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Taiga Building Products Proud to Offer Allura Fiber Cement Siding Throughout Canada

FOR IMMEDIATE RELEASE

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Taiga, a leading wholesale distributor of building products in North America, announced today Allura Fiber Cement Products by Plycem will be available in all 15 Taiga distribution centers throughout Canada.

Allura was launched by Plycem USA in 2014 to provide the finest fiber cement products to the North American marketplace. In just over a year, Taiga has experienced high demand for Allura product in Western Canada and on the U.S. west coast.

“Our customers depend on us to deliver quality products for their projects and business growth,” said Bernie Gauthier, Taiga General Manager. Gauthier continued, “Allura is a product we have been proud to offer at our distribution centers in Western Canada. Our customers request it by name and have remained loyal. We’re looking forward to providing Allura to our clients in the east from Ontario to Newfoundland.”

Plycem launched Allura Fiber Cement Products in 2014 to become a leading cladding contender in North America and after a year of accolades, builders are definitely taking notice. Builder and Developer Magazine awarded Allura “Editor’s Pick for Best Exterior” and Allura was also chosen as the 2014 Brand Survey Winner for Best Exterior Siding.

“Our partnership with Taiga has been vital to the growth of Allura since our inception in 2014,” said Tony Ellis, Vice President of Sales & Marketing for Plycem. “Taiga’s values align with our own and we are thrilled about the opportunity to provide Allura to builders in Eastern Canada.”

Headquartered in British Columbia, Canada, Taiga provides North America with reliable and efficient distribution of the leading building products in the industry. In Canada, Taiga’s 15 distribution centers are strategically located to provide exemplary distribution coast to coast.

For more information on Allura products, please visit www.allurausa.com. To find the nearest Taiga distributor, please visit www.taigabuilding.com.

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