



JamesHardie

Siding | Trim

Achieve Instant Curb Appeal

AND LASTING CHARACTER

**AUTHENTIC
DESIGN**

VERSATILITY AND AUTHENTICITY

Accurately capture traditional designs or showcase your individual style with a wide selection of siding and trim profiles, widths and textures, including Select Cedarmill[®], Rustic Grain[®] and Smooth.



HardieShingle[®]
Siding

HardieTrim[®]
Boards

HardiePlank[®]
Lap Siding

HardiePanel[®]
Vertical Siding &
HardieTrim[®]
Batten Boards

COMBINE PROFILES AND PRODUCTS TO PERFECTLY FIT YOUR VISION

HardieTrim® boards, HardieSoffit® panels and HardieTrim® fascia work together to complement the beauty and performance of HardiePlank® lap siding, HardiePanel® vertical siding and HardieShingle® siding.

AUTHENTIC
DESIGN



AUTHENTIC
DESIGN

INSPIRED DESIGN

Your home's color is an expression of character. Capture the look you love with our ColorPlus® Technology finishes.





**ColorPlus®
Technology**
Sandstone Beige

**HardieSoffit®
Panels**

**ColorPlus®
Technology**
Monterey Taupe

**HardieShingle®
Siding**

**HardiePlank®
Lap Siding**

**HardieTrim®
Boards**

**HardiePanel®
Vertical Siding &
HardieTrim®
Batten Boards**

GIVE YOUR JAMES HARDIE HOME THE TOTAL PACKAGE

A James Hardie Complete Exterior™ delivers the look
and lower maintenance today's homeowners desire.

**AUTHENTIC
DESIGN**

ENGINEERED
FOR CLIMATE®

HL5®

HL10®

**ENGINEERED TO STAND UP
BEAUTIFULLY TO WHAT NATURE BRINGS**

Only James Hardie® fiber cement products
are Engineered for Climate® with performance
optimized for two separate climate zones.

HZ5® PRODUCTS

Engineered for wet or freezing conditions and more.



Freezing temperatures



Extreme seasonal temperature change



Damage from termites and other pests



Fire



Prolonged moisture exposure

ENGINEERED
FOR CLIMATE®

ENGINEERED
FOR CLIMATE®

HZ10® PRODUCTS

Engineered for hot, humid or
high-precipitation conditions and more.



Hurricane-force
winds



Rainy, coastal climates
and sea air



Damage from termites
and other pests



Fire



Heat, humidity
and UV



**ENDURING BEAUTY BEGINS
WITH A STRONG FINISH**

Our advanced ColorPlus® Technology creates a vibrant, consistent finish that performs better, lasts longer and looks brighter on your home.

**COLORPLUS®
TECHNOLOGY**

MORE THAN A SUPERIOR PAINT, IT'S A SUPERIOR PROCESS

Multiple coats of color are baked onto the boards, delivering superior finish adhesion, color retention and permitting year-round installation.

1 PRECONDITIONING



The baked-on process heats and preconditions boards for a stronger bond with coating.

2 EDGE COATING



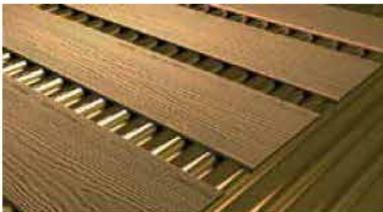
Edges are coated and sealed.

3 COATING



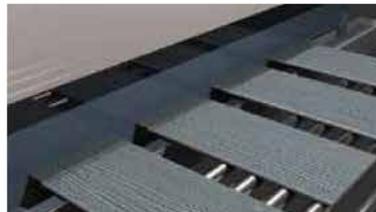
Boards are coated for complete coverage of deeply embossed grain textures.

4 CURING



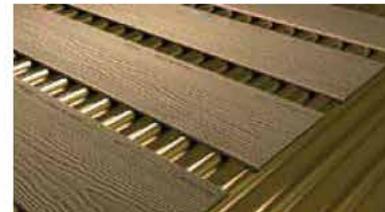
Repeating the heating process before and after coating promotes optimal and consistent curing.

5 COATING



Boards are coated again to ensure consistent coverage of entire surface.

6 BAKED-ON BOND



Final heating application provides a baked-on finish for maximum consistency and performance.

