**For Immediate Release**

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**Chelsea Building Products Debuts Contractor Program for Everlast® Advanced Composite Siding**

*New Program to Provide Training, Support, and Rewards for Everlast Siding Contractors*

**OAKMONT, PA (May 6, 2025)** – Chelsea Building Products, manufacturer of [Everlast® advanced composite siding](https://www.everlastsiding.com/), is empowering contractors with new tools as it launches its new Everlast Advantage™ contractor program. The initiative includes training, support, and rewards for contractors selling and installing Everlast siding in the United States.

The Everlast Advantage™ contractor program offers virtual and hands-on training on Everlast siding products, proper installation techniques, and sales tips to help grow their business. In addition, contractors enrolled in the program will have exclusive access to a members-only portal.

The program features three tiers (Preferred, Elite, and Master) with benefits ranging from exclusive marketing content to receiving qualified leads and being featured on the Contractor Locator on the Everlast siding website. All contractors will be listed on the Contractor Locator, with Masters earning top ranking. The locator tool increases contractor visibility, helping customers find qualified installers and driving more business.

“Our trusted network of skilled contractors is essential in bringing Everlast siding projects to life,” said Gary Hartman, vice president of sales and marketing at Chelsea Building Products. “The Everlast Advantage™ contractor program is an excellent opportunity for them to enhance their skills and familiarity with our products, grow their businesses, and strengthen our mutually beneficial partnership.”

Everlast siding is helping contractors nationwide build homes with exteriors designed to last a lifetime. The product’s exceptional durability comes from a proprietary composite substrate made with C Core®. The unique formulation makes Everlast siding stronger, more resilient, and more dimensionally stable than alternative siding options, providing a robust solution for residential, multifamily, and commercial construction.

For more information and to enroll in the Everlast Advantage™ contractor program, visit: <https://www.everlastsiding.com/advantage>.

*Since 1975, Chelsea Building Products, Inc. has been designing and extruding PVC and composite profiles for the building materials market used in windows, doors, shutters, mouldings and Everlast® Advanced Composite Siding. 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. As a member of aluplast group, Chelsea Building Products has a global footprint, strong financial backing, and additional technical resources for continued growth and expansion.*

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