



James Hardie® Building Products

Siding

Trim

Soffit

Wrap

This page is an inside cover page with a pocket.

All inserts at the end of this PDF will be placed inside the pocket here.

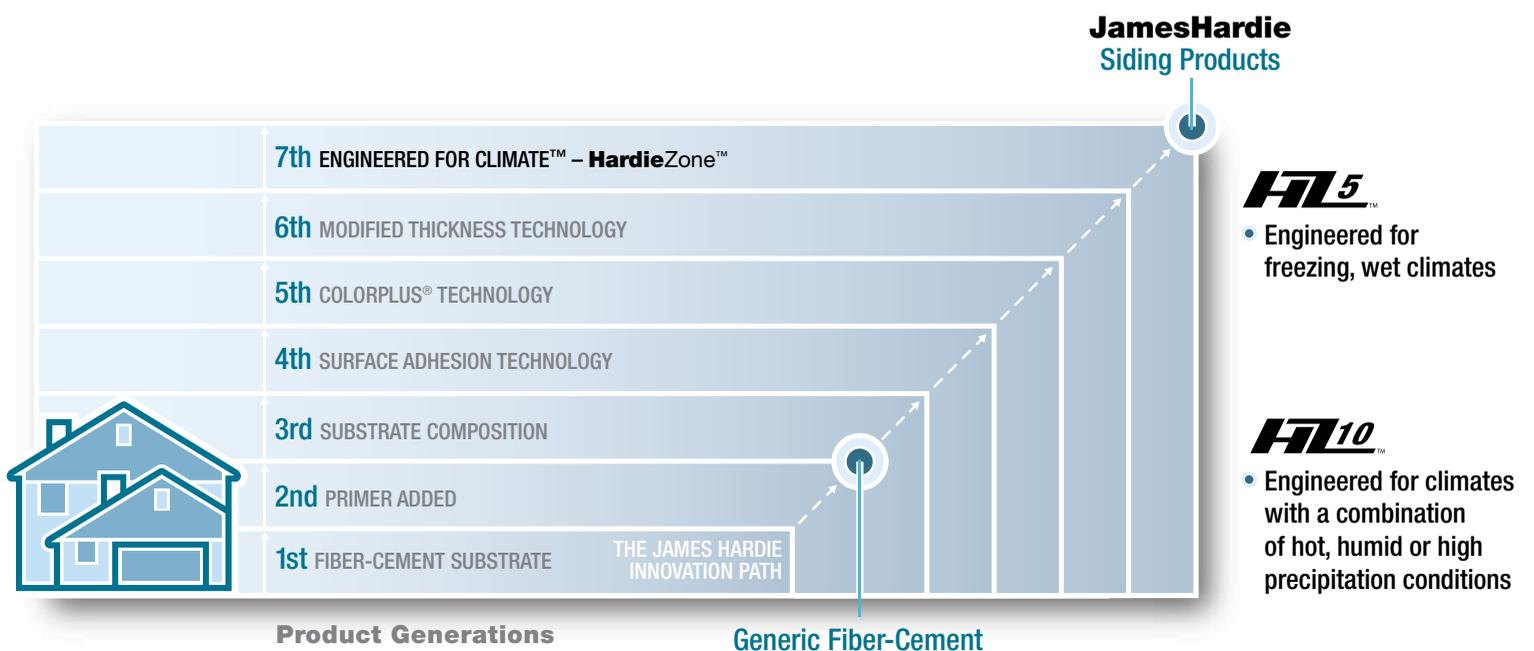
James Hardie® Siding Products

HardieZone™ System

Engineered for Climate™

The North American climate creates a variety of challenges for building materials, especially siding. From freezing, sub-zero temperatures, to dry heat, to high humidity, to hurricane force winds, Mother Nature is always testing the exterior of a home. With over four million successful installations, James Hardie has defended North American homes from these elements coast to coast. We are now unveiling a new concept to the building industry – siding that’s engineered for climate. We call it the HardieZone™ System.