Superior Fade Resistance

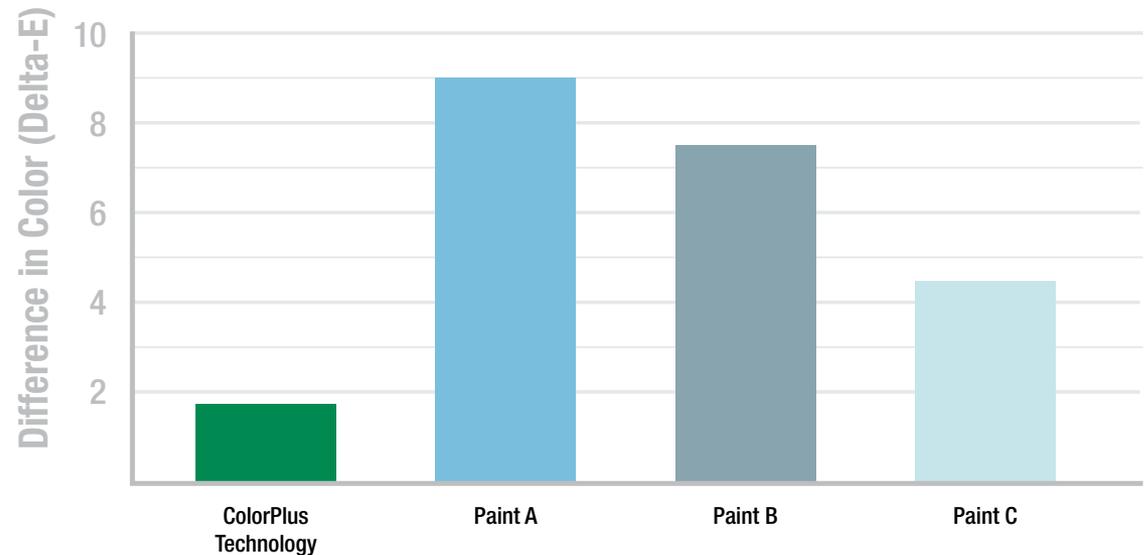
When considering the cost of siding, think about long term performance. We put our ColorPlus Technology finish head-to-head against siding painted with commercially available exterior grade paint. We exposed these boards to the same 3,000 hours of UV light to replicate the effects of sunlight over six years.

What does this mean?

“Delta-E” is the standard measure for the difference in color. The higher the Delta-E, the greater the fade.

Paints A, B and C are commonly used exterior grade house paints.

WHICH FINISH FADED MORE?*



*Results based on Arizona Q-Track testing by Q-Lab, 3000 hours exposure (equivalent to 6 years), performed on fiber cement samples finished with James Hardie ColorPlus technology and premium exterior grade latex paint applied per manufacturer's instructions.

COLORPLUS®
TECHNOLOGY



James Hardie Siding



Vinyl Siding

MAKE A STATEMENT, NOT COMPROMISES

James Hardie siding provides authentic design that vinyl siding cannot match. Our products are 5x thicker than vinyl siding products, providing deeper shadow lines and a warmer wood grain texture with seams that are less visible.





