



James Hardie® Building Products

Transform Your Home Into Your Dream Home

Siding

Trim

Soffit

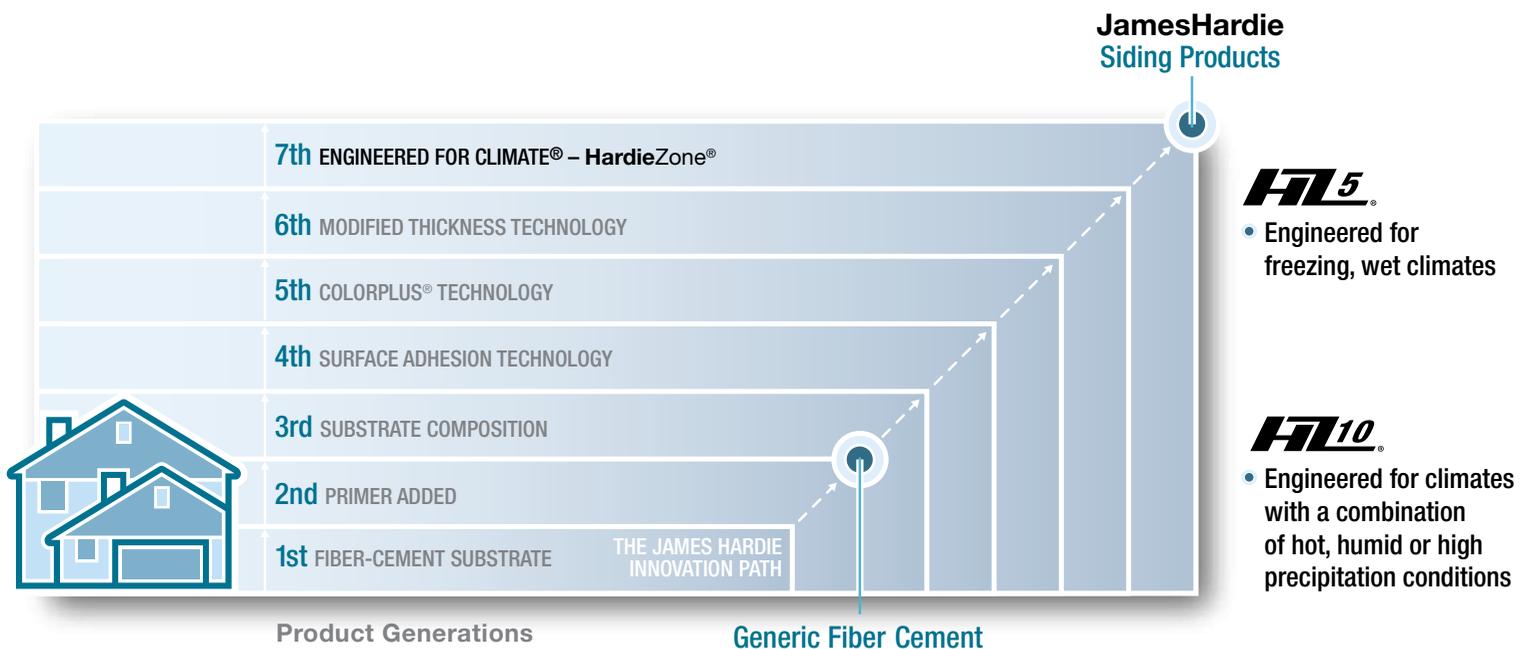
Weather Barrier

James Hardie® Siding Products

HardieZone® System

Your home's exterior says a lot about you. Unfortunately, Mother Nature doesn't care. Whether it's sheets of rain, dry heat, freezing temperatures, ice and snow, or hurricane force winds, siding is under constant attack. That's why for more than three decades, James Hardie has continued to push back on everything Mother Nature could dish out. 5.5 million beautiful homes stand as a testament to our persistence. And as the most trusted brand of siding in America, James Hardie has taken that level of defense to an even higher level, with siding that's engineered for climate. We call it The HardieZone® System.

