

Dare to build your dream.

It's Possible™





INTRODUCTION

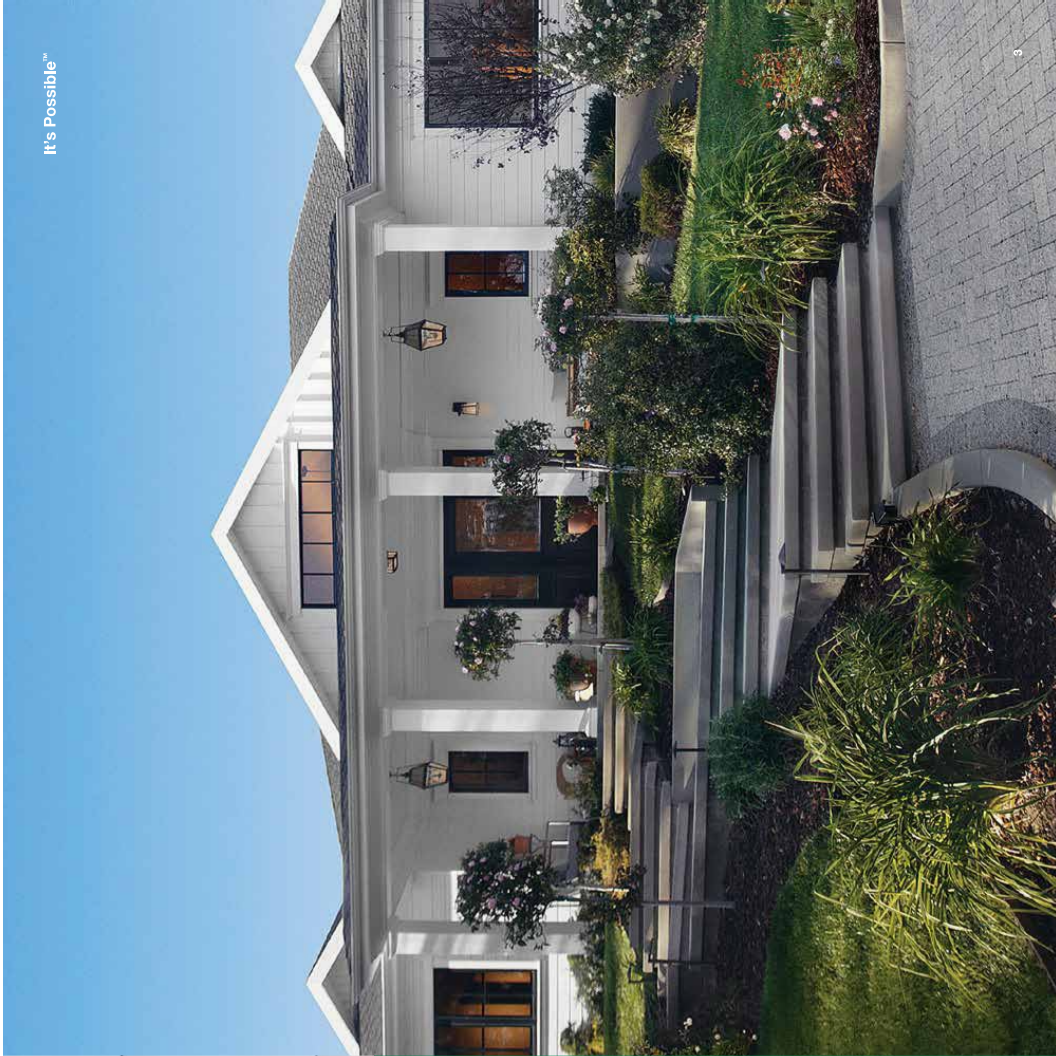


HardieShingle® Siding
Straight Edge Panel
Arctic White

Is it possible to make your dream home a reality?

With all the stunning design possibilities you have to choose from for the exterior of your home, count on Hardie® fiber cement products to perform beautifully while protecting what you cherish.

HardiePlank® Lap Siding Smooth Arctic White
HardiePanel® Vertical Siding Smooth &
HardieTrim® Battens Smooth Arctic White



It's Possible™

Transform imagination into inspiration.