James Hardie Siding



Vinyl Siding

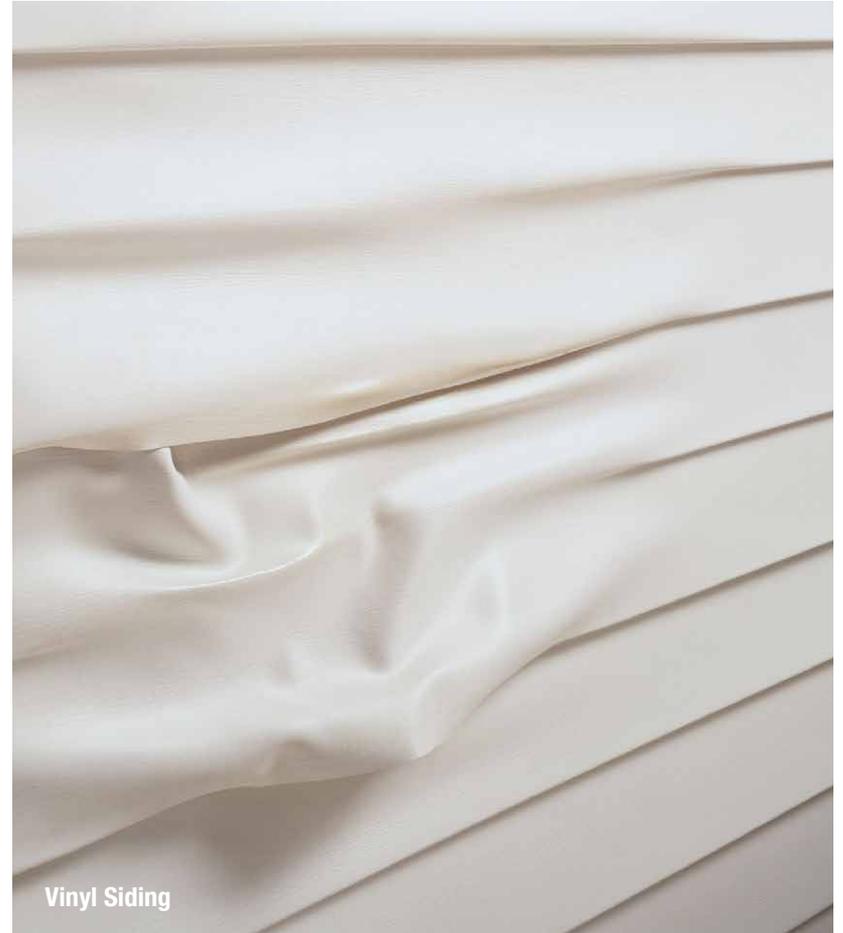
SELECT SUPERIOR SIDING FOR LASTING PROTECTION

James Hardie siding resists damage from wind, rain, freezing temperatures and hail. Vinyl siding can be damaged by hail and may crack, buckle or sag with weather stress and time, possibly diminishing your home's charm and value.



VS. VINYL SIDING

VS. VINYL SIDING



SELECT SUPERIOR SIDING FOR LASTING PROTECTION

James Hardie siding is noncombustible and resists damage from extreme heat. Vinyl siding is vulnerable to melting caused by flame, grills and solar heat reflected off low-e windows.



2,000 HOURS OF UV LIGHT EXPOSURE RESULTS



PRODUCTS THAT WILL KEEP THEIR GOOD LOOKS OVER TIME

Don't be misled by vinyl siding's short-term cost. Its **color cannot be changed** and can be more susceptible to **inconsistent fading**. James Hardie ColorPlus® Technology finishes provide superior color consistency and fade resistance.*†



VS. VINYL SIDING

*Visual representations based on James Hardie research and testing. †Within a controlled lab environment, samples were exposed to an accelerated QUV test of 2,000 hours.

VS. WOOD & WOOD COMPOSITES

GOOD LOOKS THAT OUTPERFORM WOOD SIDING AND TRIM



Stands up to storms and harsh weather



Uniquely formulated to resist the effects of water absorption and mold



Won't be eaten by animals or insects



Fire resistant and recognized by fire departments nationwide*

*James Hardie siding complies with ASTM E136 as a noncombustible cladding and is endorsed by fire departments across the U.S. including Marietta, GA, Flagstaff, AZ and Orange County, CA.



WOOD AND WOOD COMPOSITE PRODUCTS HAVE MANY NATURAL PREDATORS

Weather ravages them. Water warps them. Termites and pests feed on them. Wood-based siding and trim are easy targets.

