Fall in love with the superior home exterior.

It's Possible™

JamesHardie™

Make your dream home uniquely yours.

When picking the siding style for your home, there are a few things to keep in mind:

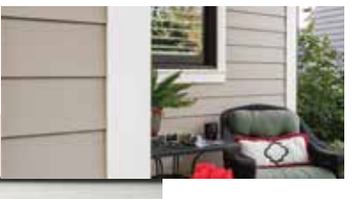
Love where you live.
Reflect your lifestyle with siding materials and designs that bring your unique vision to life.

Look beyond the surface of the siding.
Hardie® fiber cement products deliver superior overall resistance to weather, fire and damage from pests.

Take the long view.
Re-siding your home returns more value than any other major home exterior project,* and fiber cement siding can help you spend less time and money maintaining your home.

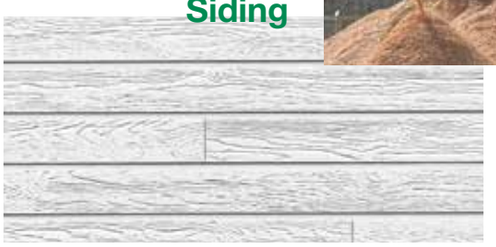
*Remodeling magazine 2019 Cost vs. Value Report, national data for exterior home improvement projects over $15,000. © 2019 Hanley Wood, LLC. Complete data from the Remodeling 2019 Cost vs. Value Report can be downloaded free at www.costvsvalue.com.

Fiber Cement Siding



Engineered for superior durability, fiber cement siding can deliver better overall performance than wood or vinyl siding, so homes maintain their appeal and value over time.

Wood-Based Siding



Wood-Based siding is made from wood, wood strands or fibers bonded together. It is more affected by weather and moisture, and can be more easily damaged by fire or pests.

Vinyl Siding

Vinyl siding comes with its own set of vulnerabilities, such as hail and the sun's UV rays, as well as fire and heat, which can cause it to crack, buckle, warp—even melt.

Learn more at **jameshardie.com/performance**

Mother Nature

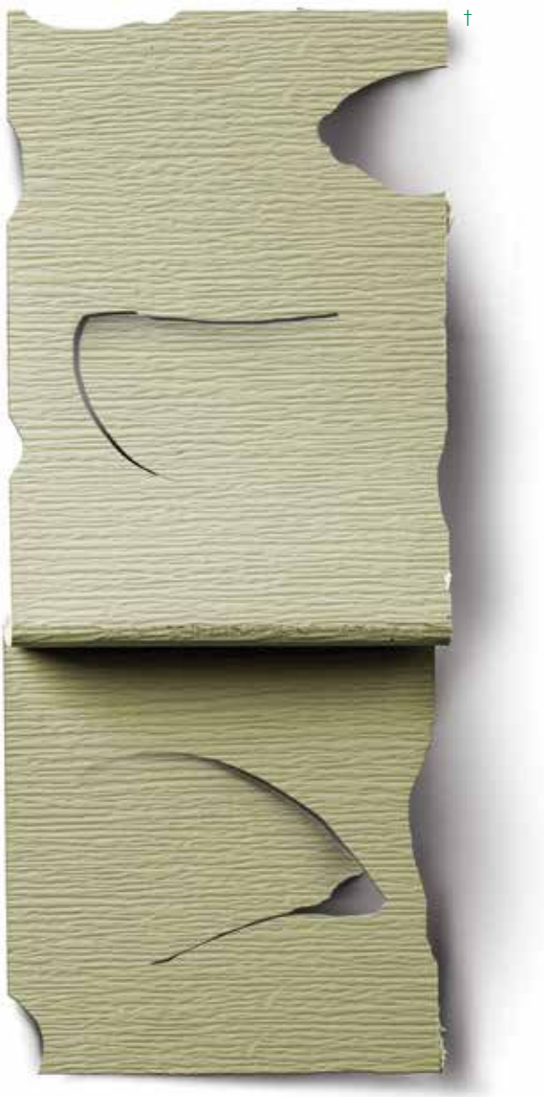
Your siding is exposed to Mother Nature all day, every day. You deserve to feel confident that it can hold its own throughout it all — from the changing seasons to even the most extreme weather.

*

Hardie® Siding

Uniquely Engineered for Climate® to stand up to the harshest elements — resists damage from wind, rain, freezing temperatures and hail.

*



†

Wood-Based Siding

Swelling and edge checking normally occur in wood-based products as they expand and contract in response to changes in weather.

Vinyl Siding

More susceptible to damage from hail and may crack, buckle or sag as a result of extreme temperature changes.

*The images illustrate samples of HardiePlank® lap siding and wood-based siding, both unexposed (left) and exposed (right) to repeated cycles of wetting and drying. †Image of vinyl siding illustrates potential damage fro m hail or other impact.

Pests

Mother Nature's creatures can wreak havoc on Wood-Based siding. It can be pecked by birds or damaged by termites or other pests. Save yourself the maintenance hassle — don't let your home fall prey to these critters.

*

Hardie® Siding

Made from a substrate that holds no appeal for woodpeckers, termites and other pests.

*

Compare our products to the alternatives at **jameshardie.com/superiorsiding**

Wood-Based Siding

Subject to damage caused by woodpeckers, termites or other pests.