Dream in an endless palette of colors, styles and accents that can help give your home a beautiful new beginning.



HardiePlank® Lap Siding Select CedarMill® Deep Ocean
HardieShingle® Siding Straight Edge Panel Deep Ocean
HardieTrim® Trim Panels RoughSawn Arctic White
HardieSoffit® Vented Panels Select CedarMill® Arctic White



HardiePanel™ Vertical Siding Smooth & HardieTrim® Batters Smooth Arctic White
HardiePlank™ Lap Siding Arctic White

HardieShingle® Siding Straight Edge Panel Evening Blue
HardieTrim® Boards Smooth Arctic White

Imagine falling in love again with a home you've had for years.



Bring your timeless design to life.

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

- 1 Your home is an extension of you.** Choose exterior materials and designs that reflect your lifestyle.
- 2 Think about the climate where you live.** Our fiber cement siding is a better all-around performer than wood-based or vinyl siding, delivering exceptional resistance to weather, fire and damage from pests.
- 3 Take a long-term view of your investment.** Weighing costs? Re-siding your home with fiber cement siding provides the #1 return on investment of any major exterior remodeling projects.*
- 4 Choose colors that complement your personality.** Find colors that complement your home's setting and your personality. No other siding brand matches our combination of styles, textures and color finishes to capture the design you desire.
- 5 Add the perfect finishing touch.** The trim, soffit and fascia will complete your home's exterior, giving it instant curb appeal.

*HomeAdvisor survey, 2009-2019. Costs, 10% discount, reduced risk for fiber cement homes and cement products over \$10,000. © 2022 Huber Wood, LLC. Complete data from the Remodeling 2018-2019 Costs, Value Report can be downloaded here at www.costdata.com.



"As we started looking at the house, we thought, well, maybe we should re-side it. Now I think it reflects more what's on the inside of our house. It looks like a different house—it looks like a new house."

Lisa and Mike H. used Hardie® fiber cement products to re-side their home.

NORTH AMERICA'S #1 BRAND OF SIDING

Stand up to the elements. Stand out from the crowd.

North
America's
#1 Brand
of Siding

It's easy to get swept away by James Hardie's collection of profiles and products. The closer you look, the more you'll understand why James Hardie is North America's #1 brand of siding, chosen for **over 8 million homes.***

HardiePlank® Lap Siding Select CedarMill® Stone Gray
HardiePanel® Vertical Siding Select CedarMill®
& HardieTrim® Battens Smooth Stone Gray
HardieTrim® Boards Smooth Cobble Stone

Estimate is based on annual resale and includes from 1991 through 2016 and average housing unit size for each year.



Discover why James Hardie is the recognized leader at jameshardie.com/leader



HardiePlank® lap siding creates a signature style that's uniquely yours.

HardiePlank® Lap Siding Select CedarMill® Iron Gray
HardieTrim® Boards Smooth Arctic White

Traditional beauty that goes beyond tradition.

Wrap your home in clean, classic lines with low-maintenance HardiePlank® lap siding, which gives your home the warm and welcoming look you've always imagined.

"HardiePlank® lap siding was really able to provide the aesthetic I was going for. Now our home looks back to its original farmhouse look and feel."

Holly W. used Hardie® fiber cement products to re-side her 1800s-era farmhouse.

Learn more about our array of products at jameshardie.com/products



HardiePlank® Lap Siding Select CedarMill® Kiriaki Brown
HardieTrim® Boards Smooth Arctic White



HardieShingle® siding brings the handcrafted look of cedar to your dream home.

HardieShingle® Siding Straight Edge Panel Cobble Stone
HardieTrim® Boards Rustic Grain Arctic White

Inspire a mood of relaxation at the shore.

HardieShingle® siding adds instant charm to any home—whether it's located a stone's throw from the sea or many leagues away.

"Having something we knew would last and would still look good for a long time was a huge factor in our decision."

Chris and Minna Z. replaced facing and cracking cedar siding with Hardie® siding— with transformative results.

