

Unrivaled performance and support to
PROTECT EVERYTHING YOU'RE BUILDING.



 **JamesHardie™**
Siding | Trim

© 2018 James Hardie Building Products Inc.

Introduction

HardieZone®
System

ColorPlus®
Technology

Product
Portfolio

Aspyre Collection
by James Hardie™

Unrivaled
Support

High Performance
Trim

Competitive
Positioning

SETTING THE STANDARD SETS JAMES HARDIE APART

We invented fiber cement. Over 8 million* homes later, we continue to lead the way in the manufacturing, marketing and distribution of premium siding and trim. We also provide industry-best field support and manufacturer programs.

*Estimate based on total James Hardie siding sales through 2016 and average housing unit size.

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PRODUCTS THAT ENHANCE YOUR REPUTATION, RESOURCES THAT EXPAND YOUR BUSINESS



Curated collection of colors, profiles and textures ensures design integrity, true to the highest architectural standards.

Unique formulations create siding and trim engineered to withstand what nature brings.

Industry-leading innovations in product design, distribution, training and programs help you grow your business.

AUTHENTIC DESIGN



Unlimited Possibilities – Array of siding and trim textures, profiles and widths to capture any home design and complement any neighborhood.

Inspiring Colors – Full spectrum of colors with tones drawn from nature and North America's rich architectural tradition.

James Hardie Complete Exterior™ – Complements the beauty of James Hardie siding by adding a designed finishing touch to a home's style statement.

UNCOMPROMISING PERFORMANCE

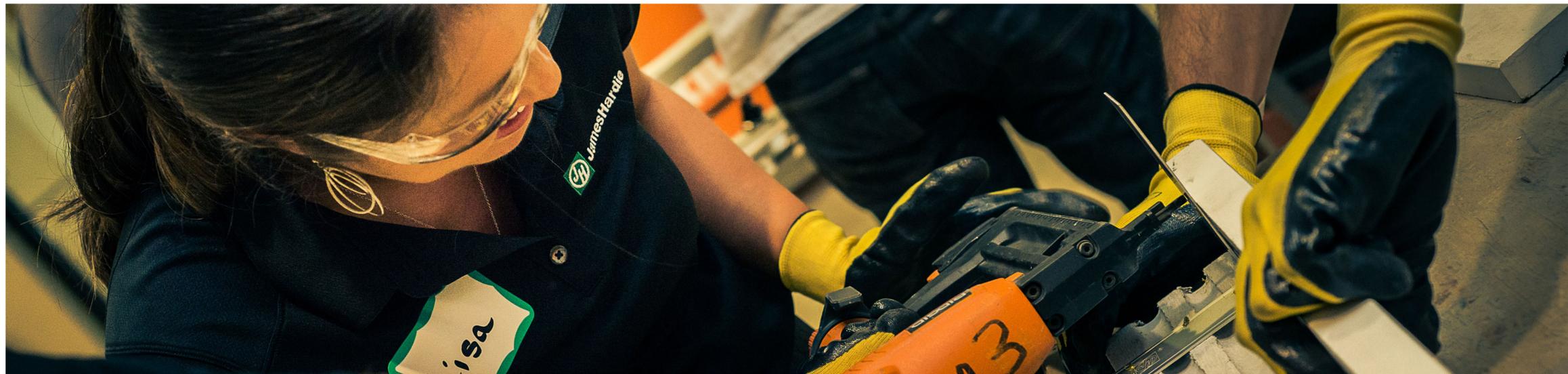


Engineered for Climate® – James Hardie was the first to recognize the benefits of climate-specific siding and trim.

ColorPlus® Technology – Factory-applied, baked-on finishes provide superior color consistency, finish adhesion and fade resistance.

Exceptional Warranties – We don't prorate our siding warranty coverage. We back our siding substrate 100% for 30 years.

UNRIVALED SUPPORT



Scale – James Hardie is the largest manufacturer of fiber cement in North America.

R&D – James Hardie invests over \$20 million annually in research and development, and continues to invest in product advancements.

Supply Chain – Nine plants across the U.S. allow for deep inventory and fast service.

Field Support – Largest national sales force and installation teams are ready to provide help.

Programs – Access marketing tools, training and business-building benefits.

WITH DISTINCTIVE PRODUCTS AND DEPENDABLE SUPPORT, JAMES HARDIE HAS EARNED THE TRUST OF INDUSTRY EXPERTS



HardiePlank® lap siding
is backed by the **Good
Housekeeping Seal**



HardiePlank® lap siding
named **"Best Building
Product Made in America"**



Green Builder Magazine
Readers' Choice,
"Most Sustainable Product"
every year since 2012



Exclusive siding partner
with **Southern Living
Inspired Communities**



Listed as top building
materials and products by
Professional Builder 2018



Chosen by builders as a
**Brand Leader in Builder
Magazine** for over 20 years



HardieSoffit®
Panels



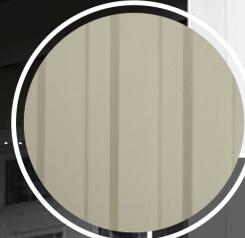
HardiePlank®
Lap Siding



HardieTrim®
Boards



HardieShingle®
Siding



HardiePanel®
Vertical Siding

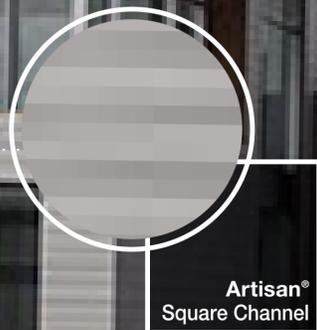
EXPRESS A HOME'S TRUE UNIQUE STYLE WITH ENDLESS DESIGN OPTIONS

Select from our collection of siding and trim styles, textures, widths and colors.



ASPYRE
COLLECTION
by JamesHardie™

artisan + REVEAL
Siding | Trim™ Panel System™



Artisan®
Square Channel



Reveal®
Panel System

CRAFT ONE-OF-A-KIND HOMES BY INTEGRATING CONTRASTING ELEMENTS

The distinctive shadow lines cast by Artisan® siding add warmth to the fixed geometry of smooth Reveal® Panels.

FL5



FL10



HARDIEZONE[®] SYSTEM

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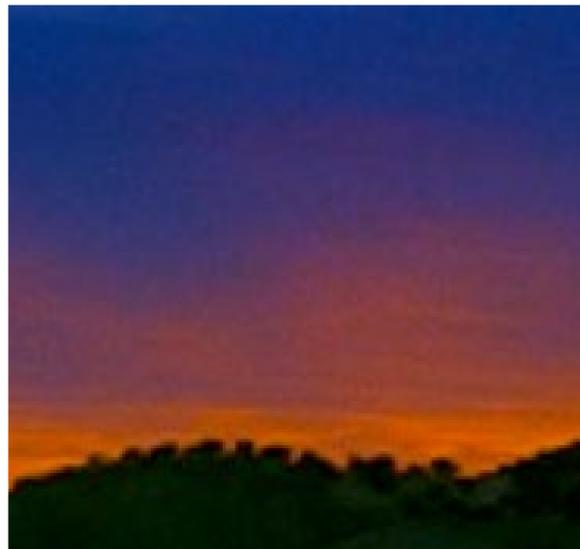
Aspyre Collection
by James Hardie[™]

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EXTERIOR BUILDING MATERIALS MUST MANAGE CLIMATE VARIABLES



- Temperature range
- UV



- Humidity
- Rainfall

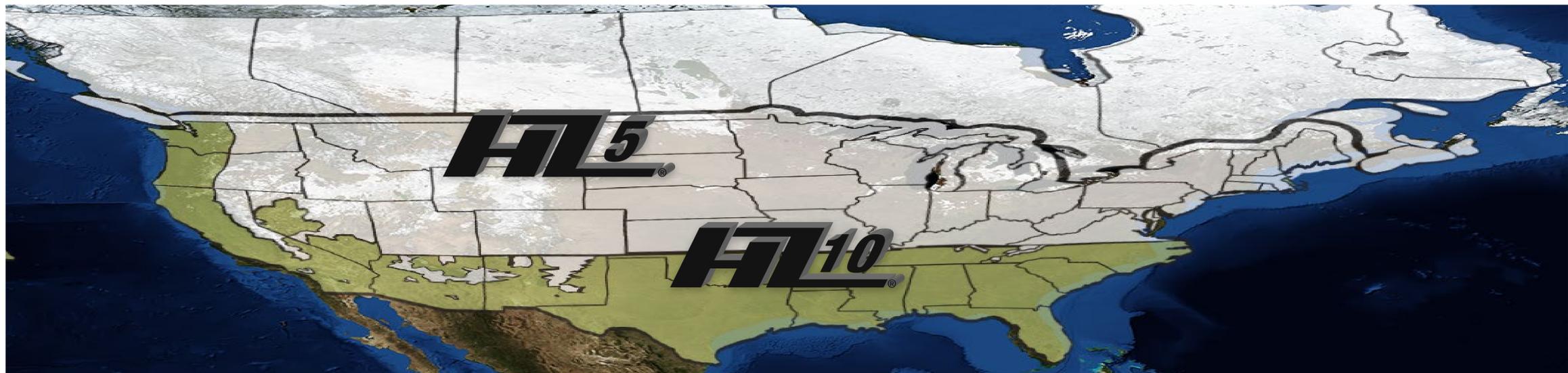


- Snow
- Hail



- Hurricane
- Topographical factors

TO ADDRESS THESE CLIMATE VARIABLES JAMES HARDIE CREATED THE HARDIEZONE® SYSTEM



After thorough analysis, James Hardie formulated HZ5® and HZ10® siding and trim products for optimized performance in two separate climate zones. HZ5 products are specifically engineered to resist shrinking, swelling and cracking even after years of wet or freezing conditions. HZ10 products stand up to hot, humid conditions, blistering sun and more.

SPECIFICALLY ENGINEERED TO WITHSTAND THE CONDITIONS WHERE THE PRODUCTS ARE USED



TIME



WATER



WEATHER



PESTS



FIRE

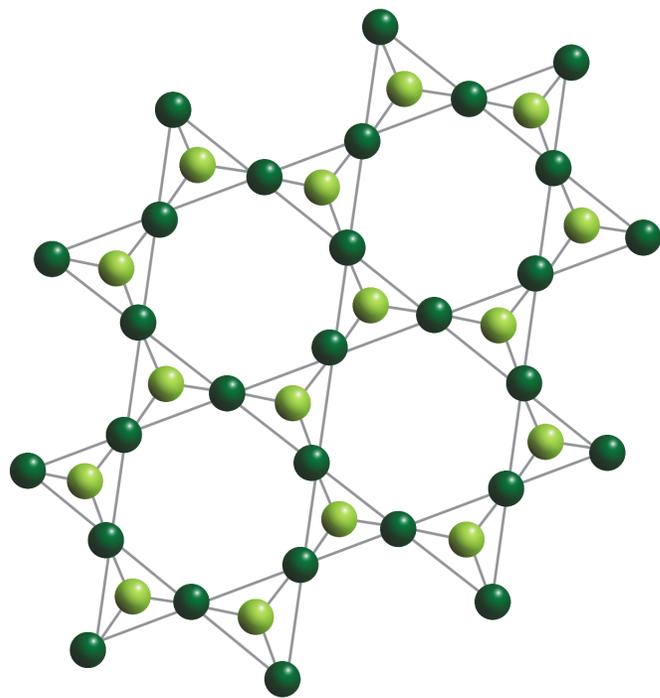
HT5	Prolonged moisture exposure	Extreme seasonal temperature change	Freezing temperatures	Termites & other pests	Fire
HT10	Heat, humidity & UV	Rainy, coastal climates & sea air	Hurricane-force winds	Termites & other pests	Fire

FOR DURABILITY, WORKABILITY AND DIMENSIONAL STABILITY, JAMES HARDIE® SIDING AND TRIM CONTAIN NO FLY ASH

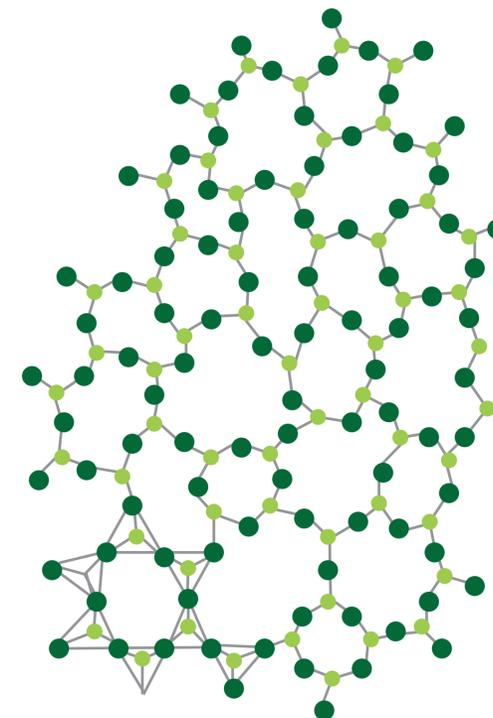


- Cellulose fiber
- Portland cement
- High-quality sand
- HZ5® or HZ10® additives