James Hardie has always been ahead of the siding curve. With the development of the HardieZone System, that gap has grown wider. James Hardie's commitment to Research & Development has led to our seventh generation of product advancement, which is the highest performing fiber cement siding in the industry. The HardieZone System represents a logical extension of Hardie technology: "one size does not fit all."



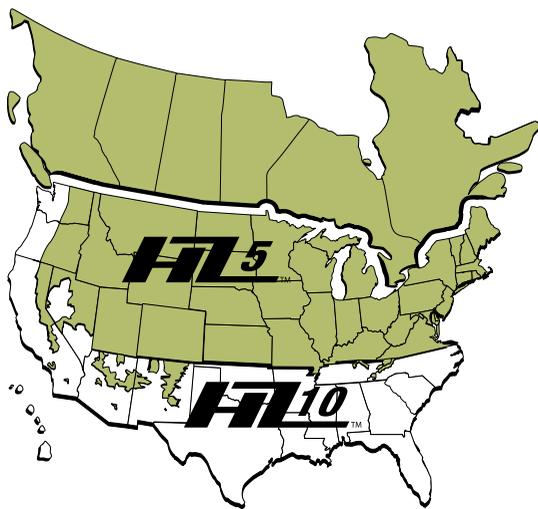
Our best warranty ever. Unprecedented peace of mind.

We're so confident The HardieZone System can withstand the rigors of the North American climate we're offering our strongest warranty. This outstanding 30-year limited, transferable warranty offers non-prorated product coverage for the entire 30 years. That's the type of peace of mind homeowners have asked for.

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® Product

The HZ5® product line is right at home in climates with freezing temperatures, extreme seasonal temperature variations, and snow and ice. To ensure that its beauty matches its durability, we've engineered the surface for higher performance, giving it superior paint adhesion and moisture resistance. In addition, we've added a drip edge to the HardiePlank® HZ5® lap siding product to provide improved water management in conditions specific to HZ5 climates. So you aren't getting an exterior that 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 a 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® Complete Exterior



Would you ever buy half a home?

Of course not. While there are other options of siding, only James Hardie provides a complete line of siding products including soffit, trim, and fascia that are all engineered for your specific climate. Each component kept beautiful for decades with a factory-applied, baked-on coating of paint that was engineered to stand up to the high UV levels that fade most field-applied paints in just a few short years. Only James Hardie siding with ColorPlus® Technology offers you this kind of complete siding solution. It's peace of mind you won't find anywhere else.

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

*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.



*HardiePlank® Lap Siding
(Mountain Sage)
HardiePanel® Siding
(Autumn Tan) & HardieTrim®
Batten Boards (Sail Cloth)*



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



*HardiePlank® Lap Siding
(Woodstock Brown)*



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



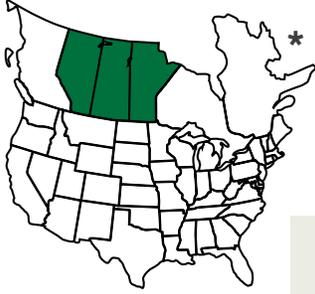
James Hardie® Siding Products combine beauty and durability, and are also considered “Green and Sustainable” by industry professionals.



JamesHardie

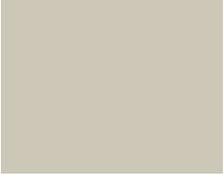
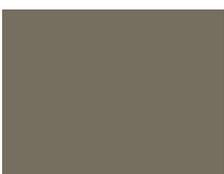
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ColorPlus® Technology

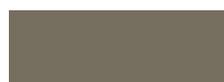


*Canada Markets: Alberta, Saskatchewan and Manitoba.

The following James Hardie® siding products are available in these ColorPlus® Technology colors: HardiePlank® Lap Siding, HardiePanel® Vertical Siding, HardieShingle® Siding, and HardieTrim® Batten Boards.