Learn more about our array of products at jameshardie.com/products



It's Possible™

HardieShingle® Siding Straight Edge Panel Summer White



Imagine the endless design possibilities for your home with HardiePanel® vertical siding.

HardiePanel® Vertical Siding Select Cedar Mill® & HardieTrim® Battens Smooth Light Mist
HardieTrim® Boards Rustic Grain Arctic White

Clean and contemporary with a little bit of country.

HardiePanel® vertical siding transforms homes into modern farmhouses that would feel right at home on the prairie or rolling hills.

Learn more about our array of products at jameshardie.com/products



HardiePanel® Vertical Siding Smooth & HardieTrim® Battens Smooth Iron Gray



COLORPLUS® TECHNOLOGY

HardieShingle® Siding Straight Edge Panel Evening Blue
HardieTrim® Boards Smooth Arctic White
HardieSoffit® Panels Smooth Arctic White



HardiePlank® Lap Siding Smooth
Goblin Leaves

Hardie® siding and trim products enhanced with ColorPlus® Technology finishes can save you time, money and maintenance headaches down the road. The baked-on color retains the look you love longer than paint applied on-site, helping your home look great for years to come.

Unlock a full spectrum
of possibilities.

HardiePanel® Vertical Siding Select CedarMill®
& HardieTrim® Battens Rustic Grain
Precisely Green

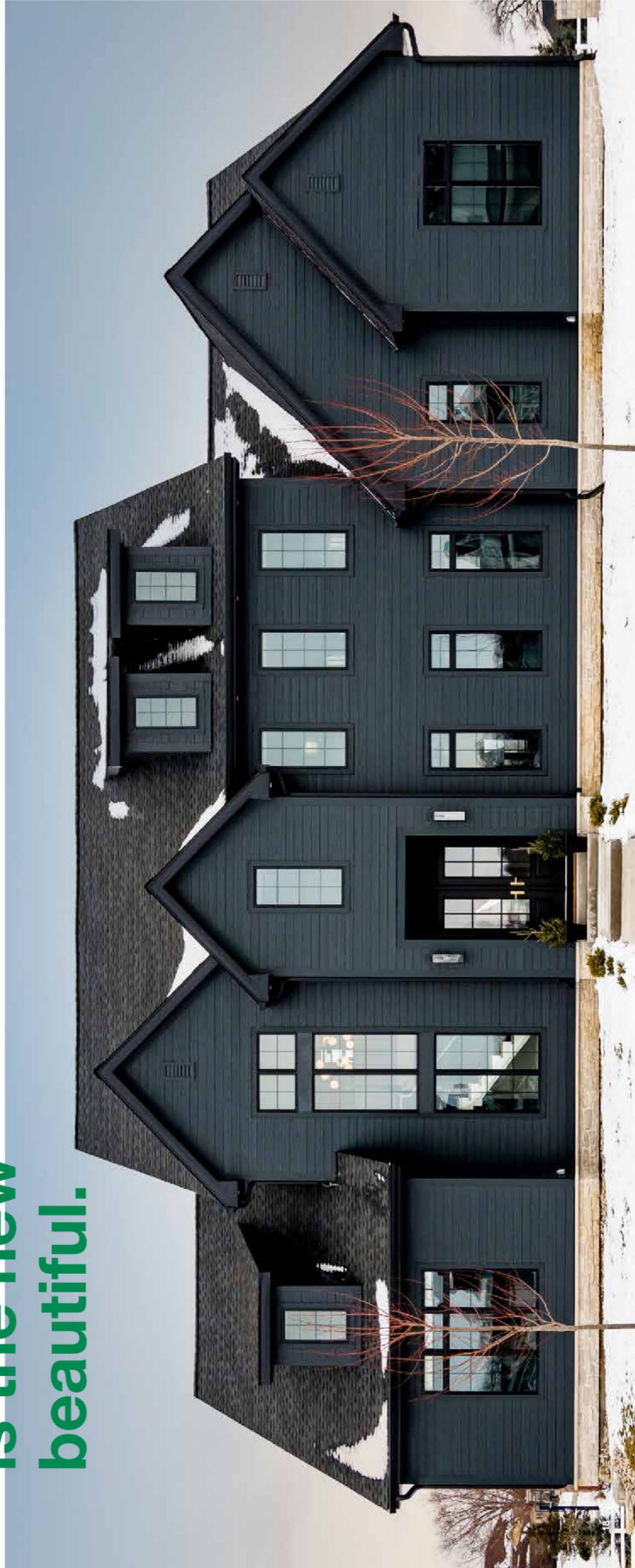
DESIGN VERSATILITY

It's PossibleSM

Durable is the new beautiful.