**VS. WOOD & WOOD
COMPOSITES**

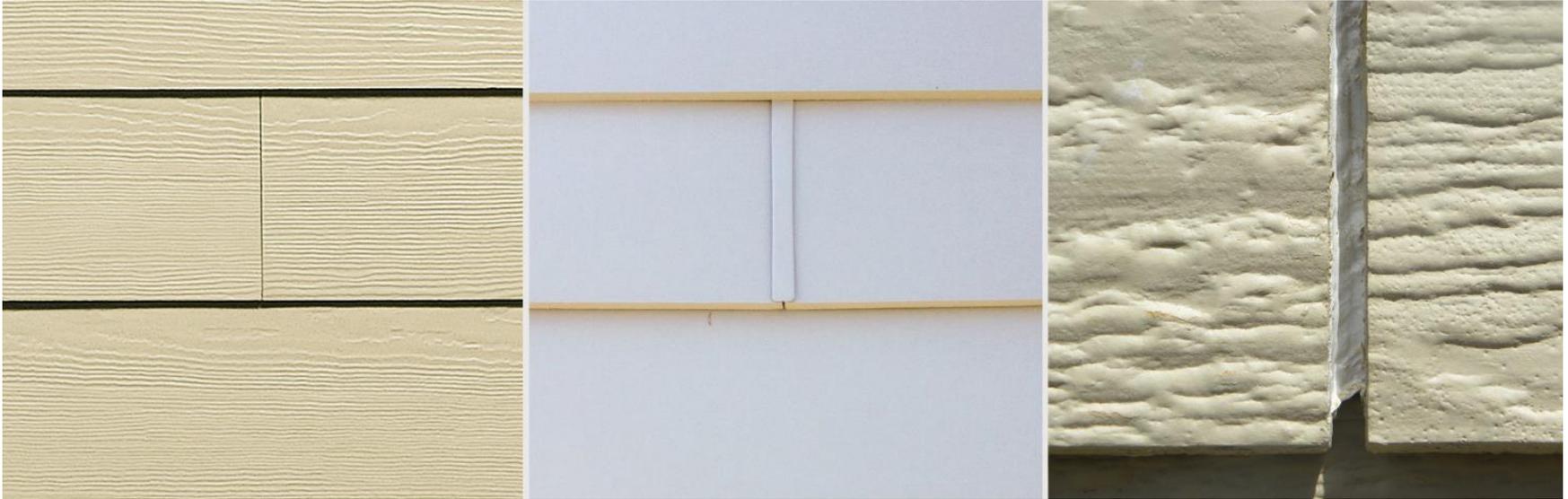
VS. WOOD & WOOD COMPOSITES



THINGS CAN GET REAL UGLY REAL FAST WITH WOOD TRIM

Spend less time maintaining your home and more time enjoying it.

*Illustration simulates weathering and termite damage effects on painted wood trim and HardieTrim® boards resulting from hypothetical exposure to ice, cyclic wetting and drying, and termite attacks over time. The actual appearance of your trim might be different than this illustration and will depend on many factors, including but not limited to: the frequency of maintenance and repainting, the type of paint used, the type and quality of wood trim, use of insect treatments, the condition of the trim when it was installed and painted, and actual weather, UV or climate exposure.



THE DRAWBACKS OF CAULKING OR USING “H” JOINT CLIPS ON BUTT JOINTS

Unlike wood composite siding, James Hardie siding resists shrinking, swelling and movement, so it does not require a 3/16-inch gap* at each butt joint.

Clips accentuate the gap and fade at a different rate. Clips require maintenance to prevent water penetration.

Caulk is difficult to color match and fades at a different rate. When caulk fails, water may penetrate the butt joint.

*Based on wood composite siding manufacturer's published installation instructions.



