**For Immediate Release**

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**PHOTOS:** <http://www.bldpressroom.com/chelsea-building-products/this-old-house>

**Everlast® Advanced Composite Siding Makes Debut on PBS’s “This Old House”**

*19th-Century Home in Westford, MA, Takes Center Stage in Season 46 of Iconic Home Improvement Show*

**OAKMONT, PA (April 17, 2025)** – [Everlast® advanced composite siding](https://www.everlastsiding.com/) will be featured on season 46, episode 4622 of the PBS television program, “This Old House.” This portion of season 46 will focus on the renovation of an 1893 colonial-style home in Westford, Massachusetts, where Everlast siding replaced the home’s aging yellow clapboard.

Hosted by Kevin O’Connor, “This Old House” is an Emmy Award-winning home improvement series that chronicles a singular whole-house renovation across multiple episodes.

The season 46 Westford home suffered a three-alarm fire eight years ago that severely damaged the roof and attic space, and it required other extensive renovations throughout. For the exterior, the homeowners wanted a low-maintenance, high-performance material to replace the deteriorating cladding, ultimately selecting Everlast siding.

The property will feature 32 squares of 7-inch Everlast Lap Siding in Antique Ivory.

“We are thrilled to see our product on such a well-known, respected television program dedicated to residential construction,” said Gary Hartman, vice president of sales and marketing at Chelsea Building Products, manufacturer of Everlast siding. “Everlast siding is a leader in the next generation of building products for exterior construction. It is the ideal material for a Massachusetts home that will experience hot, humid summers and snowy, freezing winters.”

Unlike other siding products, Everlast siding is designed to last a lifetime with minimal maintenance, reducing long-term costs by not requiring painting. The product’s exceptional durability comes from a proprietary composite substrate made with C Core®, a key element of its advanced mineral composite technology. This unique formulation makes Everlast siding stronger, more resilient, and more dimensionally stable than alternative siding options, providing a robust solution for historic restorations.

For more information on Everlast siding, visit: <https://www.everlastsiding.com>.

For more on “This Old House,” visit: <https://www.pbs.org/show/old-house>.

**EDITOR’S NOTE:** *BLD Marketing will share photos of the completed project following the episodes’ airing.*

*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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