



Contact:

Jess Matisz
V.P., Marketing
JMatisz@associatedmaterials.com

Spring Start, Pro Finish: Gentek Building Products Co. Launches ALIGN® Composite Cladding Accessories

J-Channel, trims and outside corner post profiles join a contractor-friendly siding system designed for efficient installation.

CUYAHOGA FALLS, Ohio – July 2, 2025 – [Gentek Building Products Co.](#) is expanding its [ALIGN® Composite Cladding](#) line with a full suite of colour-matched accessories engineered to help contractors make full-system installs more efficient and visually unified. Launching just in time for peak siding season, the new J-Channel, trims and outside corner post profiles create a high-end finish with no caulking, sealing or painting required. Now available to order, ALIGN accessories are a professional-grade solution for worksites navigating today's labour crunch.

Edge it. Trim it. ALIGN Every Detail.

Offered in a wide range of classic and contemporary colours, the new accessories are colour-matched to ALIGN 7" Plank and 12" Vertical Board & Batten cladding that [enhances exteriors](#) from edge to edge. They also match in performance, with pro-focused features like longer lengths, durable construction, and lightweight handling. Available SKUs include:

- J-Channel – 12' lengths, 32 pieces/carton, available in all 20 colours.
- 3.5" Trim and 5.5" Trim – 16' lengths, 10 pieces/carton, available in six colours.
- 3.5" Outside Corner Post – 12' lengths, 10 pieces/carton, all 20 colours.

The ALIGN line delivers exactly what pros are asking for: an inspired aesthetic paired with high-performance materials and complemented by crew-ready construction. The new accessories are available just in time for the busy summer building season, giving contractors and remodelers a solution to streamline their siding jobs and delight homeowners.

"ALIGN has always delivered on style, durability, and pro-level performance," said Philippe Bourbonniere, division president, Gentek. "Now with the launch of ALIGN Accessories, we're giving installers the complete package—engineered details that help improve efficiency on the job site, an edge-to-edge polished finish, and elevated curb appeal that helps deliver a flawless result that homeowners notice."

Built on the same technology platform that powers ALIGN's lightweight, weather-resistant composite panels, the new accessories are designed for longevity, low maintenance and simplified on-site use. By offering a full system—from panels to trim that don't require sealing, caulking, painting or any special prep or tools—contractors can sell the total exterior and deliver a cleaner, more consistent finish.

Building professionals appreciate efficient installations and products that look premium without complicating the process, and that's why ALIGN is built to reduce complexity while raising the bar for what a cladding system can do.

Whether you're planning, specifying or building, see everything ALIGN offers and get ideas to elevate your next project at [gentek.ca](https://www.gentek.ca).

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About Gentek

Gentek's mission is to create successful partnerships with contractors, builders, distributors, and dealers by providing and servicing industry leading exterior building products and solutions. The company helps partners create or restore exceptional residential, multi-family, and light commercial structures that are energy-efficient, comfortable, long-lasting, and beautiful for the home or building owner. Gentek operates more than 20 company-owned supply centers across Canada and is owned by Associated Materials, LLC. For more information, or to locate your local Gentek supply centre, visit [gentek.ca](https://www.gentek.ca).

About Associated Materials, LLC

Associated Materials, LLC, is a leader in the building products industry with a focus on quality, innovation and customer success through its three businesses: Associated Materials Innovations, Alside® and Gentek® Building Products. With a combined revenue of \$1.7 billion, these businesses are market leaders in vinyl windows, cladding, metal siding, trim and other essential building products for residential, light commercial and multifamily projects. Our commitment to operational excellence drives growth for our customers. Learn more at www.associatedmaterials.com.