**For Immediate Release**

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**Chelsea Building Products Grows Partnership with Dealers Choice, Expands to New Territory**

*Distributor’s South Carolina Location Widens Reach of Everlast® Siding in the Southeast*

**OAKMONT, PA (January 19, 2021)** – Chelsea Building Products is pleased to announce an additional territory added to the manufacturer’s existing partnership with Dealers Choice, a premier two-step, direct-to-dealer distributor of building materials. The latest agreement includes the Dealers Choice Columbia, SC, branch, expanding their Everlast® siding distribution map to include South Carolina as well as the southern portion of North Carolina.

Dealers Choice delivers quality building materials from top manufacturers, including siding, roofing, insulation, gypsum, millwork, and window products to professional lumber yards, home centers, and building supply dealers.

The recent distribution partnership includes Everlast horizontal lap siding in the 7” plank in 12 colors, Everlast Board & Batten vertical siding in six colors, and all Everlast accessories.

“We know from customer demand that people want a siding product that is truly maintenance free,” explained Bill Chapman, exterior products manager at Dealers Choice. “We have already had great success with Everlast at our Georgia locations, and it is such a superior product that we’d expect it to be popular and well-received in any market.”

Everlast siding possesses exceptional UV- and fade-resistance, extreme weatherability, and requires minimal maintenance. These characteristics make it the preferred exterior cladding solution for all climates and weather conditions, including the heat, rain, and humidity in the southeastern United States.

“Chelsea’s Everlast siding consistently gets solid reviews from contractors and homeowners alike – for the aesthetics it delivers, and for its durability,” Chapman added. “The product does what it says it can do. Plus, Chelsea is an excellent partner for us; they listen, respond thoughtfully, and back up what they claim. They are exactly the type of manufacturer a vendor like Dealers Choice wants to be in business with.”

Dealers Choice began distributing Everlast siding at its Columbia location in October 2020.

For more information about Dealers Choice, visit: [http://www.dealerschoicedistribution.com](http://www.dealerschoicedistribution.com/)

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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