*Top left image depicts undamaged HardiePlank® lap siding. Top right image depicts cedar shingles with termite and woodpecker damage. Bottom right image depicts cedar siding exhibiting woodpecker damage.

*

Fire

A home's exterior is its first line of defense against extreme weather and fire. Prepare your home for the unpredictable with siding that won't burn.

Cal-Fire Compliant

Fiber Cement Siding

James Hardie

LISTING

STATE OF CALIFORNIA

STATE FIRE MARSHAL

SERVICE

8140-2026:0005

Hardie® Siding

Fire resistant and will not ignite when exposed to a direct flame, nor will it contribute fuel to a fire. Recognized by fire departments nationwide.†

†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 County, CA. Fiber cement fire resistance does not extend to applied paints or coatings, which may be damaged or charred when exposed to flames.

Compare our products to the alternatives at **jameshardie.com/superiorsiding**

Wood-Based Siding

Each board is natural fuel for fire, putting your home at greater risk for fire damage.

Vinyl Siding

Vulnerable to melting caused by flame, grills and solar heat reflected off Low-E windows.

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

Time

Paint and other siding finishes applied in the field can dull substantially through the years. Give your home an exterior that will keep its good looks over time.

Hardie® Siding

James Hardie's baked-on ColorPlus® Technology finishes provide better long-term color performance with superior resistance to fading, chipping and cracking.

*

*

Learn more about our exclusive ColorPlus® Technology at **jameshardie.com/colorplus**

Wood-Based Siding

After extended exposure to sunlight, third-party, pre-finished wood-based siding can show more wear and tear.

Vinyl Siding

Vinyl siding may crack, buckle or sag with extreme-weather stress and time. Vinyl can fade or discolor faster than ColorPlus® Technology finishes by James Hardie.

*The images illustrate the possible appearance of siding after repeated exposure to weather-related conditions: James Hardie® siding and Wood-Based siding exposed to multiple cycles of wetting, drying and UV light; vinyl siding exposed to heat and UV light. Actual appearance may vary based on exposure conditions.

Aesthetics

You don’t have to be a professional to know when an exterior home design feels right. When selecting siding for your home, don’t settle. Choose a siding product that is going to make your dream home a reality.

Hardie® Siding

Hardie® products provide deep shadow lines and a warm wood-grain texture with seams that are less visible. No caulk or unsightly clips required. And our siding is up to five times thicker than vinyl siding.

Wood-Based Siding

Joints must be properly maintained to prevent water penetration. The required 3/16 in. gaps at butt joints need caulk or clips, which increasingly accentuate the gaps since they can fade at a different rate than the siding.

Vinyl Siding

At 0.05 inches thick, vinyl siding lacks the authentic wood appearance of Hardie® siding. Vinyl siding is installed in "panels," which create larger, more visible seams.

See examples of our design versatility at **jameshardie.com/gallery**

Inspired by dreams. Engineered for nightmares.

Stand up to the harshest elements and the test of time.

Hardie® fiber cement products are Engineered for Climate®, so no matter where you live, you can feel confident your home will withstand whatever Mother Nature might bring.

HARDIE® SIDING	VINYL SIDING	WOOD-BASED SIDING
NONCOMBUSTIBLE		
✓	✗	✗
HAIL AND IMPACT RESISTANT		
✓	✗	✓
PEST RESISTANT		
✓	✓	✗
RESISTANT TO WARPING, SHRINKING AND SWELLING		
✓	✗	✗
WILL NOT MELT		
✓	✗	✓
REAL-WOOD LOOK AND FEEL		
✓	✗	✓
EASILY PAINTED		
✓	✗	✓

What should you expect from a well-done home exterior? Here are some of the benefits:

1 **Curb Appeal.**
More than 90 percent of builders agree that Hardie® fiber cement products increase a home's appraisal value.*

2 **Low Maintenance.**
Factory-finished fiber cement siding requires less maintenance than wood and could save you a lot on repairs later.

3 **Energy Savings.**
New siding materials, weather barriers and climate insulation may offer energy savings and help lower your utility bills.

4 **Environmental Impact.**
The U.S. Green Building Council recognizes fiber cement siding for its durability and sustainability.

Discover tips for re-siding a house at **jameshardie.com/start-your-project/plan-your-re-side**

*Based on an independent survey of 240 single-family residential builders nationally – including James Hardie users and nonusers.

The future of your home is a beautiful one.

Fiber cement engineered for specific climates, color that looks good longer and limitless peace of mind are what make James Hardie the #1 brand of siding in North America.

Trust in the name the pros do. Installed on over eight million homes* across North America, the pros know they can trust their reputation with James Hardie.

It's Possible with James Hardie™

COST vs VALUE 2020

#1 Return on Investment**

Explore your design options with our Home Color Tool at **jameshardie.com/color**

*Estimate is based on annual Hardie® siding sales from 1991 through 2016 and average housing unit size for each year. **Remodeling magazine 2008-2020 Cost vs. Value Report, national data for exterior home replacement projects over $10,000. © 2020 Hanley Wood, LLC. Complete data from the Remodeling 2008-2020 Cost vs. Value Report can be downloaded free at www.costvsvalue.com.

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