**For Immediate Release**

**CONTACT:**

Gary Hartman, Vice President Sales and Marketing

**Chelsea Building Products, Inc.**

565 Cedar Way

Oakmont, PA 15139

Phone: 800-424-3573 ext. 225

ghartman@cbpmail.com

[www.ChelseaBuildingProducts.com](http://www.ChelseaBuildingProducts.com)

**PHOTOS:** <http://www.bldpressroom.com/chelsea-building-products/everlast-fleet-expansion>

**Chelsea Building Products Expands Fleet for Everlast® Siding Mobile Installation Training**

*Mobile Training Fleet to Reach New Regions, Customers with Second Truck and Trailer*

**OAKMONT, PA (June 15, 2023)** – [Chelsea Building Products](http://www.chelseabuildingproducts.com/) is expanding its fleet of truck and trailer vehicles used for installation training for its next-generation siding material, [Everlast® advanced composite siding](http://www.everlastsiding.com/). The addition of another truck and trailer increases Chelsea’s footprint for its Tech Service team to conduct installation training across multiple territories simultaneously. The team travels to customer sites, job start-ups, and trade shows in various regions throughout the United States to deliver a firsthand installation and product demonstration experience for contractors and installers.

“The mobile installation training fleet provides our Tech Service team with a key training tool, one that benefits our network of contractors and installers by showcasing all Everlast siding products, their intended use, and the siding system’s overall aesthetics when properly installed,” said Daniel Franklin, senior product manager of specialty products at Chelsea Building Products. “We have found that it is very helpful when we can bring all the knowledge our customers need from an installation perspective directly to them.”

The trailer interiors double as mini showrooms to display the breadth of Everlast siding products installed in varying colors and styles. Each trailer includes product literature and a TV/media center to display product information and training videos.

Upgrades to the new trailer include a training wall that pivots and locks into position to create a stage. A TV monitor is built into the wall, giving the team a platform for training, product demonstrations, and customer presentations.

The Everlast siding training fleet just completed its winter tour for customers in the southern United States. That fleet has now been deployed to the Northeast for the summer months. The second truck and trailer will primarily serve the Midwest and Great Lakes regions.

Contractors and installers interested in Everlast siding installation training can reach out to their dealer or sales representative for more information. They can also contact the Everlast Tech Service team at [EverlastTechService@cbpmail.com](mailto:EverlastTechService@cbpmail.com)to learn more about training options and scheduling.

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.*

###