

Choose the siding that holds up in the heat

Every day, solar heat is reflected away from Low Emissivity (Low-E) energy efficient windows onto exterior vinyl siding with potentially damaging effects. With extended exposure, the heat can be sufficient to cause irreversible buckling and distortion. James Hardie® fiber cement siding and trim products will not melt under these conditions.



James Hardie® siding and trim stand up to the solar radiation reflected off Low-E windows

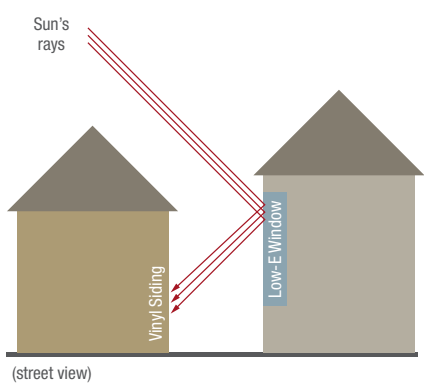
Solar radiation reflected off Low-E windows can heat nearby siding up to a temperature of 200°F. HardiePlank® lap siding with ColorPlus® Technology was subjected to localized heat with surface temperatures ranging from 200°F to 350°F for up to 24 hours with no adverse effects. Conversely, vinyl siding exhibited visible distortion after only one hour of heat exposure at 165°F.



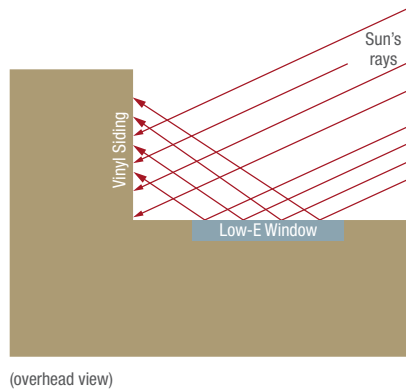
JamesHardie

Siding | Trim

As Low-E windows become the market standard, the melting vinyl problem keeps growing



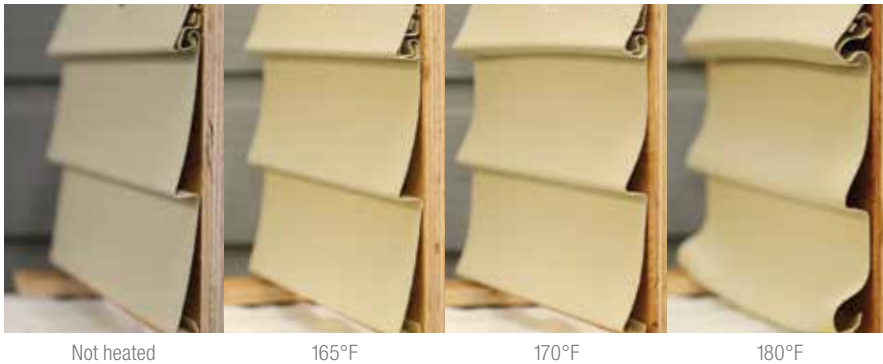
The sun's rays can reflect off a window onto the vinyl siding of a nearby building.



Solar energy can reflect off a home's window onto the siding of the same home.



Vinyl siding softens and distorts after one hour of exposure to 165°F of heat in a laboratory oven

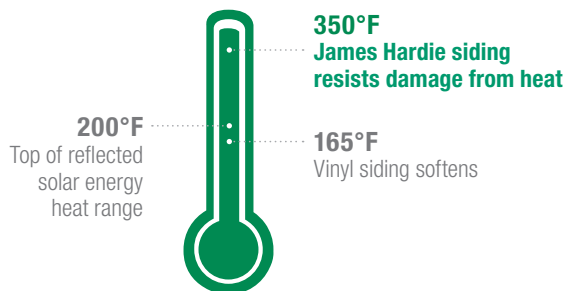


Avoid the risk.
Choose a heat-resistant James Hardie exterior.

Protect what matters most with something stronger than vinyl. Give your home the timeless beauty and uncompromising performance that only James Hardie siding and trim can deliver.



James Hardie fiber cement siding will not melt due to solar radiation reflected off Low-E windows



Learn how you can enjoy complete confidence at jameshardie.com