



James Hardie® Building Products

Transform Your Home Into Your Dream Home

Siding

Trim

Soffit

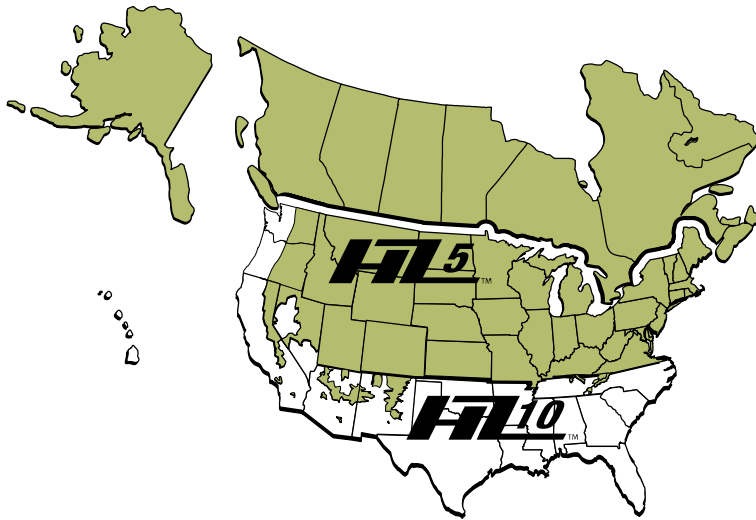
Weather Barrier



James Hardie® Siding Products

HardieZone™ System

For the first time ever, you can have the ideal home exterior for your local climate. So say goodbye to the days of one-siding-fits-all. It's a given that siding must stand up to the elements. That's why we based the HardieZone™ System on the eight individual climatic variables that primarily affect long-term performance of siding.



- Zones 1-5
- Zones 6-10

Using these factors we arrived at these distinct climatic zones. Though different, we found common variables in certain regions, allowing us to engineer one product line for zones 1 through 5, and another product line for zones 6 through 10.

HZ5™ Products

The HZ5™ product line is right at home in climates with freezing temperatures, extreme seasonal temperature variations, and snow and ice. To ensure its beauty matches its durability, we've engineered the surface for higher performance, giving it superior paint adhesion and moisture resistance. So you aren't getting an exterior that just performs well in cold, nasty climates. You're getting an exterior engineered just for it.

HZ10™ Product

Even when Mother Nature isn't very motherly, the HZ10™ product line delivers legendary James Hardie durability. This siding was engineered for areas with hurricane-force winds, salty sea air of the coast, and the brutal, humid heat of the Deep South. Engineered specifically for this climate, HZ10™ boards resist cracking, splitting, rotting and swelling season after hot, humid, tropical storm season. Our latest breakthrough in performance enhancement is our new distinctive primer. The unique primer outperforms generic fiber cement primer with improved paint adhesion and moisture resistance and is developed for the wide range of field paint products that are available. The new look of the primer will also distinguish your job sites and separate you from builders who use generic fiber cement. Standard manufacturer recommended field paint application methods will be able to sufficiently hide the primer and it will not affect the appearance of your paint.

James Hardie® Siding Products with ColorPlus® Technology



Your home should reflect your personal style and taste. That's why architectural design and color have become more important when building or re-siding a home. Utilizing James Hardie® siding with ColorPlus® Technology on your home allows you to maximize these opportunities. James Hardie siding with ColorPlus Technology is an innovative product with a baked-on finish, providing unprecedented color consistency in a wide range of colors. When the painting of your home is left to painting on-site you can not be assured of a quality and consistent finish. However products with ColorPlus Technology provide you years of lasting beauty and peace of mind with a 15-year finish warranty.

ColorPlus® Technology	Painting On-Site
Fully engineered complete coating system	Paint out of a can
Color coating specifically formulated for use with James Hardie siding products – Revolutionary formulation unlike anything available in stores	Paint generically formulated for any surface or weather conditions reduces performance
Environmentally controlled, baked on finish applied in the factory	Field spray impacted by weather conditions – Temperature, moisture, dirt, wind. Too many variables
Multi-coat (more than 2) complete coating system	Generally 1 or 2 coats
Fade resistant – Up to 30% better than field spray*	Fades at a greater rate – Dependant upon quality of paint used
Highest level of consistency – Colors computer matched more precisely than the auto re-finishing industry! Twice as good as the human eye, 3 times better than paint off the shelf	5 cans of paint = 5 slightly different shades
Single source warranty – Siding and color coating	Separate warranty that varies by paint manufacturer
Saves approximately \$5000 over next 8 years	Typically repainted in 7-8 years

*James Hardie accelerated QUV test results compared to nationally available premium paint in lab environment.

Here's to a Lifetime of Beautiful First Impressions.

