**For Immediate Release**

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**Everlast® Siding Delivers Modern, High-Performance Exterior for Louisville Multi-Family Development**

*Brand-New Apartment Homes Chose Composite Siding for Low-Maintenance, Real-Wood Appearance*

**OAKMONT, PA (November 11, 2020)** – [Chelsea Building Products](https://chelseabuildingproducts.com/), manufacturer of [Everlast® advanced composite siding](https://www.everlastsiding.com/), recently provided a long-term building envelope solution for a new luxury apartment complex in Louisville, KY, called the Creekside Crossings Apartment Homes.

Nestled in a private wooded area alongside the Fishpool Creek in close proximity to restaurants, shopping, and entertainment, the new development offers the ideal balance of nature and recreation for renters. Comprised of eight total buildings, Creekside Crossings needed to reflect the aesthetic qualities of a modern multi-family development backed by performance with regard to longevity and durability.

“We see a good amount of projects using fiber cement siding but wanted to go with a product that had more character to it. We were looking for a material with a solid warranty, one that would ultimately outperform fiber cement in the long run,” said David Richardson of David Richardson Builder Inc., the general contractor on the job.

Richardson and the Creekside Crossings owners chose Everlast advanced composite siding in the 6-7/8” plank in two colors, Willow and Antique Ivory.

Everlast siding serves as the main exterior component. The material is complemented by brick masonry and shake siding for a comprehensive, multi-product finish that successfully communicates the contemporary identity of the structure.

“Everlast is a very sound product,” Richardson added. “The material is denser than most, which allows it to outlast products like traditional vinyl siding. From what we’ve observed, the maintenance requirements seem to be very minimal, which means cost and time savings for the owners and maintenance staff.”

Consisting of a thick and solid composite substrate called C CORE® – made from a blend of minerals and polymer resins – Everlast siding is designed to last for the life of a building even in the harshest climates. It delivers the classic, high-end look of rough-sawn cedar clapboard but possesses the material composition to support superior weatherability. In addition, the siding does not require continual repainting.

Six of the eight buildings at Creekside Crossings were completed in October 2020, which concluded phase one of the project. The remaining two structures, designed to house 30 units total, will be completed by the end of 2021.

The project team included general contractor David Richardson Builder Inc.; contractor Ken Kraft; and project architect Christy Pinholster RA, LEED AP of Donhoff Kargl Nall (DKN) Architects.

For more information about Everlast siding, visit: <http://everlastsiding.com>

Learn about Everlast siding’s industry-leading lifetime warranty: <https://www.everlastsiding.com/guides/understanding-your-siding-warranty-and-what-it-covers>

*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 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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