					
Arctic White JH10-20	Navajo Beige JH30-10	Cobble Stone JH40-10	Heathered Moss JH50-20	Boothbay Blue JH70-20	
					
Tuscan Gold JH80-20	Harris Cream JH80-10	Sandstone Beige JH30-20	Monterey Taupe JH40-20	Mountain Sage JH50-30	Evening Blue JH70-30
					
Traditional Red JH90-10	Autumn Tan JH20-20	Khaki Brown JH20-30	Woodstock Brown JH30-30	Parkside Pine JH60-30	Iron Gray JH90-30
					
Countrylane Red JH90-20	Chestnut Brown JH80-30	Timber Bark JH40-30			

The following James Hardie® products are available in these ColorPlus® Technology colors: HardieTrim® Boards and HardieSoffit® Panels.

				
Arctic White JH10-20	Sail Cloth JH20-10	Navajo Beige JH30-10	Woodstock Brown JH30-30	Iron Gray JH90-30
				
Cobble Stone JH40-10	Monterey Taupe JH40-20	Khaki Brown JH20-30	Timber Bark JH40-30	Midnight Black JH90-40

Note: Colors shown are as accurate as printing methods will permit. Please see actual product sample for true color. Product and color availability vary by region and are subject to change.



HardiePlank® Lap Siding

Thickness: 5/16"
Weight: 2.3 lbs./sq. ft.
Length: 12' planks

Select Cedarmill® & Smooth

Widths: 6.25" (5" exp.), 7.25" (6" exp.),
8.25" (7" exp.)



Select Cedarmill® in Cobble Stone



Smooth in Arctic White

Beaded Cedarmill®

Width: 8.25" (7" exp.)



Beaded Cedarmill® in Woodland Cream

HardieSoffit® Panels

Thickness: 1/4"
Weight: 1.9 lbs./sq. ft.

Vented Cedarmill®

Sizes: 12" x 12', 16" x 12', 24" x 8'



Vented Cedarmill® in Navajo Beige

Non-Vented Cedarmill®

Size: 12" x 12'



Non-Vented Cedarmill® in Navajo Beige

HardiePanel® Vertical Siding

Sierra 8, Cedarmill®, Smooth and Stucco

Thickness: 5/16"
Weight: 2.3 lbs./sq. ft.
Sizes: 4' x 8' and 4' x 10'



Sierra 8 in
Boothbay Blue

Cedarmill in
Woodstock Brown

Stucco in Autumn Tan

Smooth in
Countrylane Red

HardieTrim® NT3 Boards

4/4 Smooth

Thickness: .75"
Weight: 4.35 lbs./sq. ft.
Length: 12' boards
Widths: 3.5", 5.5", 7.25", 11.25"

5/4 Smooth

Thickness: 1"
Weight: 5.65 lbs./sq. ft.
Length: 12' boards
Widths: 3.5", 4.5", 5.5", 7.25", 11.25"



From back to front: Smooth in Timber Bark, Khaki Brown, Sandstone Beige and Cobble Stone.

Batten Board - 4/4 Smooth and Rustic Grain®

Thickness: .75"
Weight: 3.9 lbs./sq. ft.
Length: 12' boards
Widths: 2.5"



Rustic Grain in Navajo Beige



Smooth in Arctic White

New HardieShingle® Siding

Thickness: 1/4"
Weight: 1.9 lbs./sq. ft.

Straight Edge Panel

Width: 48"
Heights: 15.25" (7" exp.)



Straight Edge Panels in
Khaki Brown

Staggered Edge Panel

Width: 48"
Height: 15.875" (6" exp.)



Staggered Edge Panels in
Monterey Taupe

James Hardie offers color-matched accessories to ensure a finished home

ColorPlus® Technology Touch-up Kit:

Edge coater – Used to coat exposed edges
Touch-up pen – For nail heads and scratches



ColorPlus® Technology matched Caulk:

Ensures a complete color-matched finish



****Product availability varies by region. Please check with your local representative or www.jameshardie.com or call 1-866-4HARDIE for availability in your area.**

James Hardie is #1 for
the 7th Year in a Row!



