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## **Associated Materials Realigns Businesses to Accelerate Growth and Enhance Operational Independence**

**Cuyahoga Falls, Ohio – Jan. 15, 2025** – Associated Materials, LLC, announced today that it will operate as three distinct businesses under the Associated Materials, LLC, umbrella—Associated Materials Innovations, Alside® and Gentek® Building Products. Effective immediately, this transformation is designed to enhance operational focus, drive strategic growth and deliver exceptional value to customers across retail, distribution, lumber yard, applicator and other critical channels.

With the backing and strength of Associated Materials, LLC, each business now has dedicated leadership and specialized teams empowered to make decisions and drive growth to meet the unique needs of their respective markets.

Frank Natoli has been appointed CEO of Associated Materials Innovations, the manufacturing arm of the business focused on operational excellence and product innovation in both the U.S. and Canada. Dan Watkoske will serve as CEO of Alside, leading its network of more than 100 supply centers across the U.S., and Philippe Bourbonniere will continue as President of Gentek Building Products, a trusted manufacturing and distributor resource serving Canada. James Drexinger remains CEO of Associated Materials, LLC, a position he has held since 2022.

“This is an exciting next step in our journey of continuous growth that allows us to optimize our business and take advantage of the complete market,” Drexinger said. “By creating three strong businesses, we are better positioned to drive innovation, increase efficiency, deliver outstanding customer experiences and expand our market share with the support of Associated Materials, LLC.”

### **Business Leaders Prioritize Customer Experience and Operations to Drive Growth and Expand Market Share**

Associated Materials, LLC, has made significant investments in its operations over the past few years. Associated Materials Innovations has launched initiatives to enhance quality, delivery and capacity, enabling it to serve a broader base of customers. It also has plans to enhance its sales, research and development, engineering and manufacturing operations teams.

According to Natoli, “At Associated Materials Innovations, our priority is driving an amazing customer experience through innovation, operational excellence and service. Recent investments and operational improvements have given us the ability to expand our customer base to new distributors, grow our market share and provide customers with a greater breadth of products. Additionally, a more focused sales team means we can deliver personalized service that helps our customers thrive and stand out in the market.”

As a distributor with an extensive network of supply centers across the U.S., Alside is positioned to expand its supplier network to include more products and more brands for its customers.

“Alside is taking our product offerings to the next level, delivering an even wider range of solutions, technology and more personalized support through a focused sales team to meet our customers' needs,” said Watkoske. “This shift opens exciting opportunities for both our customers and our business to enhance our competitive advantage and grow together.”



Gentek Building Products will continue to serve its Canadian customer base with an increased focus on operations and distribution.

“This strategic realignment leverages each business’s core strengths for sustained growth,” said Drexinger. “We are dedicated to transparent communication and look forward to introducing further enhancements to our customers in the coming weeks and months.”

### **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](http://www.associatedmaterials.com).

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