

THE HEARTLAND STORY



Original Heartland logo



1985 Heartland employees. Presently, 8 of these employees are still with the company.



1989 aerial view of the Heartland manufacturing facility.



2009 Heartland by ProVia logo



"To Serve, By Caring for Details
In Ways Others Won't"

1981

- Known as H&W Building Products and owned by Randy Heath
- Booneville, MS facility originally produced PVC pipe
- Converted one machine to a mono-extruding operation to produce vinyl siding
- Produced 1,200 sq. ft. of vinyl siding an hour

1987

- Grew from one mono-extruded machine to 13 state-of-the-art vinyl siding production lines
- 50 employees
- Sold to Repath Industries of Canada
- Name changed to Heartland Building Products
- Unique heart shaped weep hole was implemented

1989

- Canadian company, Jannock, Ltd. acquired Redpath
- Heartland was producing 72,500,000 square feet of siding per year
- 5 sales people and 140 employees
- Heartland was the eighth largest producer of vinyl siding in the world

1994

- Heartland added a fully automated and computerized blending and material handling facility
- Enabled faster and more efficient control of raw materials to the production lines

1996

- Heartland becomes fourth largest vinyl siding producer in the world
- Product stocked in 290 distribution locations in the U.S.
- Product was being exported to China, Russia, and Poland
- 23 sales people and 278 employees

1999

- Jancor Companies, Inc. purchased the U.S. Vinyl operations of Jannock Ltd.
- Jancor also owned vinyl window, vinyl fencing and decking & railing companies

2008

- Jancor Companies, Inc. went out of business
- Though profitable, Heartland Building Products was forced to close its doors

2009

- ProVia Door purchases Heartland Building Products out of Chapter 7 bankruptcy
- Rebranded as Heartland Siding by ProVia

2016

- Rebranded as ProVia, unifying all of ProVia's products