PROPRIETARY BLEND OF HIGH QUALITY INGREDIENTS LEADS TO THE MOST STABLE, DURABLE FIBER CEMENT SUBSTRATE



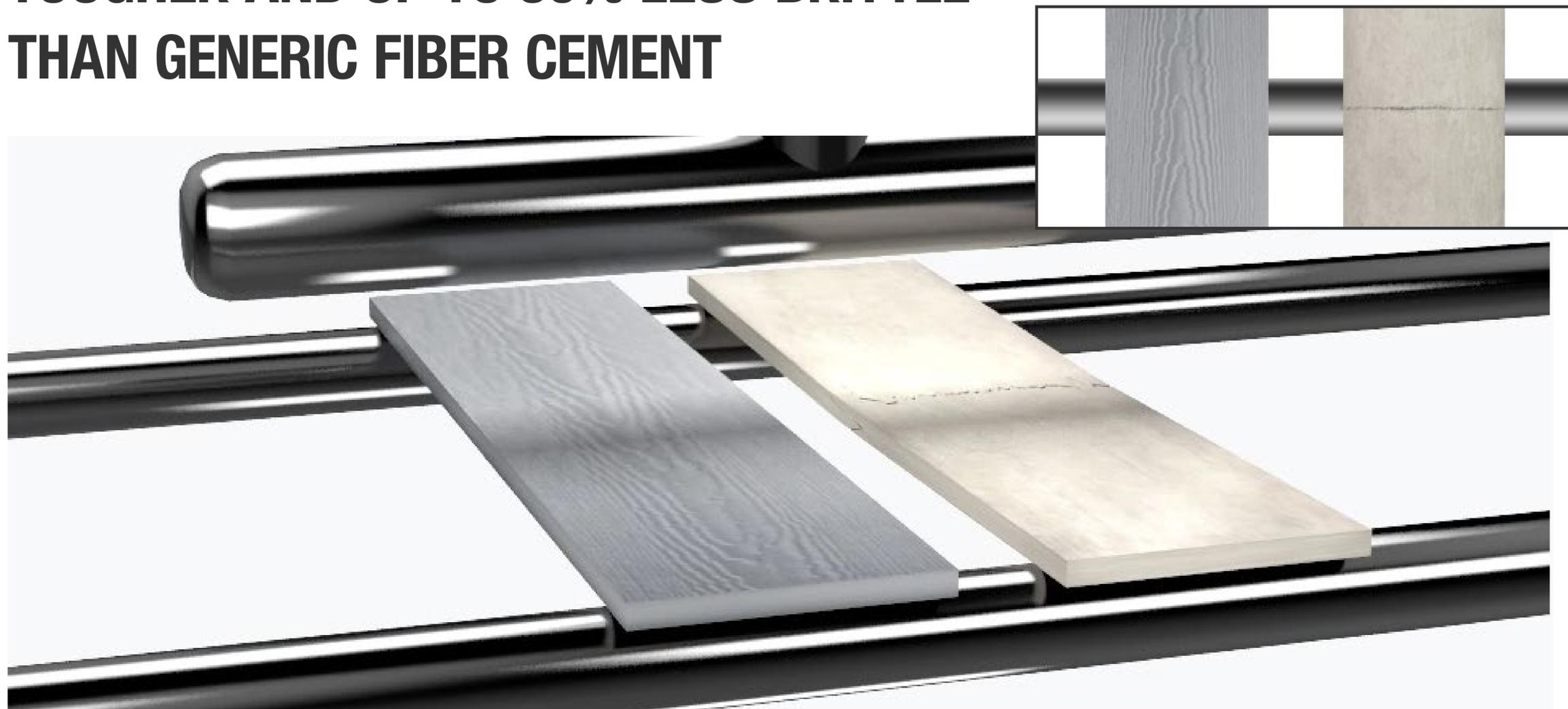
James Hardie® Fiber Cement
Stable and uniform



Generic Fiber Cement
Less stable, not uniform

TOUGHER AND UP TO 50% LESS BRITTLE THAN GENERIC FIBER CEMENT

VIEW FROM BELOW



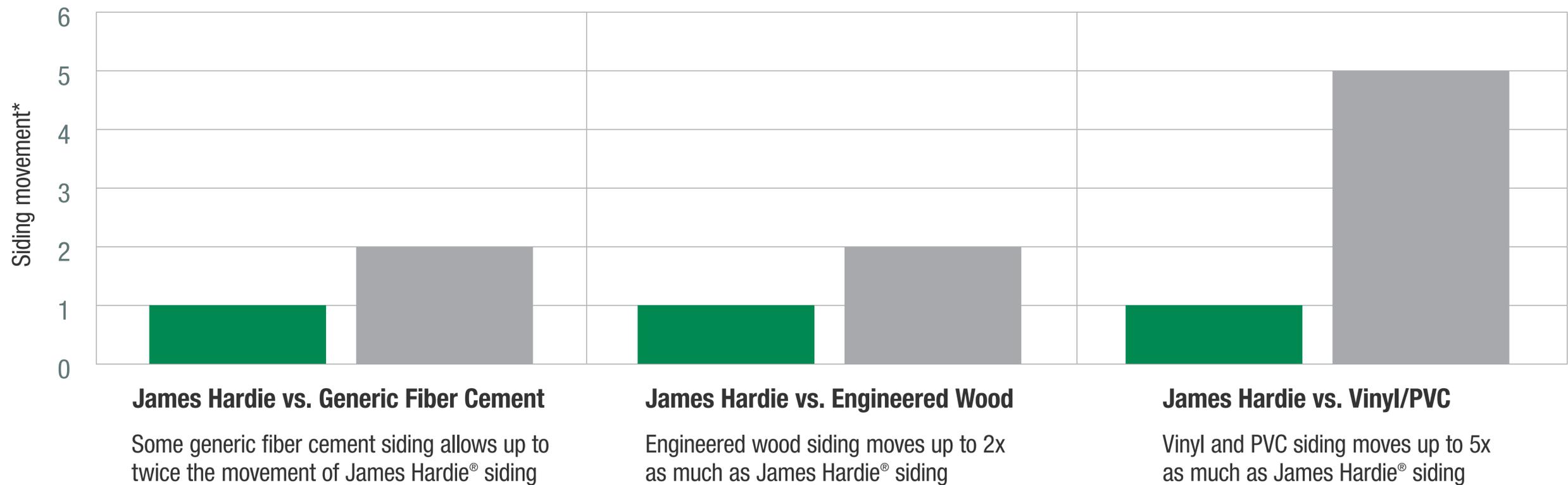
James Hardie[®] Siding

Generic Fiber Cement

A less brittle board means:

- Better handling and workability
- Less job-site breakage
- Improved wind-uplift performance
- Reduced risk of moisture intrusion through cracks

GREATER DIMENSIONAL STABILITY



*Temperature, moisture and other environmental factors cause siding to move on a wall. Stable siding resists buckling or warping and its joints are less visible. The amount siding will move is contingent on storage practices, proper installation and a good framing job. Never install wet siding. Always correct framing irregularities before installing siding.

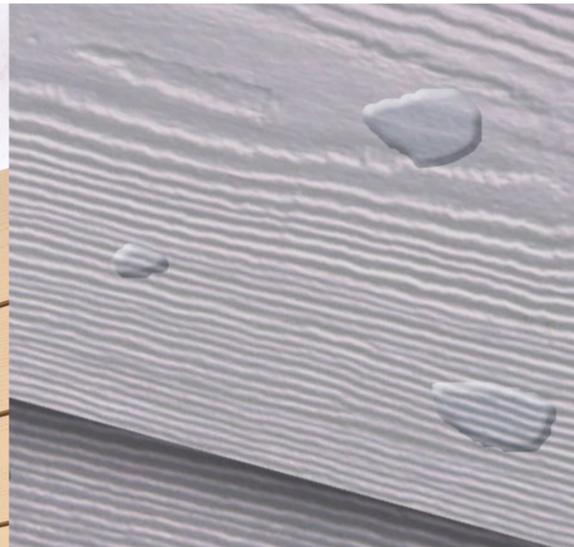
HIGH-PERFORMANCE SUBSTRATE FORMULATION



Dimensional stability — James Hardie[®] products are up to 2x more stable than some generic fiber cement



Nailability — Strong, workable and 50% less brittle

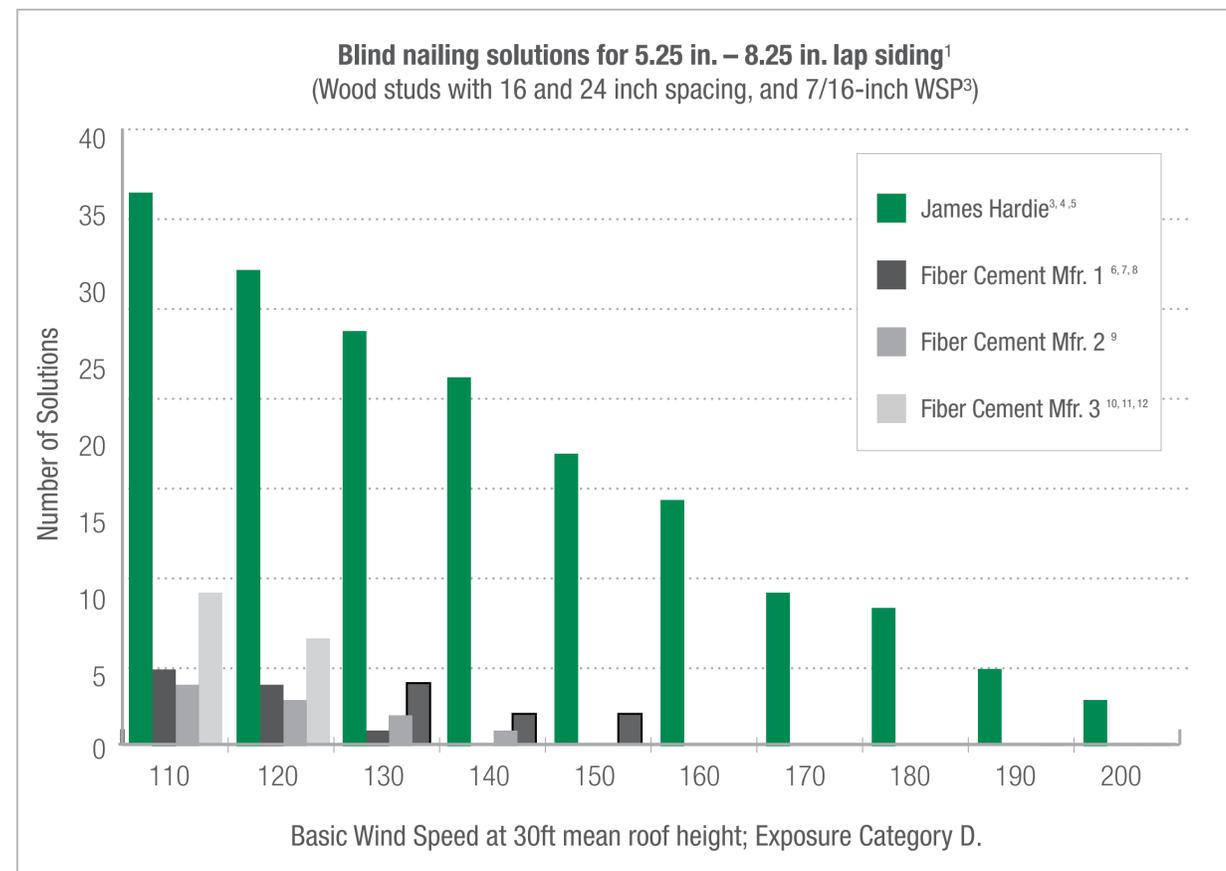


Water resistant — to protect against swelling, cracking and edge checking



Paint adhesion — Resists cracking, chipping and peeling

IN WINDS UP TO 200 MPH, JAMES HARDIE® SIDING BLOWS GENERIC FIBER CEMENT SIDING AWAY

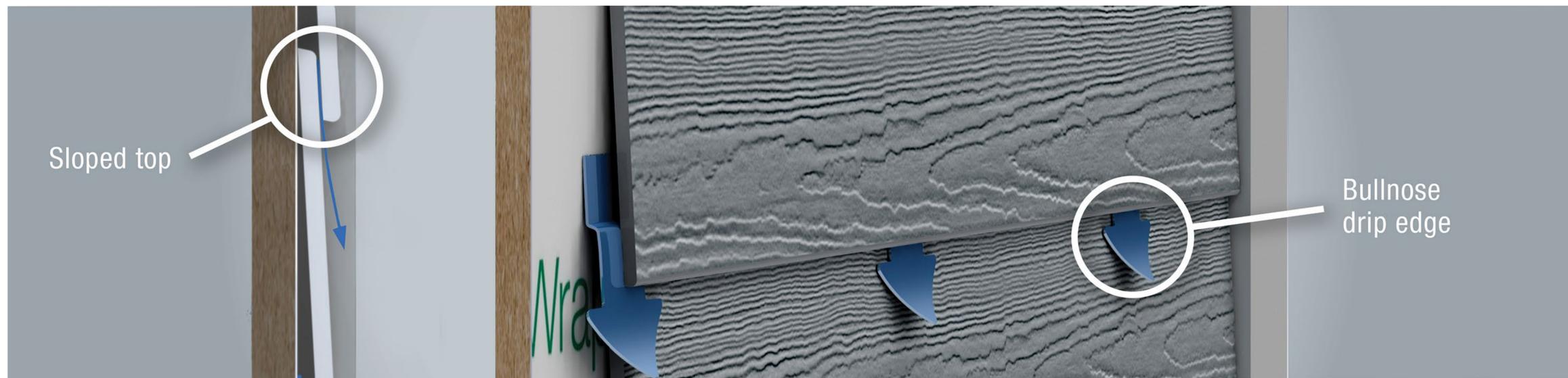


James Hardie siding meets or exceeds wind load requirements in hurricane-prone areas, even with blind-nailing. We provide more blind-nailing alternatives than any other fiber cement brand.

