



## Essential Sales Tools

The James Hardie Essential Sales Tool Menu outlines key marketing assets to help support the sales process. [Click the link](#) below each item to download a digital copy from our Digital Asset Management (DAM) platform.

Use the below navigation to jump to specific sections.

Product  
Availability

General  
James Hardie

Competitive  
Comparisons

Multifamily  
and Aspyre

Installation

HardieBacker®  
Cement Board

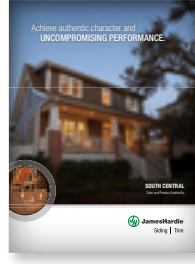
Contractor Alliance™  
Program

# Product Availability Materials



## Product Catalog

A detailed reference guide of the James Hardie® siding and trim products and ColorPlus® Technology finishes in your market.



## Statement Collection™ Color & Product Availability Brochure

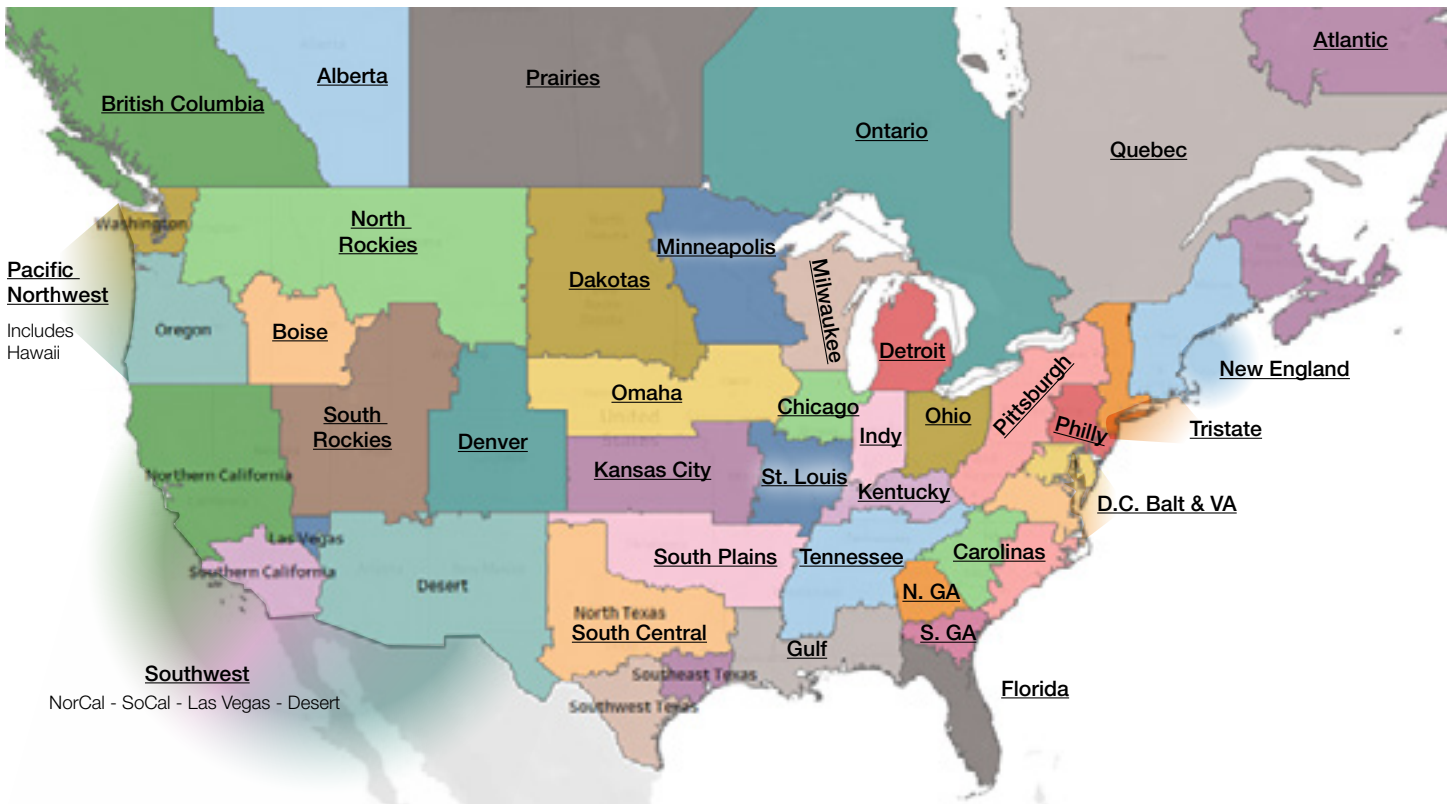
A handy reference of the Statement Collection™ products and finishes available in your market.