James Hardie combines innovative solutions with a relentless commitment to increase the value and character of your home, so that we can give you confidence to make your vision possible.

Whether you prefer a traditional exterior with HardiePlank® lap siding, or the unique look of HardieShingle® siding or Board & Batten, James Hardie will provide the design options you need to increase curb appeal and create a lasting impression.



*HardiePlank® Siding & HardieShingle® Siding
(Plank-Chestnut Brown & Countrylane Red)*



*HardiePanel® Siding & HardieTrim® Boards
(Panel-Countrylane Red, Trim-Arctic White)*



*HardiePlank® Siding & HardieTrim® Boards
(Plank-Heathered Moss, Trim-Arctic White)*



*HardieShingle® Siding -
Straight Edge & HardiePlank®
Siding (Plank-Tuscan Gold,
Shingle-Monterey Taupe)*

Whether you are considering building a new home or remodeling your current home, make sure you consider James Hardie® Siding with ColorPlus® Technology – The #1 Return on Your Remodeling Investment.



*HardiePanel® Siding &
HardieTrim® Batten Boards
(Navajo Beige)*



*HardiePlank® Siding & HardieTrim® Boards
(Plank-Woodland Cream, Trim-Arctic White)*



*HardiePlank® Lap Siding
(Woodstock Brown)*



*HardieShingle® Siding -
Staggered Edge
(Boothbay Blue)*




James Hardie® Siding Products are rare in that they combine beauty and durability and also are considered “Green and Sustainable” by industry professionals.



To find your HardieZone™ visit www.hardiezone.com or call 1-866-9HARDIE (1-866-942-7343)



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James Hardie® Siding Comparison Chart

For real value, wood and wood composite siding products don't cut it.

Wood makes a great first impression. But what you really want is a great first impression that lasts. While all wood and wood composite siding starts out looking good, they don't stay that way.

That's why more and more homeowners across America are turning to James Hardie® siding products with ColorPlus® Technology, which combine the beauty and character of wood with the durability and low maintenance of fiber-cement.

Which Siding Would You Rather Have Protecting Your Home?

James Hardie® Siding Products with ColorPlus® Technology

vs.

Wood and Wood Composite Siding

James Hardie siding is non-combustible. Approved for fire-rated construction.



Flame Resistance



Wood based siding will burn when exposed to a significant source of heat or flame.

The only siding product engineered for your local climate. Resists rotting, warping, cracking, hail, and high winds up to 150 mph.



Weather Resistance



Rot caused by moisture exposure is a common problem in wood based siding.

Factory applied, baked on paint finish provides up to 30% better fade resistance than competitive products. †



Paint Durability



Wood based siding shrinks and swells when exposed to moisture which causes paint to crack and flake. Requires frequent painting, caulking and spot repairs to maintain its original appearance

James Hardie siding is resistant to woodpeckers, termites and other pests known to cause damage to wood siding.



Pest Resistance



Wood based siding is easily damaged by woodpeckers, termites and other pests.

† James Hardie accelerated QUV tests results compared to nationally available premium paint in lab environment.



Recognizes James Hardie CEO, Louis Gries, in 50 Most Influential People in Building
- *Builder* magazine

Boost the Value of Your Home with James Hardie® Siding

The Pros Know

There are many other projects you can tackle, but only re-siding with fiber cement gives you the best return on your investment 4 years in a row.

- Residing with fiber cement gives a 31% better return than adding a bathroom and costs \$61k less to complete
- Minor kitchen remodel gives you a 10% less return on investment than re-siding with fiber cement
- Adding a second story addition nets you 23% less return on investment than fiber cement re-siding

Remodeling magazine is the industry's leading home improvement magazine. Since 1988, Remodeling magazine's Cost vs. Value Report has compared construction costs for common remodeling projects with the value they add to a home at resale in the current real estate market. The results – upscale siding projects using fiber-cement return the highest value at resale.

- Louis Gries, CEO of James Hardie, recognized among 50 most influential people in the building industry, for "literally having changed the face of housing with it's well loved non combustibile, low maintenance products."
- *Builder* magazine

- James Hardie listed as Building Materials "Maker" in *Forbes*
- *Money* magazine singles out HardiePlank® siding as a great value; a smart investment that delivers on durability
- *Smart Money* magazine lists James Hardie in Smart Fiscal Sense feature
- #1 Quality Exterior Lap Siding Product for the past ten years. *Builder* 1998-2008
- James Hardie® siding is featured on over 20 *Southern Living*, *Coastal Living* and *Sunset* magazines Idea Houses. And on over 30 Houses on ABC's *Extreme Home Makeover*.



Lists James Hardie in Smart Fiscal Sense feature
- *Smart Money* magazine



Names fiber-cement siding Your #1 Investment
- *Remodeling* magazine

