing relationships with lumberyards and architects in the commercial construction community,” said Gary Hartman, vice president sales and marketing, Chelsea Building Products. “We’re looking forward to the partnership with Lensing. It’s an organization that’s reputation is built on providing exceptional products and services. We’re excited to have Lensing introduce Everlast siding to their customers and broaden its reach in the markets that they serve.”

Lensing Building Specialties will begin distributing Everlast siding in the first quarter of 2022.

For more information about Lensing visit: <https://www.lensingbuildingspecialties.com>

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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