



*James Hardie® siding outperforms
GENERIC FIBER CEMENT SIDING*

Don't be misled by other manufacturers' claims. Our unrivaled commitment to innovation makes James Hardie the industry leader in product performance.

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



HardiePlank® lap siding named "Best Building Products Made in America"

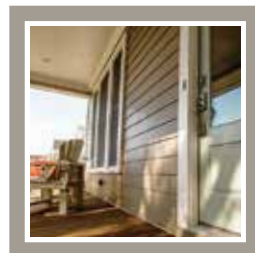
SETTING THE STANDARD *sets James Hardie apart*

James Hardie is the #1 brand of siding in North America. We invented fiber cement and over 8 million homes* later, we continue to set the standard for premium siding and trim. By creating better places to live, we've earned the loyalty of homeowners and the endorsements of trusted experts.

BRAND LEADER
Builder
WINNER SINCE 2009



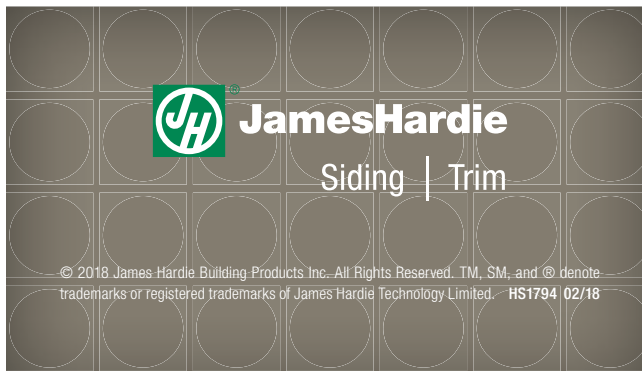
Learn how you can enjoy complete confidence at jameshardie.com/leader



We build character.

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

*No other fiber cement siding
COMPARES TO JAMES HARDIE® SIDING.*



Siding | Trim

© 2018 James Hardie Building Products Inc. All Rights Reserved. TM, SM, and ® denote trademarks or registered trademarks of James Hardie Technology Limited. HS1794 02/18



Siding | Trim

NOT ALL FIBER CEMENT IS THE SAME

James Hardie® fiber cement siding advancements are five generations beyond generic fiber cement siding. We use only the highest quality raw materials, while others typically add fly ash as filler. Our unique formulation, combined with innovative product design and manufacturing processes, create superior siding and trim.

ENGINEERED FOR CLIMATE®

Only James Hardie designs siding specifically for the climate in which it will be used. Our HZ5® products resist damage caused by wet or freezing conditions. HZ10® products help protect homes from heat, humidity, blistering sun and more.



CHOOSE JAMES HARDIE® SIDING *for good looks that last*

THE ULTIMATE IN AESTHETICS

- Curated collection of profiles, textures and widths to authentically capture any home design
- James Hardie primers are climate-tested and engineered to provide consistent, longer lasting paint adhesion, even in the most demanding conditions
- Advanced ColorPlus® Technology finishes feature multiple coats of color baked onto the board to perform better, last longer and look brighter
- James Hardie color specialists designed the ColorPlus finish collection to help create inspiring combinations

THE ULTIMATE IN PERFORMANCE

UP TO **2x**

James Hardie products are up to **2x more stable** to help reduce paint peeling and caulk deterioration in the joints



Our siding absorbs less water than generic fiber cement for superior protection against mold, swelling and cracking

UP TO **50%**

James Hardie siding is up to **50% less brittle** than other fiber cement for increased workability and less risk of water intrusion