## Dealer Stocking Sheet

Customizable stocking matrix to enable you to easily showcase your stocking position for Statement Collection™ products.

Download the product availability materials by clicking on your market in the below map.



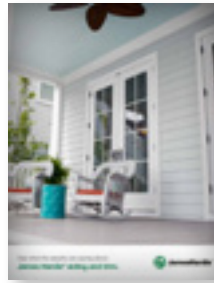
# General James Hardie Materials



## Dream Collection™ Sell Sheet

[Download HS19358](#)

The Dream Collection™ products feature over 700 ColorPlus® Technology finishes in a wide array of siding and trim styles.



## Third Party Endorsements

[Download HS1660](#)

See what the experts are saying about James Hardie® siding and trim.



## ColorPlus® Technology Sell Sheet

[Download HS2074](#)

Differentiate homes with a finish that performs better, lasts longer, and looks brighter.



## Trade ColorPlus® Technology Finishes Brochure

[Download HS2008](#)

Gain a competitive advantage with James Hardie® products enhanced with ColorPlus® Technology finishes.



## HardieWrap® Weather Barrier Sell Sheet

[Download HW1501](#)

Protect homes with the exceptional weather- and water-resistance of HardieWrap® weather barrier.

## Generic Fiber Cement



### James Hardie vs. Generic Fiber Cement Trifold Brochure [Download HS1794](#)

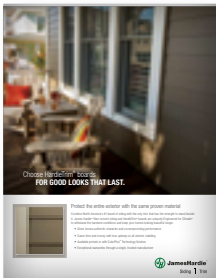
Not all fiber cement siding is the same. James Hardie® siding outperforms generic fiber cement siding.



### Wind Load Sell Sheet [Download HS14143](#)

To achieve strict wind load requirements, James Hardie provides more blind-nailing solutions than any other fiber cement manufacturer.

## Wood/OSB



### HardieTrim® Boards vs. Wood Trim Sell Sheet [Download TR1418](#)

Build with confidence by protecting the entire home exterior with the same proven material.



### Wood Trim's an Easy Target Brochure [Download HS1501](#)

As natural enemies gang up on wood trim, time compounds the problem. HardieTrim® boards have the strength to stand up to whatever nature brings.

## Vinyl



### James Hardie vs. Vinyl (Low-E Window) Sell Sheet [Download HS14185](#)

As low-e windows become the market standard, the melting vinyl problem keeps growing. Avoid the risk and choose a heat-resistant James Hardie® exterior.



### HardieTrim® Boards Contractor Sell Sheet [Download TR1810](#)

The unique formulation of HardieTrim® boards makes it an all-around better performer than PVC or wood-based trim.



### Builder Survey Sell Sheet [Download HS1736](#)

Builders agree, James Hardie® siding brings more benefits to their business and to homebuyers versus vinyl siding.

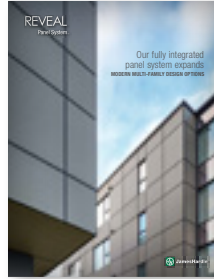
# Multifamily and Aspyre



## Multifamily National Product Catalog

[Download HS1727](#)

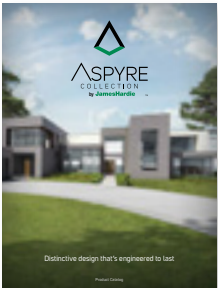
A detailed reference guide of the James Hardie® siding and trim products and Aspyre Collection products available for the commercial segment.



