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Novik® Partners with Style Crest to Optimize Color-Matched Shake Options

QUEBEC CITY, QC – Novik®, a premier manufacturer of shake, stone and accessory products that replicate the natural beauty and texture of wood and stone materials, is partnering with Style Crest of Fremont, Ohio, to introduce NovikShake products color-matched to the siding giant’s vinyl siding. With a completely encapsulated core, Style Crest’s vinyl siding is stable in all temperatures, has a wide range of colors and resists UV damage.

The partnership will include NovikShake’s Rough Sawn 8 ft. profile, matched to 23 Style Crest colors. Style Crest will also distribute Novik Blended Shakes in four colors and StainNatural in all six colors. StainNatural is the industry’s only proprietary process that incorporates a wood stain to the polymer shake, giving it a rich, elegant finish just like stained wood. In addition, Style Crest will distribute NovikStone, which perfectly complements any siding style with the authentic look of stone that easily installs like siding. NovikStone is defining an entirely new category that has reinvented luxury with the beauty of stone that installs without the back-breaking labor and messy grout of stone or stone veneer.

Novik’s extensive wood and stone looks will provide installers and their customers with options for great colors, multiple textures and accents. “The latest trends in exteriors are moving away from monochromatic to a more multi-textured look,” said Deborah Meek, Product Marketing Manager, Style Crest, Inc. “With our Novik partnership, we are redefining design trends with siding complemented by rich shake and stone looks that install in a convenient and familiar way for siding contractors.”

“The Novik-Style Crest partnership represents a new level of market access to a trend-setting collection of color-matched siding, shake and stone products that work perfectly together,” said Ralph Bruno, President, Novik Sales Corp.

Novik products are in stock and readily available to dealers and homeowners in select locations.

For more information about Novik's products, including dealer locations, visit www.novik.com.

ABOUT NOVIK

Novik[®] is a premier manufacturer of NovikShake[™], NovikStone[™] and accents that replicate the natural beauty and texture of wood and stone materials. At the forefront of technology, Novik offers attainable luxury that is attractive and easy to install. Novik products are a perfect fit for builders, contractors, facility managers and consumers who take pride in the aesthetic appearance of their home or building. For more information, visit www.novik.com.

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