To start a search on James Hardie data visit: http://www.jameshardie.com/developer/designBuildCenter_technicalDocuments.shtml

REFERENCES: 1. ASCE 7-10, Wall Zone 5, 2018 IBC Section 1609, Risk Category II, Exposure Category D at 30 ft. mean roof height. 2. 7/16-inch Wood Structural Panel sheathing attached to frame per code. James Hardie Building Products, HardiePlank lap siding data sourced from: 3. ICC-ES, 2018. "ESR-2290." 1-28. Accessed December 19, 2018. <https://icc-es.org/report-listing/esr-2290/>. 4. Texas Department of Insurance, 2018. "EC-23." 1-16. Accessed December 19, 2018. <http://www.tdi.texas.gov/wind/prod/fibercementec.html>. 5. Florida Department of Business and Professional Regulation, 2017. "FL13192." 1-57. Accessed December 19, 2018. http://www.floridabuilding.org/pr/pr_app_srch.aspx. Fiber Cement Manufacturer 1 data sourced from: 6. ICC-ES, 2018. "ESR-1668." 1-12. Accessed December 19, 2018. <https://icc-es.org/report-listing/esr-1668/>. 7. Florida Department of Business and Professional Regulation, 2017. "FL20742." 1-9. December 19, 2018. http://www.floridabuilding.org/pr/pr_app_srch.aspx. 8. Texas Department of Insurance, 2016. "EC-16." 1-9. Accessed December 19, 2018. <http://www.tdi.texas.gov/wind/prod/fibercementec.html>. Fiber Cement Manufacturer 2 data sourced from: 9. ICC-ES, 2018. "ESR-1381." 1-8. Accessed December 19, 2018. <https://icc-es.org/report-listing/esr-1381/>. Fiber Cement Manufacturer 3 data sourced from: 10. Intertek CCRP, 2018. "CCRR-0258." 1-24. Accessed December 19, 2018. <http://www.intertek.com/building/ccrr/>. 11. Texas Department of Insurance, 2014. "EC-59." 1-4. Accessed December 19, 2018. <http://www.tdi.texas.gov/wind/prod/fibercementec.html>. 12. Florida Department of Business and Professional Regulation, 2017. "FL12098." 1-24. Accessed December 19, 2018. http://www.floridabuilding.org/pr/pr_app_srch.aspx

THE ADVANCED HZ5[®] LAP SIDING DESIGN IMPROVES DRAINAGE FROM TOP TO BOTTOM



- Positive slope at top drains moisture to outer face of siding
- Drip edge at bottom allows moisture to drain away from lap

THE RESULT IS THE MOST DURABLE JAMES HARDIE® SIDING EVER MADE





ColorPlus® Technology

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ENDURING BEAUTY BEGINS WITH THE STRONGEST FINISH



Advanced technology provides the ultimate in aesthetics and performance. Our proprietary finish is baked onto the boards, creating a consistent finish for years of lasting beauty, adhesion and fade resistance.

COLORPLUS® TECHNOLOGY PROCESS

Gives homes a beautiful, consistent coating that performs better, lasts longer and looks brighter



PRE-HEATING

This process heats and pre-conditions boards for a stronger bond with coating.

FINISH APPLICATION

Our finish is applied to the surface, edges and features of our siding and trim products.

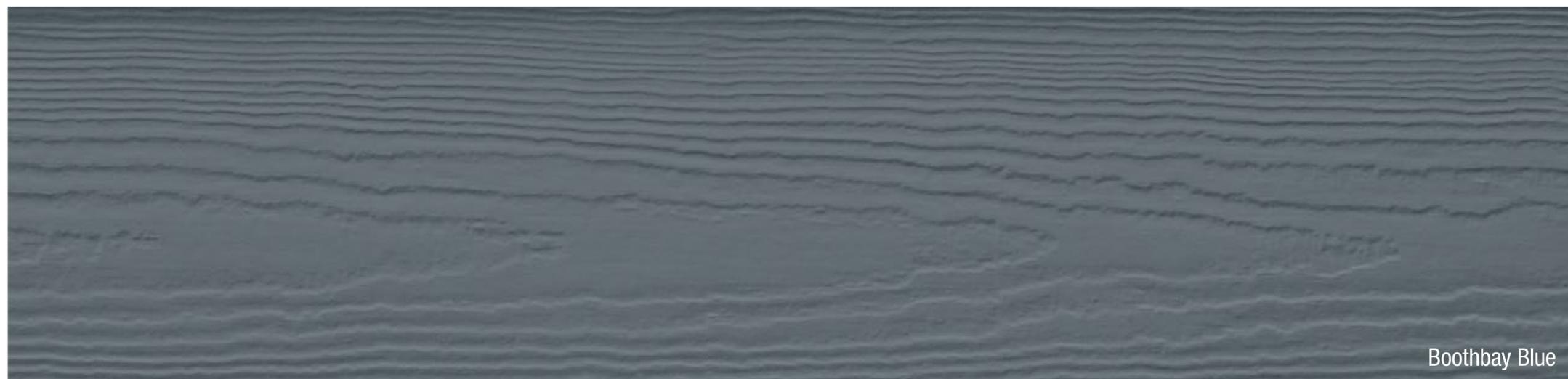
BAKED-ON BOND

A final heating process bakes-on the finish for maximum performance.

LASTING COLOR

James Hardie's ColorPlus® Technology resists fading and looks better longer.

FOR A FINISH THAT'S CONSISTENT, VIBRANT AND DURABLE

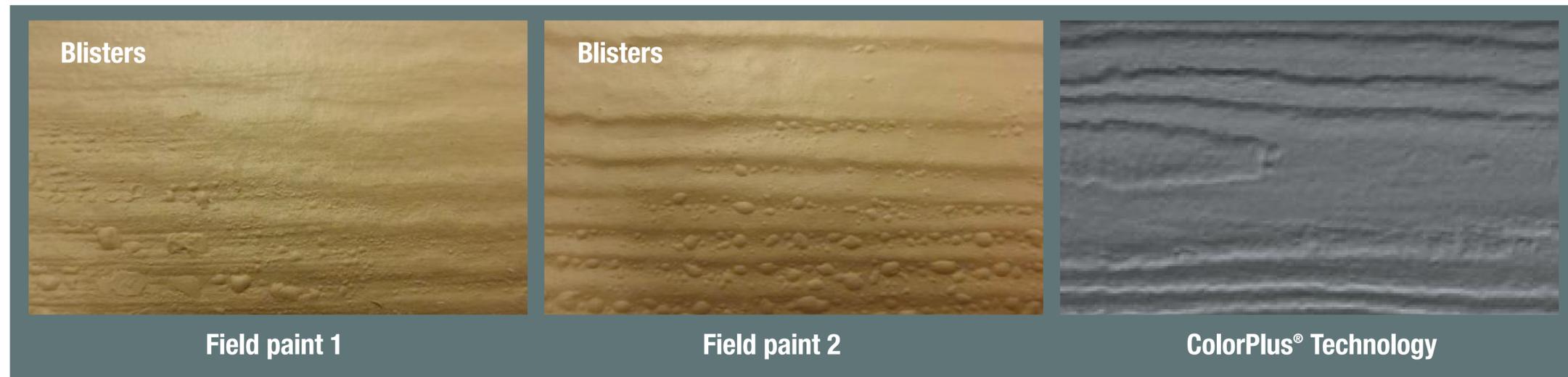


Boothbay Blue

Factory-controlled application delivers exceptional color retention and fade resistance – ColorPlus® finish is baked on before siding arrives at the job site

- Superior color-matching capability – 2x better than the trained human eye can detect
- Repeatable properties and performance
- Consistent application thickness
- Resistance to cracking, peeling and chipping
- Industry-leading fade resistance in high UV conditions
- Year-round installation – reduces costly weather delays

TAKE WEATHER OUT OF THE EQUATION

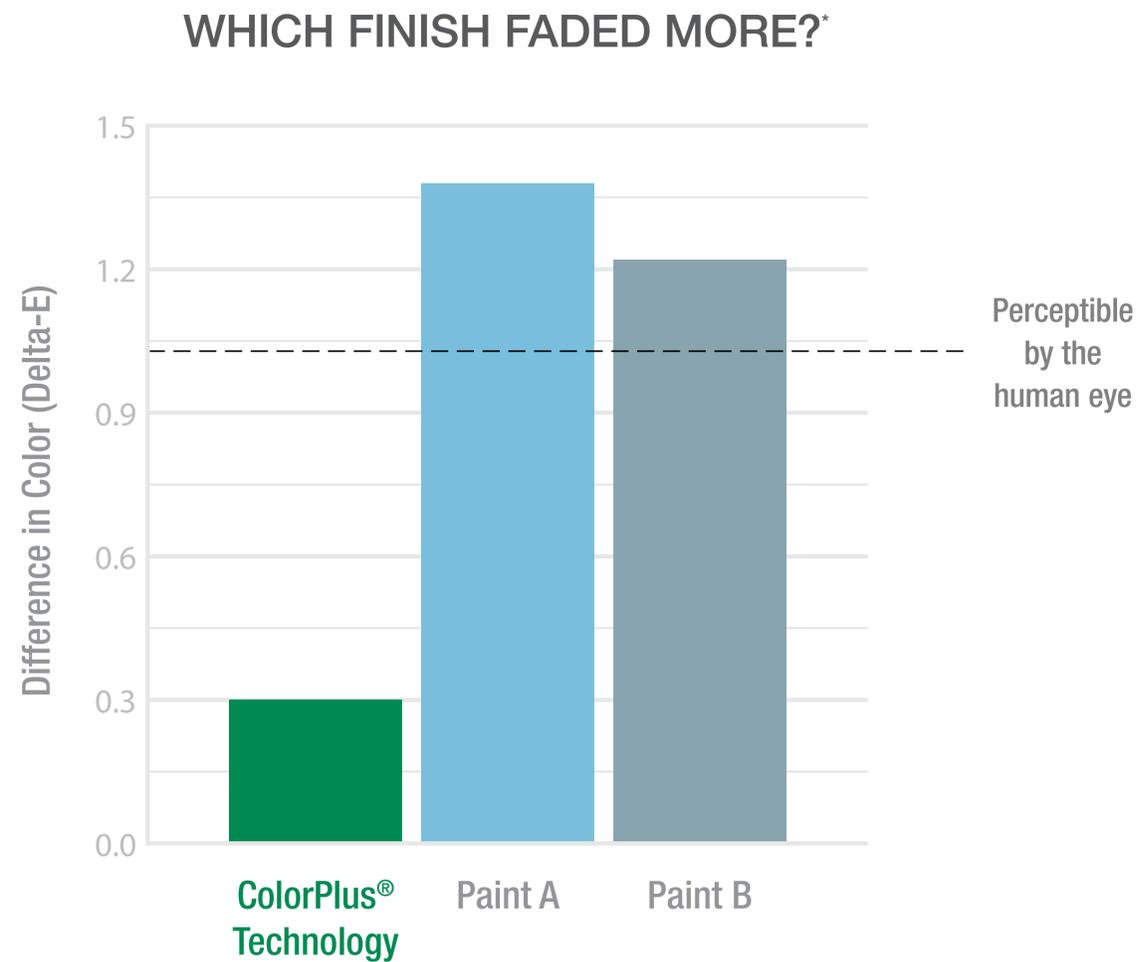


Effects of painting wet siding after 7 days drying*

- ColorPlus finish is fully cured (baked on) – ready to take on any weather conditions

*Siding was wet with simulated rain for 12 hours, then painted and allowed to dry for 7 days under ambient conditions.

SUPERIOR COLOR PERFORMANCE

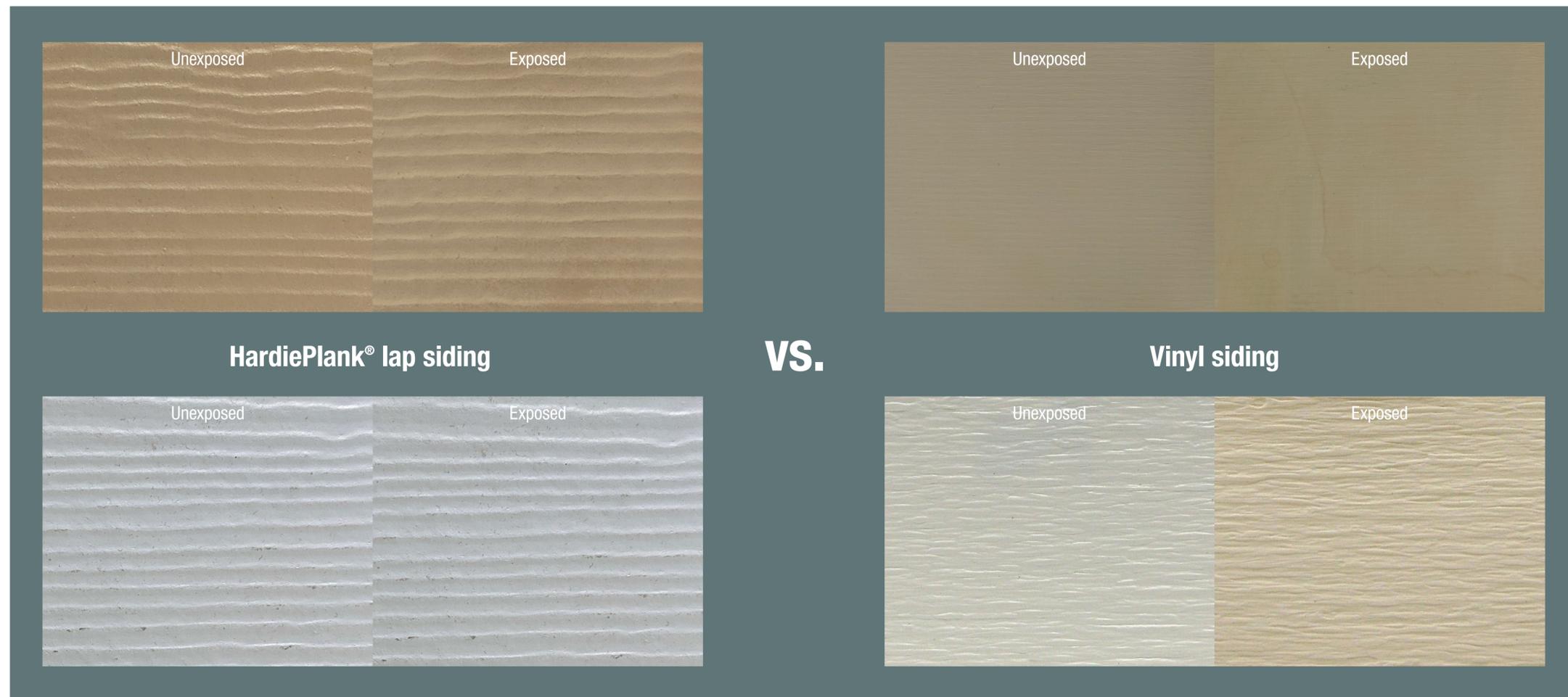


“Delta-E” is the standard measure for the difference in color. The higher the Delta-E, the greater the color change.

