

# Top 10 Reasons

## Why Homeowners Choose Everlast® Siding

### 1 Beautiful Aesthetics

Like real cedar siding, Everlast siding gives you the look and feel of authentic cedar siding. Plus, Everlast's CedarTouch® finish is produced from the woodgrain surface of an actual specimen of rough-sawn top-grade cedar – resulting in the industry's most authentic finish.

### 2 Designer-Curated Colors

The Everlast siding color palette includes deep, rich hues that have been thoughtfully curated by color consultants to complement any style of home, regional preference, as well as both current and classic color trends – all chosen to match a homeowner's personal style beautifully.

### 3 Design Flexibility in Popular Profiles

Traditional clapboard siding has never gone out of style – Everlast lap siding is available in two reveal widths so your home will reflect classic style, luxury and comfort for decades. Or choose Everlast Board & Batten to give your home a rustic, yet contemporary appeal. Use Everlast siding profiles exclusively or combine them to create your own look to give your home a special, personal touch. Use Everlast color-matched trim to enhance your home design.

### 4 Maintenance-Free – No Painting, No Caulking

Save your money and time! You will never have to scrape, sand or paint again. Everlast siding never requires caulking or painting. An occasional wash with a garden hose is all that's required to maintain Everlast siding. Alternatively, wood, engineered wood, and fiber cement siding require regular caulking and painting to maximize longevity.

### 5 Curb Appeal

Planks of Everlast lap siding are joined tightly and permanently using concealed stainless steel seam brackets. With wood, engineered wood, and fiber cement lap siding, thermal expansion and contraction causes siding seams to open and close throughout the year – caulking these seams only provides a temporary fix.

### 6 Unsurpassed All-Weather Durability – Water-Resistant Resilient Design

Everlast siding features cutting-edge material science with C CORE® mineral-enriched composite substrate. To this remarkable substrate, an advanced UV-resistant acrylic capstock is molecularly fused for fade protection. Everlast siding is lightweight, yet tremendously strong and tough. Most importantly, Everlast siding's inherent resilient design is virtually impervious to water – the #1 enemy of siding – so it will never swell, bow, split, or rot.

### 7 Durable Fade-Resistant Finish

Everlast siding never needs painted. Wood, engineered wood, and fiber cement are painted siding products. No matter what, paint eventually fails. Instead, Everlast's capstock finish is made from advanced UV-resistant acrylic capstock that is molecularly fused to Everlast's mineral-enriched composite substrate.

### 8 Insect-Resistant

Wood and engineered wood siding are vulnerable to wood boring insects, requiring costly and recurring pest control. Everlast siding's all inorganic composition eliminates this problem.

### 9 Sustainable

Discerning, environmentally conscious homeowners should know that Everlast siding eliminates the need for paints, stains, caulking and solvents which contain harmful VOCs, and Everlast siding is completely recyclable. Chelsea Building Products is environmentally conscious even during the manufacturing process.

### 10 Peace of Mind

Since 2009, Everlast siding has been installed on homes throughout North America. With Everlast siding, homeowners receive a transferable limited lifetime warranty that includes fade protection. With a product as superior as Everlast siding, it's easy for its manufacturer to back it with the industry's best siding warranty.

*Homeowners experience the ultimate peace of mind.... Knowing that their siding will look just as beautiful as the day it was installed, year after year, decade after decade.*



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