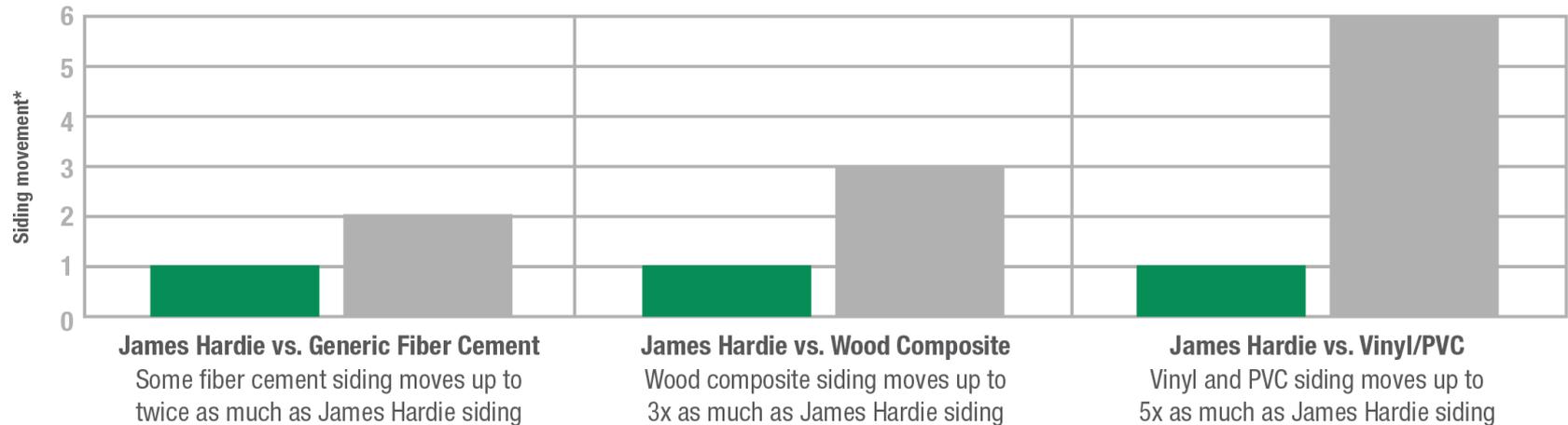
VS. GENERIC
FIBER CEMENT

NOT ALL FIBER CEMENT IS THE SAME

James Hardie® products are generations ahead of generic fiber cement in aesthetic and performance advancements, including climate-specific formulations and ColorPlus® Technology.

GREATER DIMENSIONAL STABILITY

HardiePlank® lap siding absorbs less water, and expands and contracts less than other fiber cement. Better dimensional stability mean less unsightly gaps between boards.



*Temperature cycles, moisture and other environmental factors can cause siding to move on a wall. Stable siding resists buckling or warping and its joints are less visible. The amount siding will move is contingent on storage practices, proper installation and a good frame job. Always correct framing irregularities before installing siding. Never install wet siding.

VS. GENERIC
FIBER CEMENT

LONGER LASTING COLOR

ColorPlus® Technology – Delivers superior finish adhesion, color retention and UV resistance as compared to other fiber cement with field paint.

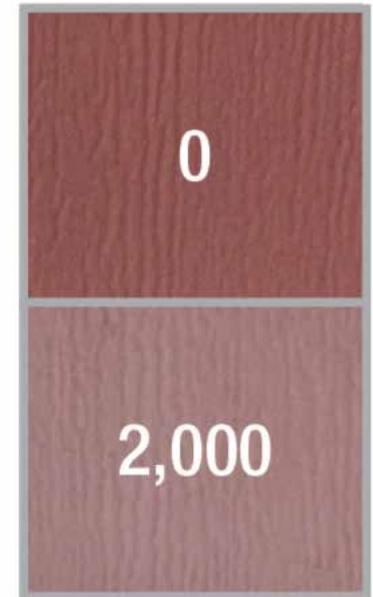
Identical lab tests show field-applied paint on generic fiber cement will fade more over the same duration.

2,000 HOURS OF UV LIGHT EXPOSURE RESULTS



James Hardie ColorPlus Siding

VS.



Generic Fiber Cement Siding

*Within a controlled lab environment, samples were exposed to an accelerated UV test of 2,000 hours.



BACKED BY EXCEPTIONAL WARRANTIES

Unlike other brands, James Hardie doesn't prorate its siding and trim warranty coverage.

- 30-year non-prorated, limited siding substrate warranty
- 15-year non-prorated, limited trim substrate warranty

THE JAMES HARDIE
DIFFERENCE

We've earned the endorsement of trusted industry experts



HardiePlank® lap siding
named “Best Building
Products Made in America”



HardiePlank lap siding
is backed by the **Good
Housekeeping Seal**



Chosen by builders as a
**Brand Leader in Builder
Magazine 2009 – 2016**



Green Builder Magazine
Readers' Choice, “**Most
Sustainable Product**”
every year since 2012



Gold Winner for **Hanley
Wood 2015 Brand
Builder award**



Featured on the **DIY
Network's Blog Cabin**
every year since 2012

We've earned the endorsement of trusted industry experts



Featured in **This Old House's Idea Home**, The Farmhouse at Emerson Green 2016



Exclusive siding partner with **Southern Living Inspired Communities**



Money Magazine singles out HardiePlank® lap siding as a great value



Selected for the **Better Homes and Gardens Innovation Home** in 2015



Qualified Remodeler Magazine: List of Top Exterior Products 2014



Professional Builder: List of **Top 100 building materials and products 2017**



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