**All samples exposed to 5000 hours accelerated QUV-B weathering per ASTM G154-12a, which approximates 5 years exposure in Florida sun. Paint A and B are premium exterior grade latex paint applied per manufacturer’s instructions.

COLOR

DISCOLORATION TEST 2,000 HOURS OF UV LIGHT EXPOSURE*



ColorPlus® Technology finishes are baked onto the boards, creating consistent color that performs better and looks brighter on homes.

Color stability varies with product quality, which can affect susceptibility to color change.

*Within a controlled lab environment, samples were exposed to QUV testing for 2000 hours under ASTM G154-12a, simulating 2 years of natural exposure.

INTRODUCING THE STATEMENT COLLECTION™

SELECT COLORS, PROFILES AND TEXTURES

A new level of accessibility,
efficiency and value, all
packaged for your convenience.



Make the homes you craft stand out with the help of the James Hardie® Statement Collection™ products.

- Focused mix of your market's most popular James Hardie ColorPlus® siding and trim styles, textures and colors
- Selection is now locally stocked and readily available
- Easier than ever to meet almost any customer need with a beautiful, long-lasting exterior
- Uncompromising quality helps set your business apart



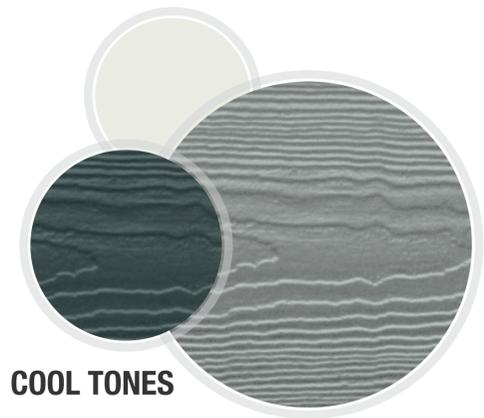
THE NEW JAMES HARDIE DREAM COLLECTION™

Looking to further express your sense of style?
Look to our Dream Collection™ products, featuring a color
palette of **over 700 ColorPlus® Technology finishes**

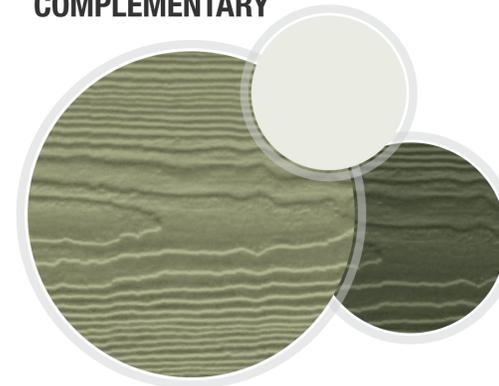
WARM TONES



COOL TONES



COMPLEMENTARY



SUBTLE BLENDS





PRODUCT PORTFOLIO

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HardieZone[®]
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ColorPlus[®]
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Aspyre Collection
by James Hardie[™]

Unrivaled
Support

High Performance
Trim

Competitive
Positioning

EVERYTHING YOU NEED FOR INSTANT CURB APPEAL AND UNIQUE STYLE



James Hardie® siding and trim give you authentic wood textures, limitless design choices and impressive strength.

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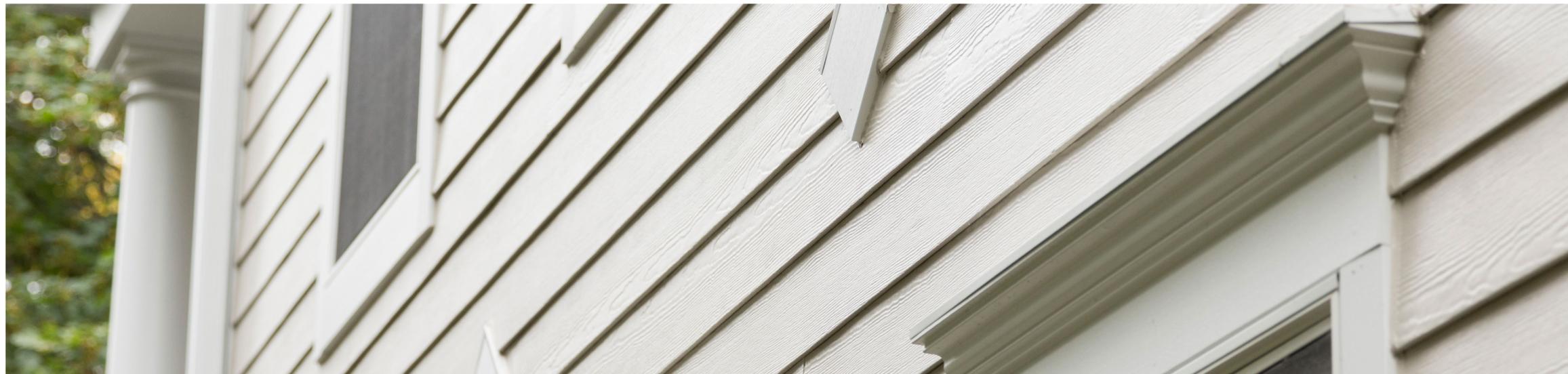
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DIVERSITY MEETS DISTINCTION IN ALL COLORS, TEXTURES AND WIDTHS



HardiePlank® Lap Siding

- Sleek, strong and versatile, it's the most popular brand of siding in North America

DIVERSITY MEETS DISTINCTION IN ALL COLORS, TEXTURES AND WIDTHS



HardiePlank® Lap Siding Smooth

DIVERSITY MEETS DISTINCTION IN ALL COLORS, TEXTURES AND WIDTHS



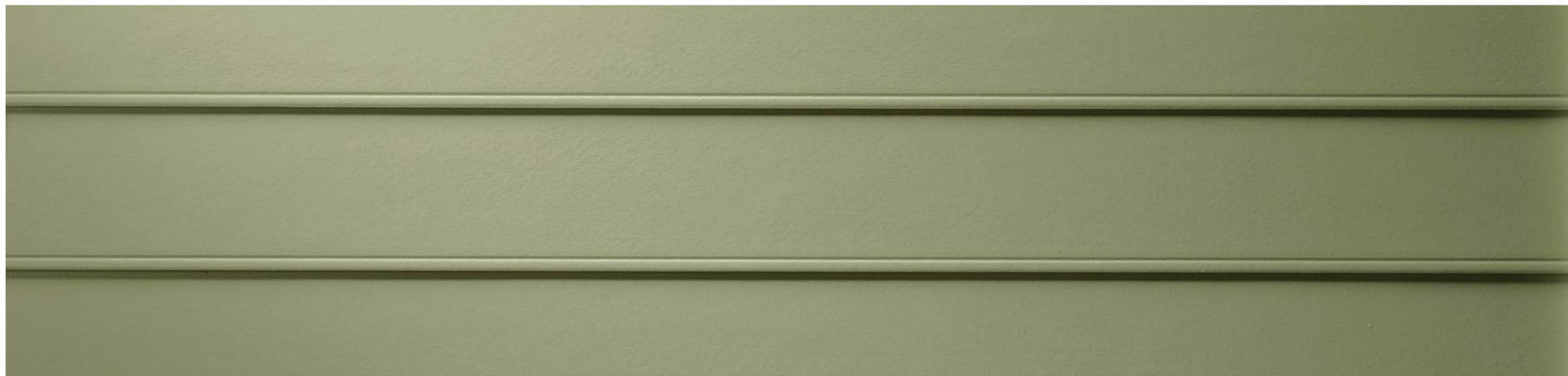
HardiePlank® Lap Siding Select Cedarmill®

DIVERSITY MEETS DISTINCTION IN ALL COLORS, TEXTURES AND WIDTHS



HardiePlank® Lap Siding Beaded Select Cedarmill®

DIVERSITY MEETS DISTINCTION IN ALL COLORS, TEXTURES AND WIDTHS



HardiePlank® Lap Siding Beaded Smooth

IN THE TRADITION OF CLASSIC AMERICAN DESIGN



HardiePanel® Vertical Siding
Shown with HardieTrim® battens

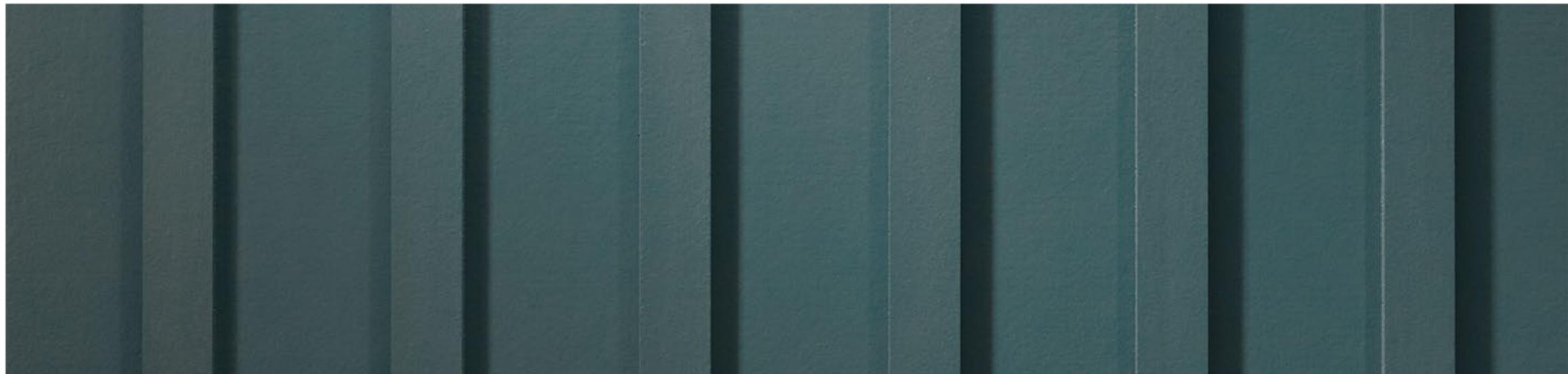
- Often used to capture rustic board-and-batten features, its crisp, clean lines add style to strong, contemporary designs

IN THE TRADITION OF CLASSIC AMERICAN DESIGN



HardiePanel® Vertical Siding Select Cedarmill®
Shown with HardieTrim® battens

IN THE TRADITION OF CLASSIC AMERICAN DESIGN



HardiePanel® Vertical Siding Smooth
Shown with HardieTrim® battens

IN THE TRADITION OF CLASSIC AMERICAN DESIGN



HardiePanel® Vertical Siding Stucco
Shown with HardieTrim® battens

ACHIEVE THE HANDCRAFTED LOOK OF CEDAR



HardieShingle® Siding

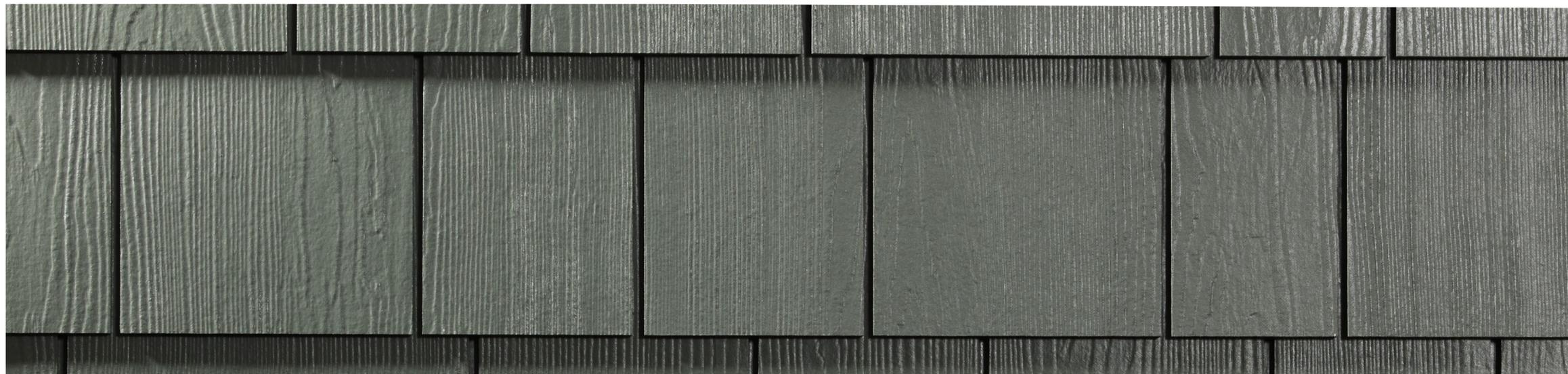
- Warm cedar appearance with authentic keyways suggests traditional style without the upkeep of wood shingles.