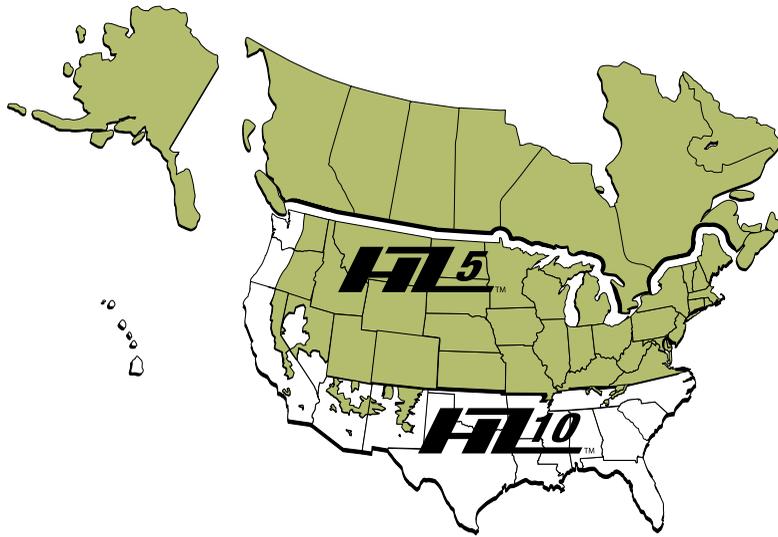
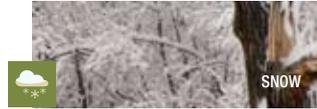
James Hardie has always been ahead of the siding industry curve. With the development of the HardieZone™ System, that gap has grown wider. James Hardie’s commitment to Research & Development has led to our seventh generation of product advancement, which is the highest performing fiber cement siding in the industry. The HardieZone™ System represents a logical extension of Hardie technology: “one size does not fit all.”



James Hardie® Siding Products

HardieZone™ System

For the first time ever, you can have the ideal home exterior for your local climate. So say goodbye to the days of one-siding-fits-all. It's a given that siding must stand up to the elements. That's why we based the HardieZone™ System on the eight individual climatic variables that primarily affect long-term performance of siding.



- Zones 1-5
- Zones 6-10

Using these factors we arrived at these distinct climatic zones. Though different, we found common variables in certain regions, allowing us to engineer one product line for zones 1 through 5, and another product line for zones 6 through 10.

HZ5™ Product

The HZ5™ product line is right at home in climates with freezing temperatures, extreme seasonal temperature variations, and snow and ice. To ensure that its beauty matches its durability, we've engineered the surface for higher performance, giving it superior paint adhesion and moisture resistance. In addition, we've added a drip edge to the HardiePlank® HZ5™ lap siding product to provide improved water management in conditions specific to HZ5 climates. So you aren't getting an exterior that performs well in cold, nasty climates. You're getting an exterior engineered just for it.

HZ10™ Product

Even when Mother Nature isn't very motherly, the HZ10™ product line delivers legendary James Hardie durability. This siding was engineered for areas with hurricane-force winds, salty sea air of the coast, and the brutal, humid heat of the Deep South. Engineered specifically for this climate, HZ10™ boards resist cracking, splitting, rotting and swelling season after hot, humid, tropical storm season. Our latest breakthrough in performance enhancement is our new distinctive primer. The unique primer outperforms generic fiber cement primer with improved paint adhesion and moisture resistance and is developed for the wide range of field paint products that are available. The new look of the primer will also distinguish your job sites and separate you from builders who use generic fiber cement. Standard manufacturer recommended field paint application methods will be able to sufficiently hide the primer and it will not affect the appearance of your paint.

Durability

A specially formulated, factory-applied primer provides excellent paint performance in areas of the country that are tough on paint. HardieZone™ siding offers you the confidence of knowing your customer's siding was created to thrive in the harsh, unique challenges nature presents. You can rest assured that their home will remain beautiful and virtually maintenance free for decades and resistant to termites and fire.

The HardieZone™ System means you can build your customer's dream home anywhere in North America, without worrying about it losing its "new home" beauty, no matter how harsh the local climate.

Our best warranty ever. Unprecedented peace of mind.

We're so confident The HardieZone™ System can withstand the rigors of the North American climate we're offering our strongest warranty. This outstanding 30-year* limited, transferable warranty offers non-prorated product coverage for the entire 30 years. That's the type of peace of mind homeowners have asked for.

Complete Exterior

There is more to the exterior of a house than just siding. That's why James Hardie offers a wide variety of products for a complete building solution. Begin protecting the homes you build with HardieWrap™ weather barrier. HardieWrap house wrap is also engineered for climate so you get the best house wrap based on the area of the country you live in. In addition to the complete line of siding products we offer, we also make a full line of trim and soffit profiles to choose from. With a genuine James Hardie home, you can count on a home with lasting beauty, durability and low maintenance. Your exterior products will be on the same maintenance cycle and all of it comes with an industry leading warranty from one reliable manufacturer. James Hardie complete exterior solution lets you create unique-looking homes with added curb appeal to attract a broad range of potential homeowners.

"James Hardie products are a strong selling point for our communities."

David McGowan, Developer, Lenox Village



HardiePlank®
Lap Siding



HardieSoffit®
Panels



HardieTrim®
Boards



HardieShingle®
Siding



HardieWrap™
Weather Barrier

Note: Please refer to product sell sheets for specific information on product availability.

* HardieTrim® Boards have a 15-year limited transferable product warranty.