Hardie® siding and trim products are made to withstand the harshest elements: rain, wind, snow, sun. Whatever Mother Nature throws at you, James Hardie provides beauty built to last.

HardiePlank® Lap Siding Smooth Shou Sugi Ban
HardieTrim® Boards Smooth Shou Sugi Ban



See examples of our design versatility at [jameshardie.com/gallery](https://www.jameshardie.com/gallery)

Built to perform beautifully here, there, or anywhere.

Only Hardie® fiber cement siding and trim are specifically designed to perform beautifully wherever you live. Our products resist shrinking, swelling and cracking, even after years of wet or freezing conditions, and they stand up to hot, humid conditions, blistering sun and more.

Unlike other brands, James Hardie doesn't prorate its siding warranties.

30-year non-prorated, limited siding warranty



HardieShingle® Siding Straight Edge Panel Timber Bark

HardiePlank® Lap Siding Smooth Night Gray
HardieTrim® Boards Smooth Arctic White



Nothing is ever finished until it's finished.

Our controlled process delivers a more consistent finish that performs better with less maintenance. And with our 15-year limited finish warranty, you can enjoy the peace of mind that comes from a style that endures.



Exceptional finish adhesion

Our proprietary coating is applied to the surface and edges of our boards for durable performance.



Superior color retention

Our ColorPlus® Technology finish is baked onto Hardie® fiber cement products, enhancing resistance to peeling and chipping.

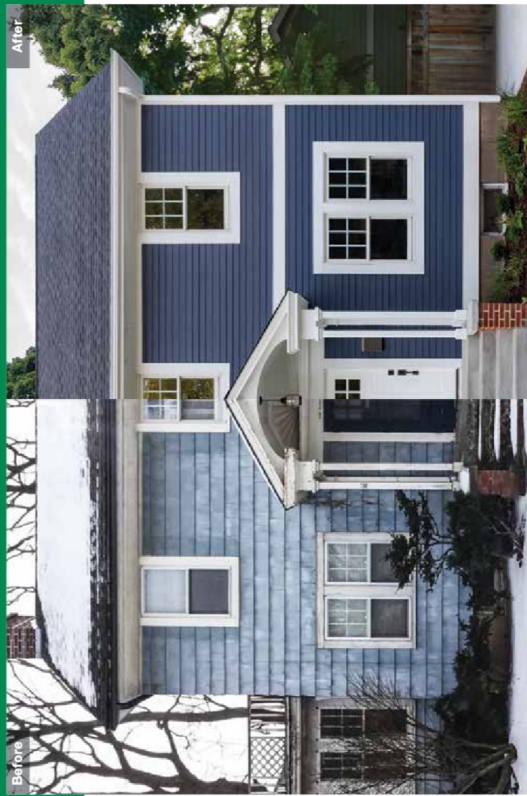


Superior UV resistance

Our ColorPlus® Technology finish retains vibrancy longer when compared to vinyl siding and typical field paints on other siding products.

Natural look of cedar with supernatural performance.

James Hardie designs every fiber cement board to resist swelling, buckling, warping and splitting, no matter what nature brings. No wood, wood-based, vinyl or other fiber cement siding can match our overall ability to protect your home's exterior from the elements.



HardiePlank® Lap Siding Select Cedar III® Deep Ocean HardieTrim® Boards Roughsawn Arctic White

HARDIE® SIDING



vs.

WOOD-BASED SIDING



Resists Weather

Hardie® siding

Resists shrinking, swelling and cracking in changing weather.

Wood-based siding

Shrinks and swells more with changes in moisture and humidity.



vs.