ACHIEVE THE HANDCRAFTED LOOK OF CEDAR



HardieShingle® Siding Staggered Edge Panel

ACHIEVE THE HANDCRAFTED LOOK OF CEDAR



HardieShingle® Siding Straight Edge Panel

ACHIEVE THE HANDCRAFTED LOOK OF CEDAR



HardieShingle® Siding Individual Shingles

PULL YOUR HOME DESIGN TOGETHER IN CLEAN, AUTHENTIC STYLE



HardieTrim® Boards

- Complements the strength of James Hardie siding by adding punctuation to your design statement.

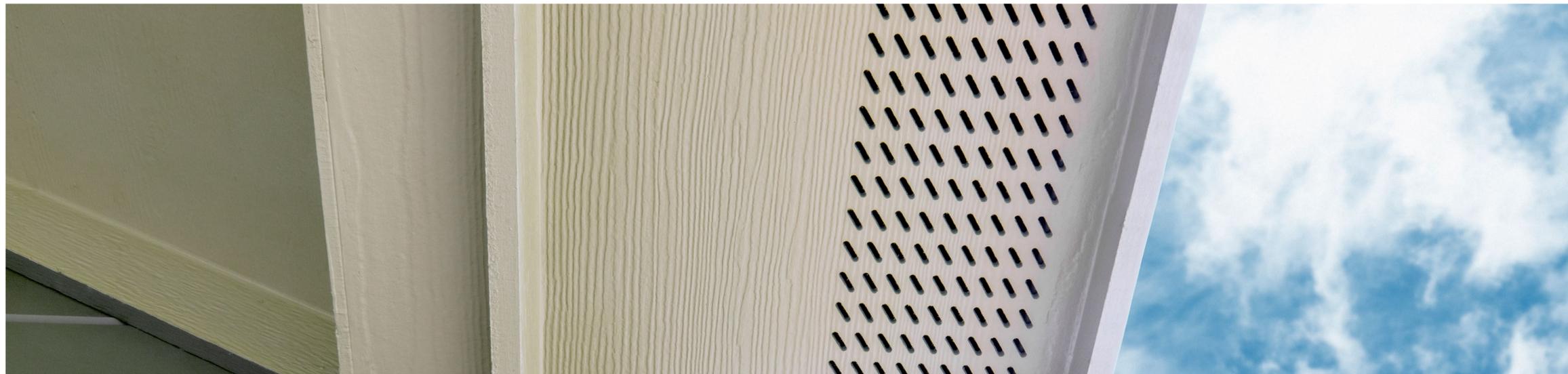
FOR COMPLETE CONFIDENCE, EVERY DETAIL MATTERS



HardieSoffit® Panels

- Protects the vulnerable gap between eaves and exterior walls to protect homes from moisture, pests and more.

FOR COMPLETE CONFIDENCE, EVERY DETAIL MATTERS



HardieSoffit® VentedPlus™ Panels

- Protects the vulnerable gap between eaves and exterior walls to protect homes from moisture, pests and more.



ASPYRE

COLLECTION
by **JamesHardie**™

artisan + REVEAL
Siding | Trim™ Panel System™



Distinctive design that's engineered to last

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Artisan® V-Groove Siding

PERFORMANCE

THROUGH INNOVATION

The Aspyre Collection by James Hardie™ features the uncompromising performance you've come to expect from James Hardie.

JAMES HARDIE® FIBER CEMENT
IS TOUGHER THAN THE ELEMENTS

Artisan® and Reveal® profiles are uniquely Engineered for Climate® – specifically designed to resist the effects of your local weather conditions.



Stands up to storms
and harsh weather



Water resistant to help
protect against swelling
and cracking



Won't be eaten by
animals or insects



Fire resistant

artisan

Siding | Trim™



Artisan® V-Groove Siding

RETHINK THE CLASSICS

Thick Artisan® siding

casts gorgeous shadow lines, recreating milled cedar profiles with lower maintenance.

Tongue and Groove System

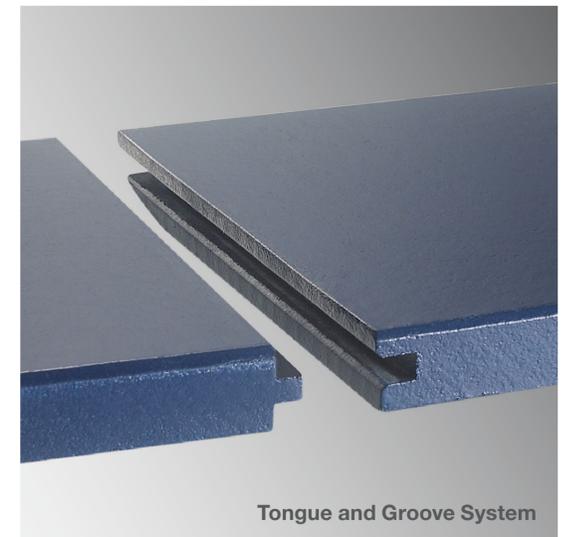
helps enable faster, cleaner installation. Orient vertically, horizontally or use as soffit.

Mitered corners

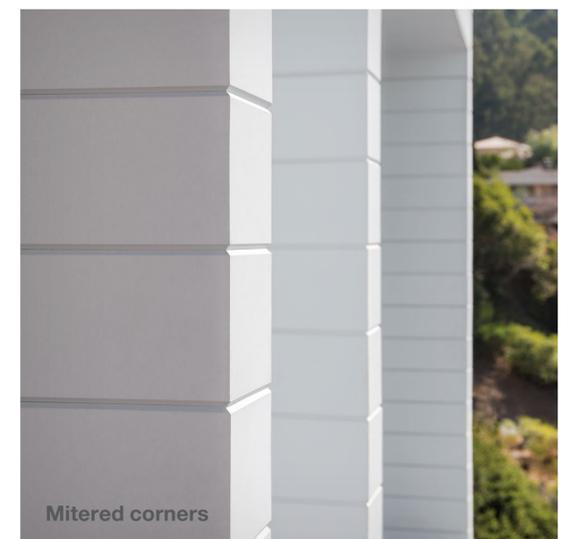
add sophistication to your design and can be crafted on-site with any Artisan® profile.



Tongue and Groove System



Tongue and Groove System



Mitered corners



FLAT WALL

PATTERNS



ARTISAN[®] V-GROOVE SIDING

- Deep v-shaped channels
- Great for vertical, horizontal and soffit applications

WIDTH 8.25 in. (7.0 in. Exposure)	TEXTURE Smooth	FINISH Primed	PROFILE WIDTH 0.5 in.	PROFILE DEPTH 0.263 in.
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ARTISAN[®] BEVEL CHANNEL SIDING

- Chiseled lines emphasize its deep channels
- Adds an upscale accent to every home

WIDTH 10.25 in. (9.0 in. Exposure)	TEXTURE Smooth	FINISH Primed	PROFILE WIDTH 1.68 in.	PROFILE DEPTH 0.263 in.
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FLAT WALL

PATTERNS



Artisan[®] Shiplap Siding



ARTISAN[®] SHIPLAP SIDING

- Brings charm to any home
- Design flexibility from modern to rustic

WIDTH 10.25 in. (9.0 in. Exposure)	TEXTURE Smooth	FINISH Primed	PROFILE WIDTH 0.15 in.	PROFILE DEPTH 0.263 in.
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ARTISAN[®] SQUARE CHANNEL SIDING

- Defined right-angle cuts
- Uniquely wide channel exposure

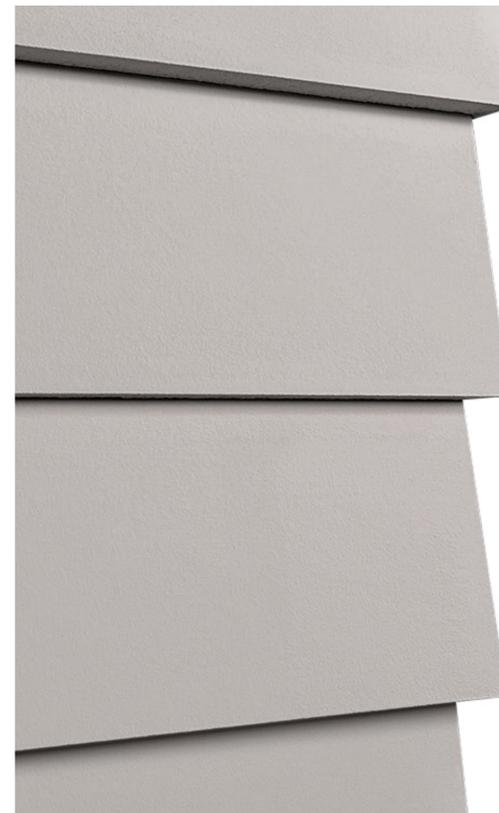
WIDTH 10.25 in. (9.0 in. Exposure)	TEXTURE Smooth	FINISH Primed	PROFILE WIDTH 1.0 in.	PROFILE DEPTH 0.263 in.
------------------------------------------	-------------------	------------------	-----------------------------	-------------------------------



LAP SIDING



Artisan® Lap Siding



ARTISAN® LAP SIDING

- Casts deep shadow lines
- Luxury look with long-lasting performance

<p>WIDTH</p> <p>5.25 in. (4.0 in. Exposure)</p> <p>7.25 in. (6.0 in. Exposure)</p> <p>8.25 in. (7.0 in. Exposure)</p>	<p>TEXTURE</p> <p>Smooth and Woodgrain</p>	<p>FINISH</p> <p>Primed</p>
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ARTISAN® BEADED LAP SIDING

- Tailored touch replicates traditional coastal style
- Creates a strong horizontal definition

<p>WIDTH</p> <p>8.25 in. (7.0 in. Exposure)</p>	<p>TEXTURE</p> <p>Smooth</p>	<p>FINISH</p> <p>Primed</p>
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ARTISAN® TRIM

- Perfect partner for Artisan profiles
- Thick boards for distinctly deep shadow lines

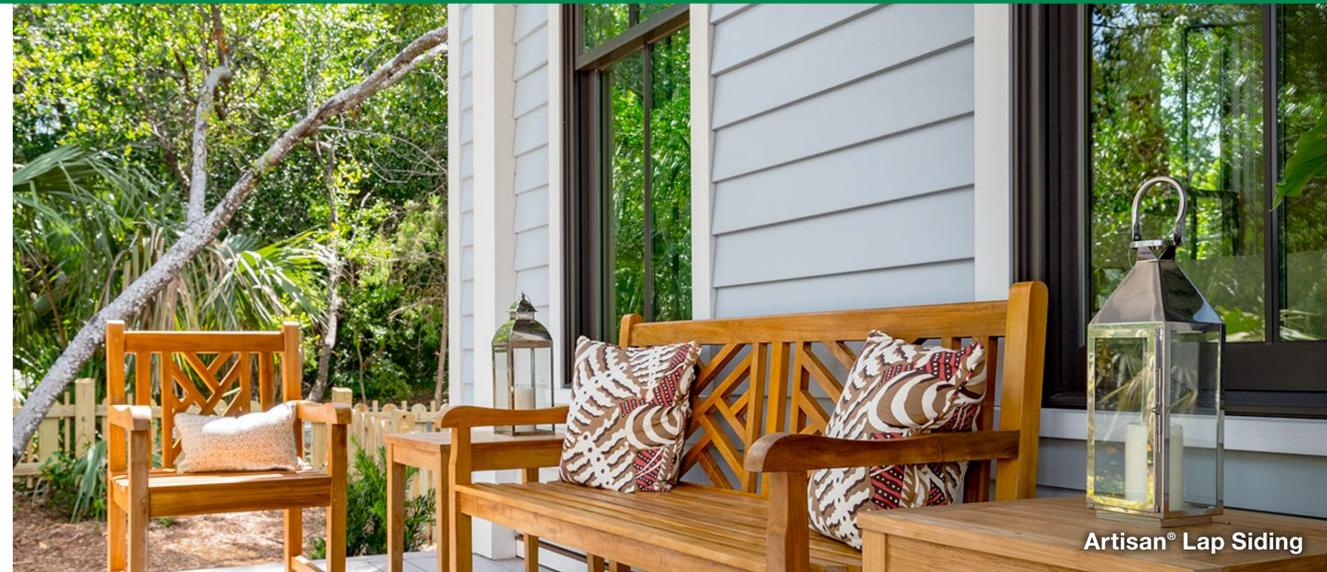
WIDTH
3.25 in.
and 5.5 in.

THICKNESS
1.5 in.

WEIGHT
4.55 lbs./sq. ft.

LENGTH
144.0 in.

FINISH
Primed



Artisan® Lap Siding

SOPHISTICATED STYLING

FLAT WALL PATTERNS



Artisan® V-Groove



Artisan® Bevel Channel



Artisan® Shiplap



Artisan® Square Channel

LAP SIDING



Artisan® Lap



Artisan® Beaded Lap



Artisan® Trim and Artisan® V-Groove Siding

REVEAL

Panel System™



SHAPE

WHAT'S NEXT

The Reveal® Panel System expands modern design options with smooth, thick panels plus multiple trim and fastener products.



Reveal® Panel and Reveal® Recess Trim

REVEAL® RECESS TRIM

- Provides clean, sharp shadow lines for a simple aesthetic
- Gives a sense of lightness to modern architecture



Reveal® Recess Trim
Available primed



Reveal™ Countersunk Fasteners
Compatible with primed panels

REVEAL® SURROUND TRIM

- Boldly frames the smooth, flat Reveal Panel
- Accentuates the modern industrial look



Reveal® Surround Trim
Available primed, in ColorPlus® Technology finishes or with clear anodized finish



Reveal™ Exposed Fasteners
Stainless steel
Available in ColorPlus Technology finishes

CREATIVITY

IS IN THE DETAILS



Reveal® Panel and
Reveal® Recess Trim

CUSTOMIZABLE SYSTEM

allows you to mix and match compatible components.



