

## 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

