



Media Contact:
Maureen Murray, 973-993-1570
precise2@optonline.net

Northeast Wholesale Becomes Distributor for Novik and Style Crest Color-Matched Product Lines

Quebec City, Quebec – Novik®, the premier manufacturer of NovikShake, NovikStone and accessory products, along with Style Crest of Fremont, OH, a leader in vinyl siding, are partnering with Northeast Wholesale of Maine to distribute both company’s color-matched product lines. With locations in Canton, Mass., and Kenduskeag, Maine, Northeast Wholesale will distribute Novik’s line of shake and stone, color-matched to Style Crest’s vinyl siding colors, to the entire state of Maine and part of eastern New Hampshire.

Mike Miville, Branch Manager, Northeast Wholesale’s Kenduskeag location, said Novik’s extensive wood and stone looks in combination with Style Crest’s unique palette, will provide installers and their customers with options for great colors, multiple textures and accents. “Customers have been asking for color-matched shake and siding for years and now we can offer it,” he said. “With Novik and Style Crest, we can now offer virtually any combination of textures and colors.”

Miville added that it is important for distributors to offer unique products to lumberyards to help them stay competitive. “These are looks that are in demand,” he said, “The combination of Style Crest quality siding with NovikShake’s StainNatural Collection complemented by elegant NovikStone, is a winning combination.” StainNatural is the only polymer siding with a true wood stain, and as a foundation cladding or accent, NovikStone has the rich look of stone without the weight, mortar and intensive labor.

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.

About Northeast Wholesale (NEW)

Northeast Wholesale (NEW) provides specialty building products to the independent lumber yards and STAFDA tool stores in the Northeast. With two locations, Canton, Mass. and Kenduskeag Maine. Established in 1990, Northeast Wholesale (NEW) is a family-run building supplier, servicing over 200 lumber dealers in the Northeast.

#