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

Re-Siding Your Home with James Hardie® Siding is the #1 Return on Investment

Re-Side with James Hardie® Fiber Cement Siding – The Best Choice.

Project	2011 Rank	2010 Rank	2009 Rank	2008 Rank	2007 Rank	2006 Rank	2005 Rank
Siding Replacement - Fiber Cement	1						
Minor Kitchen remodel (replace wall oven and cook top with energy efficient models)	4	5	7	5	4	4	3
Siding Replacement - Foam Back Vinyl	8	9	6	4	7	9	3
Mid Range Bathroom Remodel (Update an existing 5' x 7' bathroom)	18	19	14	11	6	4	2
Mid Range Roof Replacement	22	24	18	22	22	18	17

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A Smart Investment

Increase Curb Appeal and Resale Value with James Hardie® Siding

"Since it was added to the survey in 2005, fiber-cement siding replacement has been remarkably stable: it has ranked first every year, and this year showed less than 0.6% cost increase than the year before." - *Remodeling* magazine, Nov 2011



- *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 thirteen years. *Builder* magazine 1998-2011
- James Hardie® siding is featured on over 20 *Southern Living*, *Coastal Living* and *Sunset* magazine Idea Houses. And on over 50 Houses on ABC's *Extreme Home Makeover*.



HGTV's "20 Ways to Add Value to Your Home"
#1: Spruce Up the Siding



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

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 - 7 years in a row.

- Re-siding with fiber cement gives a 27% better return than adding a bathroom and costs \$27k less to complete
- Roof replacement remodel gives you a 22% less return on investment than re-siding with fiber cement
- Replacing your windows nets you 9% 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.



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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
<p>James Hardie siding is non-combustible. Approved for fire-rated construction.</p> 	<p>Flame Resistance</p>	 <p>Wood based siding will burn when exposed to a significant source of heat or flame.</p>
<p>The only siding product engineered for your local climate. Resists rotting, warping, cracking, hail, and high winds up to 150 mph.</p> 	<p>Weather Resistance</p>	 <p>Rot caused by moisture exposure is a common problem in wood based siding.</p>
<p>Factory applied, baked on paint finish provides up to 30% better fade resistance than competitive products. †</p> 	<p>Paint Durability</p>	 <p>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</p>
<p>James Hardie siding is resistant to woodpeckers, termites and other pests known to cause damage to wood siding.</p> 	<p>Pest Resistance</p>	 <p>Wood based siding is easily damaged by woodpeckers, termites and other pests.</p>

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



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ColorPlus® Technology

James Hardie® Siding Comparison Chart

Why Settle for Vinyl?

Don't let vinyl siding companies pull the plastic over your eyes. Thin, unnatural vinyl siding can't provide the rich wood grain finishes that give your home real lasting curb appeal.

To give your home the beauty and charm of a natural wood texture with unsurpassed durability, choose James Hardie fiber cement siding with ColorPlus Technology.

Which Siding Would You Rather Have Protecting Your Home?

James Hardie Siding Products with ColorPlus Technology

VS.

Vinyl Siding

James Hardie siding is noncombustible. Approved for fire-rated construction.



Flame Resistance



Vinyl siding will melt or burn when exposed to a significant source of heat or flame.

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



Fade Resistance



Color can't be changed and is susceptible to fading. Fades at noticeably different rates, creating color inconsistency.

Resists rotting, warping, cracking, hail, and high winds up to 150 mph.



Weather Resistance



Can become brittle when exposed to extremely cold weather. Easily damaged by hail, limbs, and other flying debris.

James Hardie siding is twice as thick as vinyl, providing deeper shadow lines and a more natural wood grain texture.



Appearance



Even premium vinyl siding is only 5/100" thick. Unnatural, imitation-wood look completely lacks character and curb appeal.

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



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ColorPlus® Technology