Resists Fire

Hardie® siding

Won't burn and is recognized by fire departments nationwide.*

Wood-based siding

Will burn when exposed to a significant source of heat or flame.



vs.



Resists Pests

Hardie® siding

Won't be eaten by woodpeckers or other pests.

Wood-based siding

Subject to damage from woodpeckers and other pests.



*The images illustrate HardiePlank® lap siding and wood-based siding samples, both measured after one exposure cycle to simulated cycles of wetting and drying. **The images illustrate HardiePlank® lap siding and wood-based siding samples exposed to a torch test flame for 90 seconds. †Images being compared with ASTM E 136 as an unacceptable siding and is recognized by fire departments across the U.S. ††Images being compared with ASTM E 136 as an unacceptable siding and is recognized by fire departments across the U.S. †††Images depict damage from woodpecker activity. ††††Images depict woodpecker damage.

Long-lasting protection that vinyl siding can't match.

When investing in your home, don't be misled by vinyl siding's short-term cost. Its color can be more susceptible to fading. Vinyl siding may also crack, buckle or sag with weather stress and time, diminishing your home's value.



HardiePlank® Lap Siding Smooth Mountain Sage
HardieTrim® Boards Smooth Khaki Brown

HARDIE® SIDING



vs.

VINYL SIDING



Resists Weather

Hardie® siding
Resists damage from wind, rain, freezing temperatures and hail.

Vinyl siding
Can be damaged by hail and more prone to cracks, buckling or warping with extreme temperature changes.



vs.



Resists Heat

Hardie® siding
Noncombustible and resists damage from extreme heat.

Vinyl siding
Vulnerable to melting caused by flame, grills and Low-E windows.



vs.



Hours of UV light exposure

Resists Discoloration

Hardie® siding
ColorPlus® Technology finishes are baked onto the boards, creating consistent color that performs better and looks brighter on homes.

Vinyl siding
Color stability varies with product quality, which can affect susceptibility to color change.



*The images illustrate samples of HardiePlus® finishes, both increased (left) and decreased (right) to representative cycles of melting and drying. Images of vinyl siding illustrate potential damage from hail or other impact. **The images represent HardiePlus® lap siding sample exposed to a bonfire flame for 30 seconds and a vinyl siding sample subjected to 400°F for 30 seconds. Within a controlled lab environment, samples were exposed to an accelerated UV light of 1,000 hours under ASTM G154-03.



Prepare for your remodel with these helpful tips.

What to consider for your re-side

Don't just cover up an existing problem. To fix a damaged exterior, always completely remove the old siding.

Have your home inspected for moisture damage, mold, termites and rot. If any of these are found, address the problem to avoid future structural issues.

Your contractor should apply a weather-resistant barrier such as HardieWrap® weather barrier. In fact, most building codes now require this.

Be sure your new siding is installed according to the manufacturer's instructions for optimal product performance.

What to consider for your contractor

Make sure the contractor's proposal includes everything you requested and the price is based on the entire project, start to finish.

Focus on value rather than price—the credentials, attention to detail and provisions for maintaining a safe and tidy workspace.

Carefully read the contractor's workmanship warranty policy.

Remember, a proposal is not a contract. Once you get a written contract, compare it to the proposal to ensure all your needs are met.



Is it possible that siding can make a statement?

Complete your home's distinctive exterior design with trim and soffit choices that complement your vision. There's a reason James Hardie has earned the endorsements of trusted authorities across the building industry. When it comes to the exterior of your home, any dream is a beautiful possibility.

It's Possible with James Hardie™

Explore your design options with our Home Color Tool at [jameshardie.com/color](https://www.jameshardie.com/color)

Siding colors shown in these images may deviate from actual ColorPlus® Technology colors. For best results in color selection, please refer to our Statement Collection™ or Dream Collection™ product samples.

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HardiePlank® Lap Siding Select Cedarmill® Evening Blue
HardieTrim® Boards Smooth Arctic White

Discover why James Hardie is the recognized leader at [jameshardie.com/leader](https://www.jameshardie.com/leader)

**Professional
Builder
TOP 100**

**Builder
BRAND LEADER 2018**

