



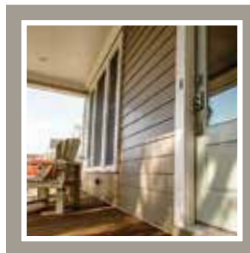
Protect what matters most  
WITH SIDING THAT OUTPERFORMS VINYL

## SETTING THE STANDARD *sets James Hardie apart*

James Hardie invented fiber cement. Over 8 million homes\* later, our commitment to innovation and artistry makes James Hardie the industry leader in exterior home product performance and aesthetics.

- James Hardie is the #1 brand of siding in America
- Engineered for Climate® to stand up to whatever nature brings, wherever the product is used
- Curated collection of colors, profiles, textures and widths to give your home authentic character
- Our advanced ColorPlus Technology finishes provide superior color consistency and fade resistance

Learn how you can enjoy complete confidence at [jameshardie.com](http://jameshardie.com)



*We build character.*

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

Grace your home with the authentic character and uncompromising performance that only James Hardie fiber cement siding and trim can deliver.

- Enduring curb appeal
- Resists the toughest elements
- Outstanding warranties from a trusted manufacturer

## CHOOSE JAMES HARDIE® SIDING



Siding | Trim



Siding | Trim

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# SEE THE JAMES HARDIE DIFFERENCE TODAY



James Hardie® siding products are 5x thicker than vinyl siding products, providing deeper shadow lines and a warmer wood grain texture. We achieve a sleek, strong look with seams that are less visible.






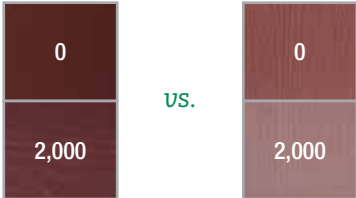


Even premium vinyl siding is only 0.05 inches thick, resulting in the lack of an authentic wood grain finish. Visible seams inherent with plastic-based vinyl further diminish a home's curb appeal.

# OVER TIME, WE SHOW EVEN MORE ADVANTAGES OVER VINYL

The superior strength and deep, wood grain textures of James Hardie siding provide instant curb appeal and lasting protection. ColorPlus® Technology finishes, featuring multiple coats of color baked onto the board, deliver a vibrant, consistent finish for years of fade resistance.

Don't be misled by the short-term cost of vinyl siding. Its color cannot be changed and is susceptible to inconsistent fading. Vinyl siding also tends to warp, buckle or sag with weather stress and time, accelerating the deterioration of your home's charm and value.

	HARDIEPLANK® LAP SIDING	VS.	VINYL SIDING
<b>WEATHER RESISTANCE*</b> 	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, sag and warp over time.
<b>HEAT RESISTANCE**</b> 	Noncombustible and resists damage from extreme heat, providing more durability and protection for your home.		Vulnerable to melting caused by flame, grills and solar heat reflected off Low-E windows. Warranties don't cover distortion due to Low-E windows.
<b>FADE RESISTANCE†</b> 	ColorPlus Technology finishes are baked onto the boards, creating consistent color that performs better and looks brighter.		Color cannot be changed and fades at noticeably different rates, creating color inconsistency.

\*Visual representations based on James Hardie research and testing.

\*\*James Hardie siding sample was exposed to a blowtorch for 90 seconds. Vinyl siding was exposed to heat of 140 degrees F for 30 seconds.

†Within a controlled lab environment, samples were exposed to an accelerated QUV test of 2,000 hours.