Reveal® Recess Trim



Reveal® Surround Trim



Reveal® Surround Trim



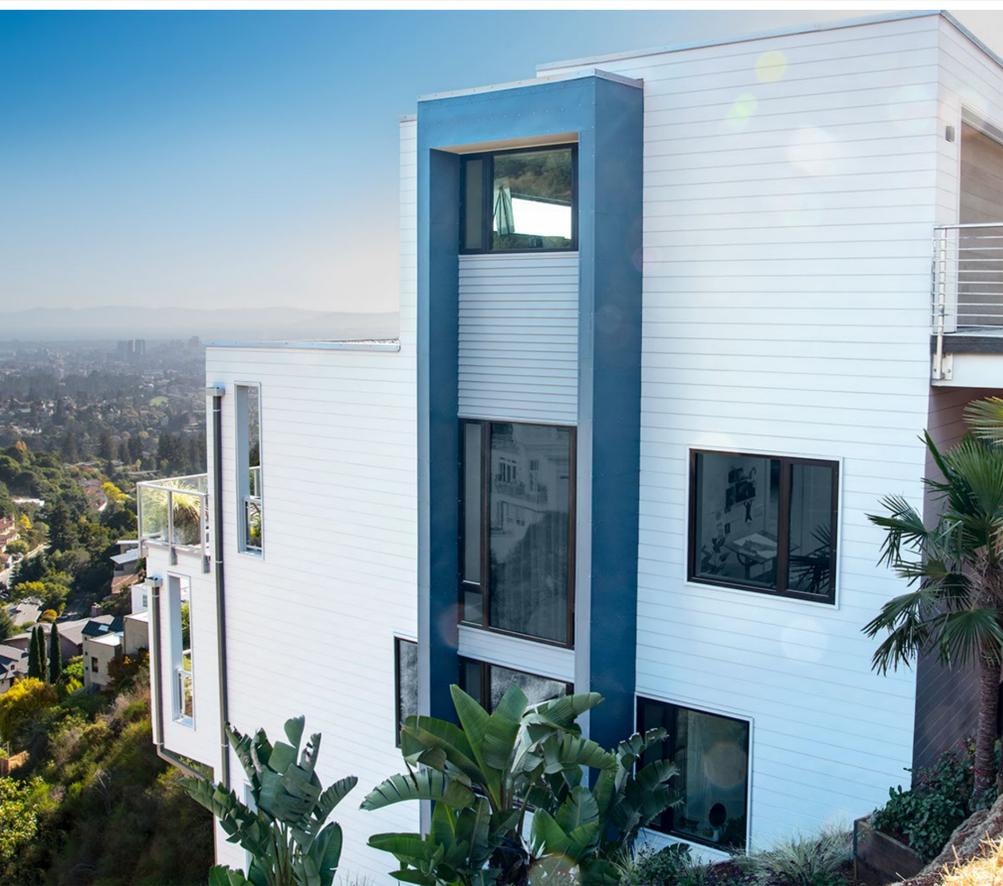
Reveal™ Exposed Fasteners



Reveal™ Countersunk Fasteners



Reveal® Panel and
Reveal® Recess Trim



Introduction

HardieZone®
System

ColorPlus®
Technology

Product
Portfolio

Aspyre Collection
by James Hardie™

Unrivaled
Support

High Performance
Trim

Competitive
Positioning



UNRIVALED SUPPORT

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OVER 130 YEARS OF BUILDING INNOVATION KEEPS JAMES HARDIE OUT IN FRONT



High-performance products, a vast supply chain and unmatched field support have made James Hardie America's #1 brand of siding. We continue to create new resources and programs to help you grow your business using our products.

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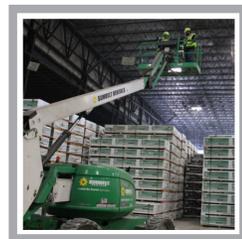
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WE'RE COMMITTED TO LEAD THE INDUSTRY WITH INTEGRITY



Scale



Research &
Development



Supply Chain



Field Support



Programs

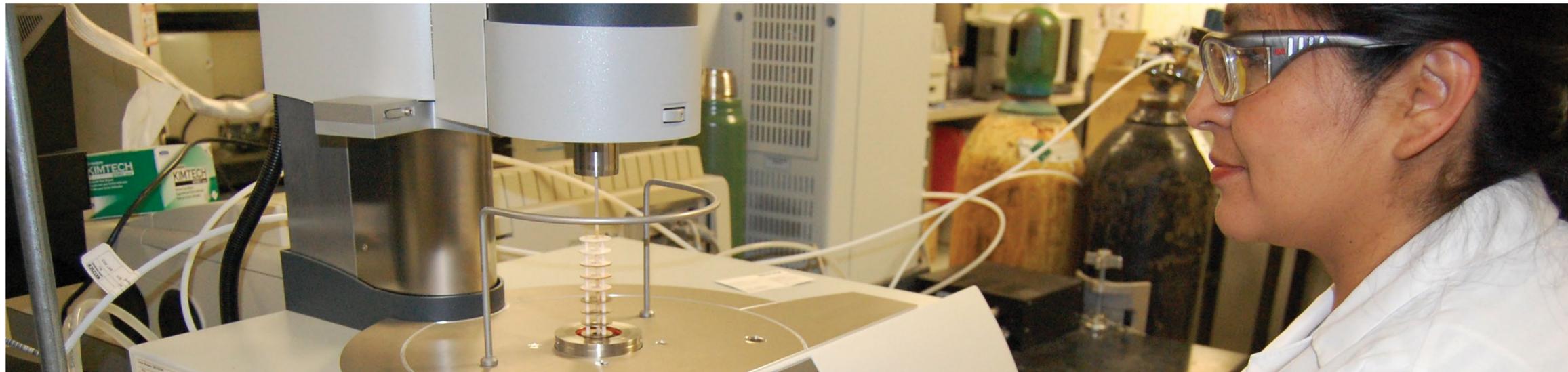
**How James Hardie
works for you**

SCALE



- Largest manufacturer of fiber cement in North America
- Over 5x more capacity than our largest competitor
- James Hardie invests over \$20 million annually in research and development, and continues to invest in product advancements

RESEARCH & DEVELOPMENT



- More than 100 processes and product quality checks

- The only the state-of-the-art facility dedicated solely to fiber cement research

- Test products by simulating real-world conditions to study long-term performance

SUPPLY CHAIN



- 9 plants across the U.S. for deep inventory and expedited service

- Partnerships with leading distributors and dealers

- Easy access via Vendor Managed Inventory (VMI) and reloads

FIELD SUPPORT



- Largest national sales force for any siding manufacturer that provides sales support and training opportunities
- Industry's widest network of installation specialists on call to share knowledge and support
- "First Board First Nail" installer program
- Industry's most comprehensive *Best Practices Installation Guide*

PROGRAMS – DIFFERENTIATE YOUR BUSINESS BY ALIGNING WITH THE INDUSTRY LEADER



JAMES HARDIE CONTRACTOR ALLIANCE™ PROGRAM, MORE OF EVERYTHING YOU WANT



- Build your business with exclusive marketing tools and 1-on-1 sales consultations
- Sharpen your skills with advanced training on everything from in-home sales to installation
- Gain a competitive edge with priority access to industry-best products and programs

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SIDEMASTER INSTALLER PROGRAM



SIDEMASTER workshop – Conducted by James Hardie installation experts, participants receive hands-on exercises and visual demonstrations help install crews solve daily challenges.

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NATIONAL CONSUMER ADVERTISING ENHANCES YOUR IMAGE



Where consumers will see the James Hardie story.

NATIONAL CONSUMER ADVERTISING BUILDS YOUR STRENGTH



Print Ad



Commercial



Brochure



Digital Banner Ad

What homeowners across the nation will see.



HIGH-PERFORMANCE TRIM

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PROMOTING HIGH-PERFORMANCE TRIM CAN BOOST HOMEOWNER SATISFACTION



Homeowners expect the same durability from trim as their James Hardie® siding. Substituting with wood and engineered wood only leads to disappointment. To help protect your reputation:

- Make homeowners aware that **James Hardie offers a trim package**
- Educate them on the **benefits of fiber cement trim** over wood and engineered wood trim

A JAMES HARDIE COMPLETE EXTERIOR™ STANDS UP TO THE HARSHTEST CONDITIONS



- Combine **North America's #1 brand of siding** with the only trim that has the overall performance to stand beside it – HardieTrim® boards.

- Only James Hardie siding is Engineered for Climate®.

PROTECT THE ENTIRE EXTERIOR WITH PROVEN, LONGER LASTING MATERIAL



- **Extend the maintenance cycle** by using James Hardie[®] siding and trim.

- **Substrate stability** reduces shrinking and swelling, resulting in superior overall finish performance as compared to wood and engineered wood siding and trim.

THE ENTIRE JAMES HARDIE PRODUCT LINE IS DESIGNED TO WORK TOGETHER



Capture a specific traditional design or combine our products to **showcase your individual style.**

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MAKE A BOLD STATEMENT WITH THE PERFORMANCE TO BACK IT UP



James Hardie® fiber cement siding and trim provide protection from the elements and ensure peace of mind with **exceptional warranties**.

WOOD-BASED TRIM: IT'S AN EASY TARGET



- Weather ravages it. Water warps it. Pests can damage it. Before long, wood-based trim can need sanding and painting.
- And that's when another predator takes aim – homeowners with better things to do than repairing their trim boards.

WOOD-BASED TRIM HAS MANY NATURAL PREDATORS



Wood trim boards – Can shrink and swell when hit with fluctuating temperature and humidity, which may cause paint to crack and peel over time.

VS

HardieTrim® boards – Exceptional dimensional stability in the face of changes in humidity and temperature results in better paint performance.



Wood and engineered wood trim boards – Susceptible to water absorption which can lead to expansion, buckling or edge checking.

VS

HardieTrim® boards – Our unique formulation resists damage from water absorption, such as buckling, expansion and edge-checking.



Wood and engineered wood trim boards – Wood and engineered wood trim can be subject to damage caused by insects, woodpeckers and other pests.

VS

HardieTrim® boards – Our fiber cement holds no appeal for woodpeckers, insects and other pests.

THINGS CAN GET REALLY UGLY REAL FAST

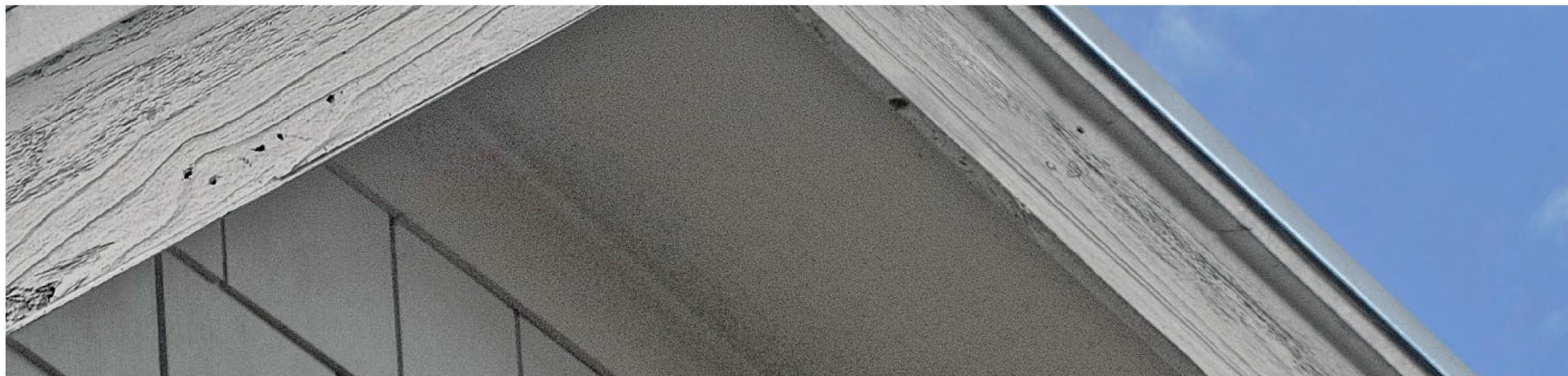


- As natural enemies gang up on wood trim, time compounds the problem.

- James Hardie[®] fiber cement trim outperforms wood trim. Spend less time maintaining your home and more time enjoying it.

Illustrations simulate weathering and termite damage effects on painted wood trim and HardieTrim[®] boards resulting from hypothetical exposure to ice, cyclic wetting and drying, and termite attacks over time. The actual appearance of your trim may be different than these illustrations and will depend on many factors, including but not limited to: the frequency of maintenance and repainting, the type of paint used, the type and quality of wood trim, use of insect treatments, the condition of the trim when it was installed and painted, and actual weather, UV or climate exposure.

WOOD TRIM BOARDS ARE NO MATCH FOR FIBER CEMENT



Over time, the wood trim's finish on this home has cracked and peeled while James Hardie® fiber cement siding shows no signs of aging.

CHOOSE JAMES HARDIE® TRIM FOR GOOD LOOKS THAT LAST



HardieTrim® boards have the strength to stand up to what nature brings. They're uniquely Engineered for Climate® to keep your homes looking beautiful longer.



**MORE THAN HOW YOU START A HOME,
IT'S HOW YOU FINISH IT THAT COUNTS**

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COMPETITIVE POSITIONING

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JAMES HARDIE DELIVERS SUPERIOR SIDING AND TRIM



vs. Vinyl



vs. Wood & Engineered Wood



vs. Generic Fiber Cement

JAMES HARDIE® SIDING VS. VINYL SIDING



Lasting confidence – Deep, wood grain finishes and superior strength provide instant curb appeal and lasting protection. While vinyl siding may cost less, its vulnerability to the elements can accelerate the deterioration of your home’s charm and value.