## Multifamily Reveal Product Catalog

[Download COM1705](#)

A detailed reference guide of the Reveal® panel system available for the commercial segment.



## Aspyre Collection by James Hardie® Product Catalog

[Download English ASP1812](#)

[Download French ASP1903](#)

A detailed reference guide of the Artisan® and Reveal® products available in the Aspyre Collection by James Hardie®.



## Aspyre Collection by James Hardie® Sell Sheet

[Download ASP1822](#)

The Aspyre Collection by James Hardie® brings together contrasting elements for one-of-a-kind home designs.



## Aspyre Siding Profile Guide

[Download English ASP2005](#)

Quick reference sheet with detailed specs for all Artisan® siding profiles.

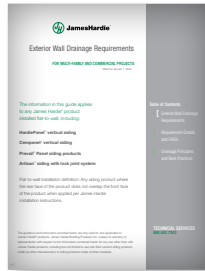
# Installation



## HardieTrim® Boards Quick Start Sheet

[Download English TR1519](#)  
[Download Spanish TR1803](#)

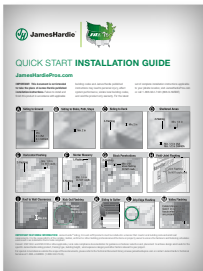
Quick overview of the best practices for installing HardieTrim® Boards.



## Water Drainage Brochure

[Download COM1508](#)

Solutions and design support for managing exterior wall water drainage.



## Quick Start Sheet

Quick reference install instructions for all of our products as well as recommended install tools.

### HZ5

[Download English/  
Spanish TB1804](#)

### HZ10

[Download English/  
Spanish TB1805](#)



## Best Practice Guide

Detailed install instructions for all of our products as well as recommended install tools.

### HZ5 US

[Download English HS1825](#)  
[Download Spanish HS1676](#)

### HZ5 Canada

[Download English HS1691](#)  
[Download French HS1699](#)

### HZ10 US

[Download English HS1824](#)  
[Download Spanish HS18135](#)



Easily access all our install guides and videos as well as other technical documents at [jameshardiepros.com](http://jameshardiepros.com)

# HardieBacker® Cement Board

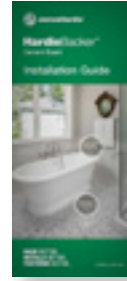
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## HardieBacker® Cement Board with HydroDefense™ Technology Brochure

[Download HB1914](#)

The unmatched strength, ease of use and excellent tile adhesion you've come to expect from HardieBacker, now with a waterproof composition throughout the board.



## HardieBacker® Cement Board Install Guide

[Download English HB1710](#)

[Download Spanish HB1710](#)

Installation instructions for installing HardieBacker® cement boards.



## HardieBacker® Cement Board with HydroDefense™ Technology Install Guide

[Download English HB1908](#)

[Download Spanish HB1908](#)

Installation instructions for installing HardieBacker® cement boards with HydroDefense™ Technology.

# Contractor Alliance™ Program



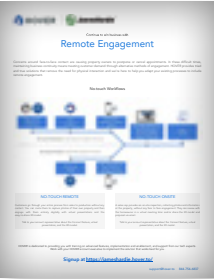
## James Hardie Contractor Brochure [Download HS1708](#)

Give your contractor a competitive edge with these unique James Hardie support opportunities.



## EverCommerce Sell Sheets [Download](#)

Contractor Alliance™ members have access to exclusive discounts and benefits through EverCommerce's suite of software solutions for the siding industry.



## HOVER Remote Selling Sell Sheets [Download](#)

Contractors can leverage the HOVER app to help make their remote selling strategy more effective.



## HomeAdvisor Sell Sheet [Download HS1703](#)

Contractor Alliance™ members have access to exclusive discounts through HomeAdvisor.



## Synchrony Financial Sell Sheet [Download SP12163](#)

Menu of financing options available to Contractor Alliance™ members through the James Hardie partnership with Synchrony.



1.866.442.7343 | [jameshardie.com](http://jameshardie.com)

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Product Availability

General James Hardie

Competitive Comparisons

Multifamily and Aspyre

Installation

HardieBacker® Cement Board

Contractor Alliance™ Program