APPEARANCE

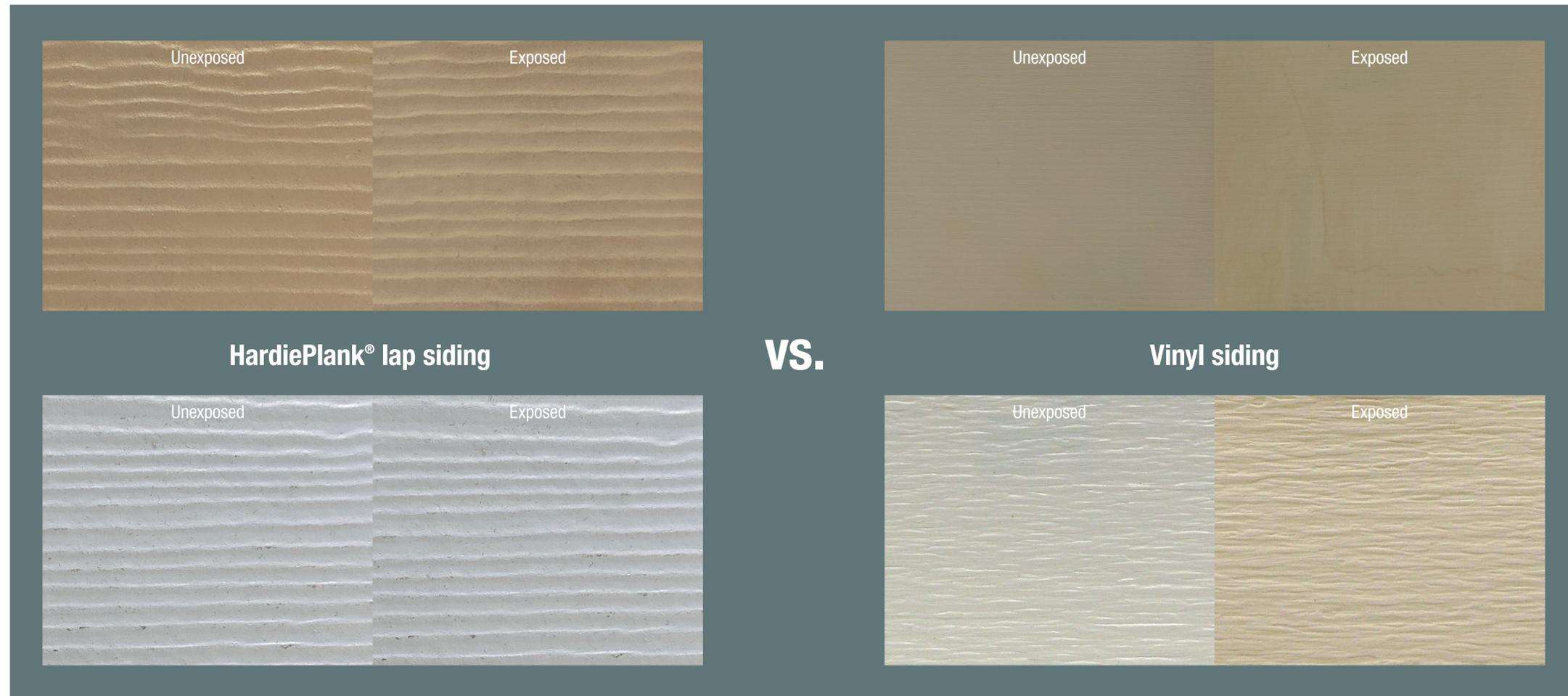


Up to 5x thicker than vinyl siding, James Hardie® siding offers a warm wood grain texture. Seams are less visible.

At 0.05 inches thick, vinyl siding lacks the authentic wood appearance of James Hardie® siding.

COLOR

DISCOLORATION TEST 2,000 HOURS OF UV LIGHT EXPOSURE*



ColorPlus® Technology finishes are baked onto the boards, creating consistent color that performs better and looks brighter on homes.

Color stability varies with product quality, which can affect susceptibility to color change.

*Within a controlled lab environment, samples were exposed to QUV testing for 2000 hours under ASTM G154-12a, simulating 2 years of natural exposure.

WEATHER



HardiePlank® lap siding

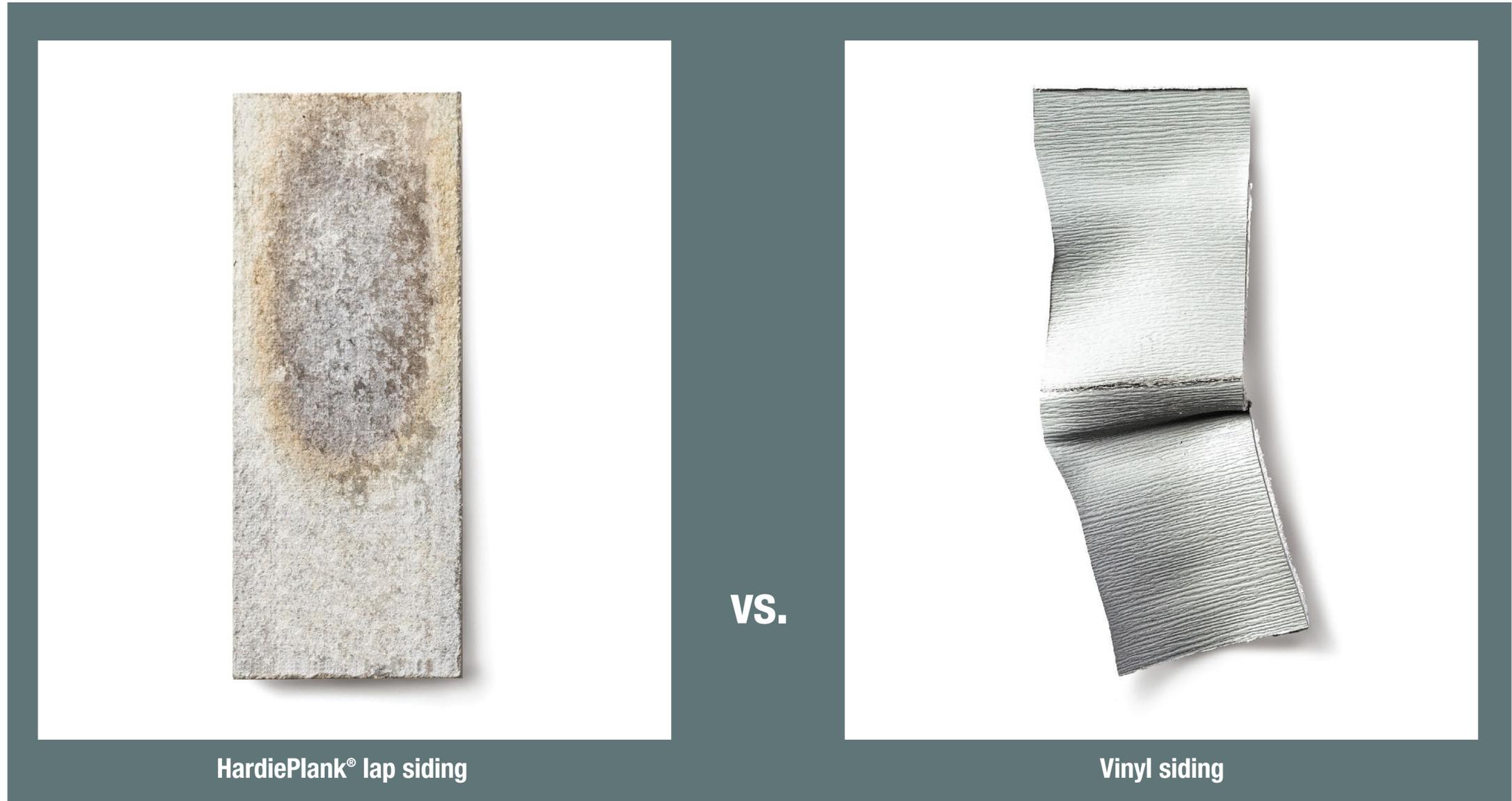
Vinyl siding

Specifically engineered to protect homes from local climate conditions. Resists damage from wind, rain, freezing temperatures and hail.

Can become brittle under freezing conditions. Can also be damaged by hail. May crack, buckle and warp over time.

*Image of vinyl siding illustrates potential damage from hail or other impact.

HEAT



HardiePlank® lap siding

Vinyl siding

Non-combustible and resists damage from extreme heat, providing more durability and protection for your homes.

Vulnerable to melting and irreversible distortion caused by exposure to flame, grills and solar radiation reflected off glass in Low-E windows.

*The images represent HardiePlank® lap siding sample exposed to a blowtorch flame for 90 seconds, and a vinyl siding sample heated to 140°F for 30 seconds.

JAMES HARDIE® SIDING VS. WOOD & ENGINEERED WOOD PRODUCTS



Tougher than the elements – James Hardie® fiber cement products are uniquely engineered to withstand the harshest conditions. Wood products can require upkeep long before our siding and trim begin to show signs of age.

APPEARANCE



Uniquely Engineered for Climate® to resist shrinking and swelling even after years of wet or freezing conditions.

To accommodate product expansion, some manufacturers require a 3/16-inch gap at butt joints – every seam a potential moisture problem if not properly maintained.

MAINTENANCE CYCLE



Extend the maintenance cycle by using James Hardie[®] siding and trim. Substrate stability reduces shrinking and swelling, leading to superior finish adhesion.

Wood siding can shrink and swell over time when exposed to cycles of wet and dry weather, causing paint to crack or peel. More frequent maintenance may be needed to maintain appearance.

WEATHER



HardiePlank® lap siding

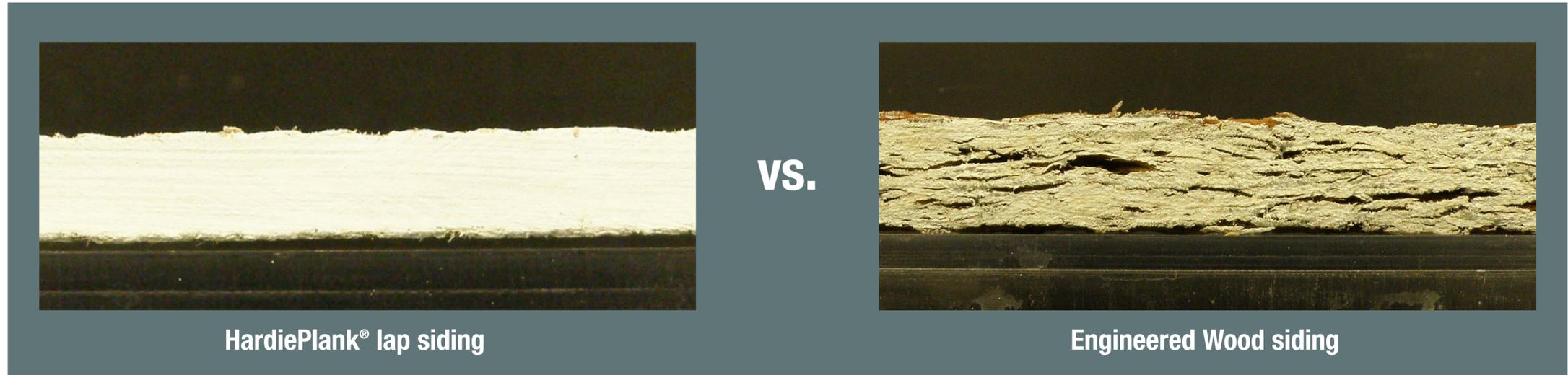
Engineered Wood siding

James Hardie’s in-house ColorPlus® Technology process works with our fiber cement to perform better over time than some 3rd party pre-finished engineered wood siding. Our ColorPlus Technology finish is backed by a 15-year limited finish warranty.

After extended exposure to sunlight, 3rd party pre-finished engineered wood siding can show wear and tear and loss of paint.*

*Representation of accelerated testing under ASTM G90 equivalent to 12 years of solar exposure.

WATER



James Hardie's unique formulations resist the damaging effects of humidity and moisture, providing superior durability and performance.

Some engineered warranties do not cover edge checking, swelling or buckling under 1/4 inch.*

*images represent engineering fiber cement and engineered wood samples after equivalent cycles of wetting, freezing and drying.

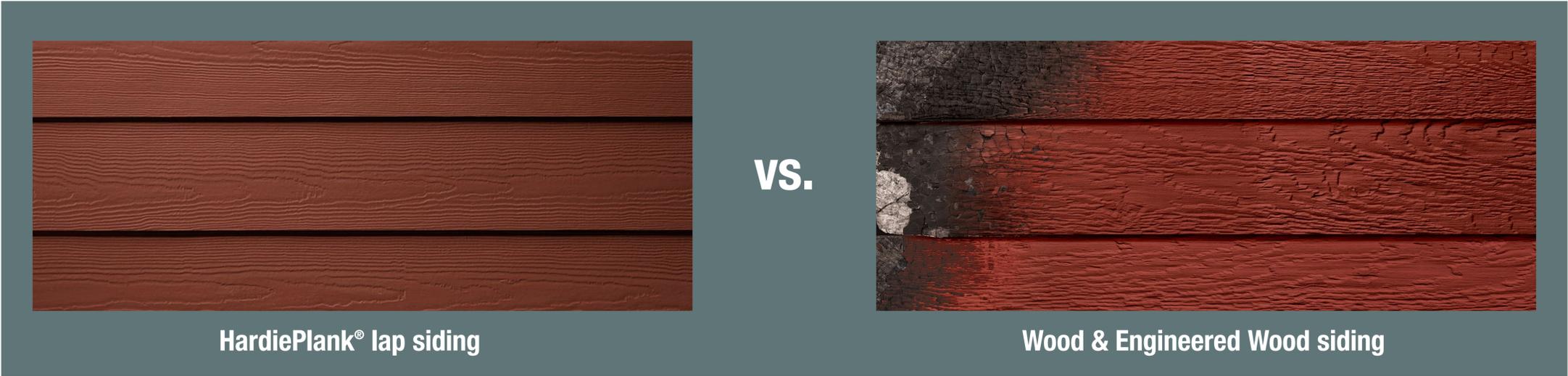
PESTS

	VS.	
HardiePlank[®] lap siding		Engineered Wood siding

James Hardie[®] fiber cement substrate holds no appeal for pests.

Don't be fooled by wood based products; they won't fool woodpeckers, insects and other pests.

FIRE



HardiePlank® lap siding

Wood & Engineered Wood siding

Prepare your homes for the unpredictable with siding that is fire resistant and is recognized by fire departments nationwide.*

All wood-based siding can burn, putting your customer's homes at greater risk for fire damage.

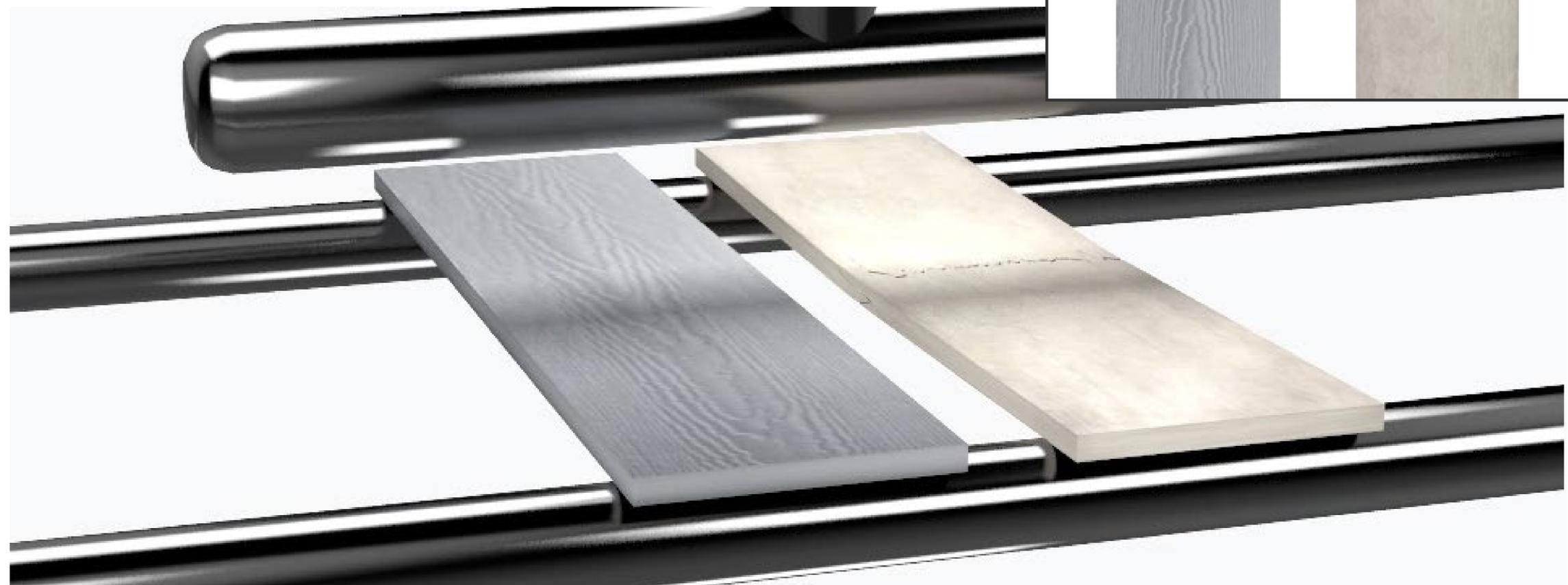
*James Hardie siding complies with ASTM E136 as a noncombustible cladding and is recognized by fire departments across the U.S. including Marietta, GA, Flagstaff, AZ and Orange Country, CA. Fiber cement fire resistance does not extend to applied paints or coatings, which may be damaged or char when exposed to flames.

JAMES HARDIE® SIDING VS. GENERIC FIBER CEMENT SIDING



Unmatched innovation – James Hardie products are five generations ahead of generic fiber cement in performance and aesthetic advancements that contribute to a home’s unique style.

TOUGHER AND UP TO 50% LESS BRITTLE



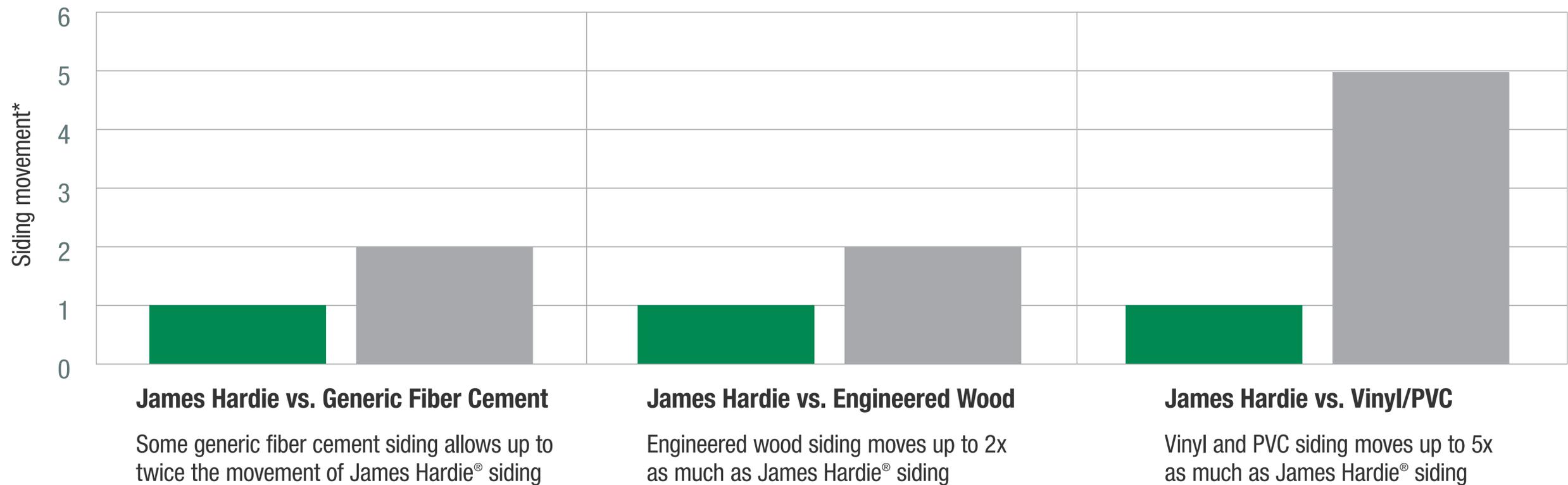
James Hardie[®] siding

Generic Fiber Cement

A less brittle board means:

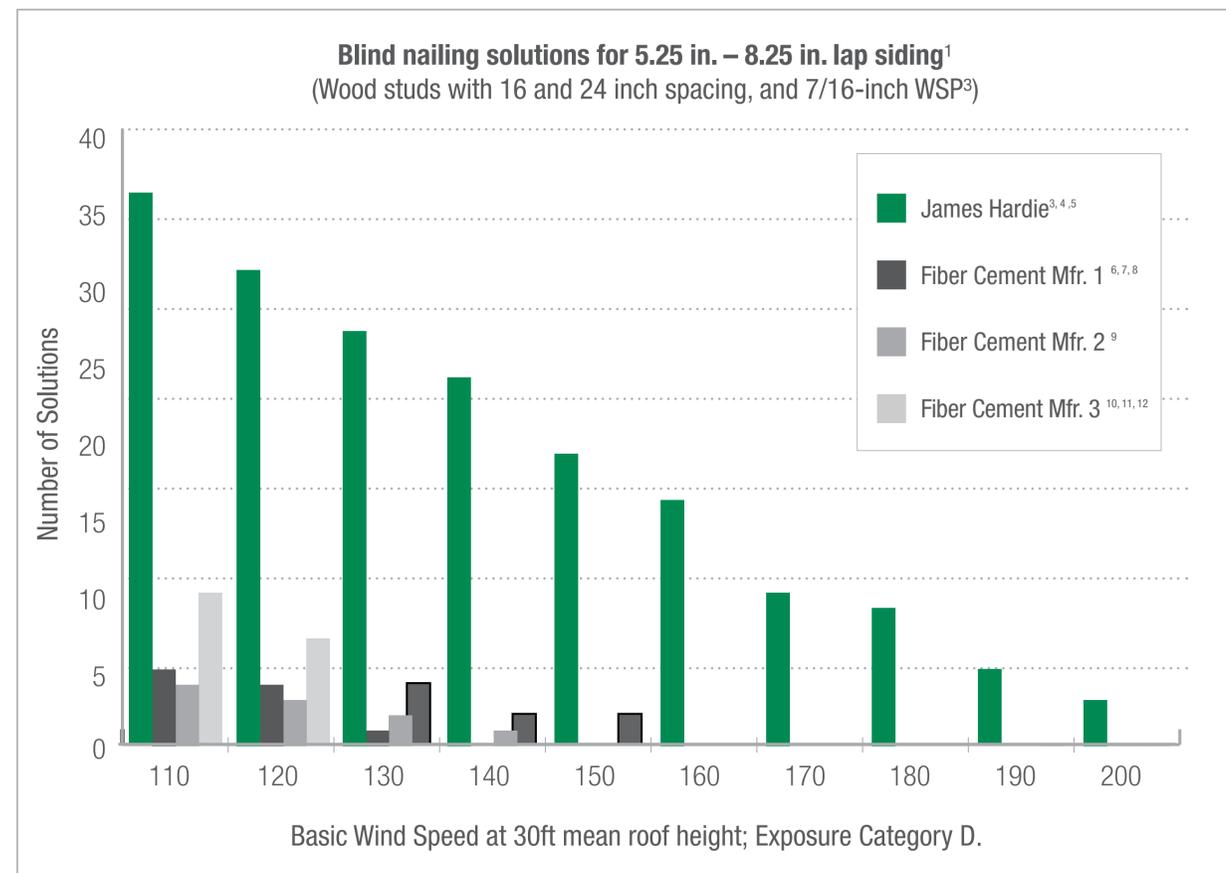
- Better handling and workability
- Less job-site breakage
- Improved wind-uplift performance

SUPERIOR DIMENSIONAL STABILITY



*Temperature, moisture and other environmental factors cause siding to move on a wall. Stable siding resists buckling or warping and its joints are less visible. The amount siding will move is contingent on storage practices, proper installation and a good framing job. Never install wet siding. Always correct framing irregularities before installing siding.

IN WINDS UP TO 200 MPH, JAMES HARDIE® SIDING BLOWS GENERIC FIBER CEMENT SIDING AWAY



James Hardie siding meets or exceeds wind load requirements in hurricane-prone areas, even with blind-nailing. We provide more blind-nailing alternatives than any other fiber cement brand.

To start a search on James Hardie data visit: http://www.jameshardie.com/developer/designBuildCenter_technicalDocuments.shtml

REFERENCES: 1. ASCE 7-10, Wall Zone 5, 2018 IBC Section 1609, Risk Category II, Exposure Category D at 30 ft. mean roof height. 2. 7/16-inch Wood Structural Panel sheathing attached to frame per code. James Hardie Building Products, HardiePlank lap siding data sourced from: 3. ICC-ES, 2018. "ESR-2290." 1-28. Accessed December 19, 2018. <https://icc-es.org/report-listing/esr-2290/>. 4. Texas Department of Insurance, 2018. "EC-23." 1-16. Accessed December 19, 2018. <http://www.tdi.texas.gov/wind/prod/fibercementec.html>. 5. Florida Department of Business and Professional Regulation, 2017. "FL13192." 1-57. Accessed December 19, 2018. http://www.floridabuilding.org/pr/pr_app_srch.aspx. Fiber Cement Manufacturer 1 data sourced from: 6. ICC-ES, 2018. "ESR-1668." 1-12. Accessed December 19, 2018. <https://icc-es.org/report-listing/esr-1668/>. 7. Florida Department of Business and Professional Regulation, 2017. "FL20742." 1-9. December 19, 2018. http://www.floridabuilding.org/pr/pr_app_srch.aspx. 8. Texas Department of Insurance, 2016. "EC-16." 1-9. Accessed December 19, 2018. <http://www.tdi.texas.gov/wind/prod/fibercementec.html>. Fiber Cement Manufacturer 2 data sourced from: 9. ICC-ES, 2018. "ESR-1381." 1-8. Accessed December 19, 2018. <https://icc-es.org/report-listing/esr-1381/>. Fiber Cement Manufacturer 3 data sourced from: 10. Intertek CCRP, 2018. "CCRR-0258." 1-24. Accessed December 19, 2018. <http://www.intertek.com/building/ccrr/>. 11. Texas Department of Insurance, 2014. "EC-59." 1-4. Accessed December 19, 2018. <http://www.tdi.texas.gov/wind/prod/fibercementec.html>. 12. Florida Department of Business and Professional Regulation, 2017. "FL12098." 1-24. Accessed December 19, 2018. http://www.floridabuilding.org/pr/pr_app_srch.aspx



JamesHardie™

Siding | Trim