James Hardie® Siding Products with ColorPlus® Technology



ColorPlus® Technology

James Hardie® products are available with our proprietary ColorPlus® Technology formulation. Our ColorPlus® Technology combines paint optimally formulated for use with fiber cement and a professionally developed color palette. The multi-coat, baked on, factory application process delivers beautiful, consistent, finished James Hardie® products to your job site.

For the ultimate in performance in HZ5™ product markets, add ColorPlus Technology. This finish is factory applied for maximum durability and resistance to prolonged exposure to freezing climates and moisture.

In climates with extreme heat and high UV levels, ColorPlus Technology makes HZ10™ products the ultimate performer. While field applied paint can fade and is often applied inconsistently, ColorPlus Technology ensures the finish of your siding is as prepared to battle the elements as the siding beneath it.

James Hardie offers you today's most popular colors to create unique and noticeable façades. Each color was carefully chosen by renowned color expert, Leslie Harrington, whose clients include Pottery Barn and Crayola.

* James Hardie accelerated QUV tests results compared to nationally available premium paint in lab environment.

We know how hard it can be to choose a color for a home. That is why we created our online design tool to help you find a siding color that is just right. Design the exterior simply by visiting www.jameshardiecolorplus.com. Use this design tool to design the home online and see how each ColorPlus Technology color, product, texture, and exposure will look on the home. Try it today.



- Color coating specifically formulated for use with James Hardie siding products – Revolutionary formulation unlike anything available in stores
- Environmentally controlled, baked on finish, factory applied color coating precisely applied to the product
- Multi-coat (more than 2) complete coating system
- Fade resistant – Up to 30% better than field applied spray*
- Single source warranty – Siding and color coating
- Eliminates the weather delays and costly labor associated with field applied paint.
- Arrives with removable protective laminate and mar-resistant coating to help prevent damage during transportation and installation.



The Finishing Touches for Beautiful, Lasting Homes.



One more thing about siding—you can't install it if it isn't there.

For you, every second of downtime is money lost. With ten state-of-the-art manufacturing facilities strategically located throughout the U.S., you can be sure that your James Hardie® siding products will arrive on the job-site when you need them—in the configurations you ordered and ready to be installed. And when it comes time for installation we have the largest and best installation support in the industry. When the siding is delivered, our job begins.

Field Support — Installation

Local James Hardie Installation Specialists:

- Train installation crews and audit performance
- Support builders with on-site training

Installation and Best Practices Guide

Easy-to-use guide details:

- Installation requirements and recommendations
- Storage and handling procedures
- Video with installation techniques is available at www.jameshardie.com



Protective laminate allows for cut marks



Removable protective laminate



Easy touch-up solutions



Innovative edge coater and touch-up pen



To find your HardieZone™ visit www.hardiezone.com or call 1-866-9HARDIE (1-866-942-7343)



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The following pages are inserts that will be placed in the inside cover pocket of the brochure.



James Hardie® Siding with ColorPlus® Technology

For long-lasting beauty, there's only one choice—James Hardie® Siding Products with ColorPlus® Technology.

Vinyl siding is thin on facts.

James Hardie is unveiling a new concept to the building industry—siding that's engineered for climate. We want every home to have the right exterior for the right climate. Some call it visionary. We call it the HardieZone™ System.

The HardieZone™ System provides siding with specific performance attributes relative to the climate where the product is being used. So say goodbye to the days of one-siding-fits-all. James Hardie now gives you the ability to put the optimum siding on a home regardless of location.

Don't let vinyl siding manufacturers pull the plastic over your eyes. Thin, unnatural vinyl siding can't provide the rich wood grain finishes that give your homes real lasting curb appeal.

To give your homes the beauty and charm of a natural wood texture with unsurpassed durability, substandard-looking, flimsy vinyl siding simply can't match the value you get with James Hardie fiber cement siding.



James Hardie® Siding Comparison Chart

James Hardie® Siding Products with ColorPlus® Technology

Vinyl Siding

Appearance

- Shadow lines and rich, realistic wood grain provide a more natural and attractive finish for lasting curb appeal
 - Ages beautifully and maintains its original character over time with low maintenance
- Unnatural, imitation-wood look completely lacks character and curb appeal
 - Must be replaced to restore original look

Durability

- Resists warping, cracking and splitting caused by exposure to weather and temperature extremes
 - Resists damage from high winds and hail
 - Won't sag or lose shape over time
- Can become brittle when exposed to extremely cold weather
 - Susceptible to impact damage, cracking and splitting
 - Vinyl has difficulty maintaining its original shape because it is dimensionally unstable

Color Choices

- Professionally developed color palette based on market-specific preferences
 - Multi-coat baked-on finish ensures color quality and consistency
- Available colors typically include only lighter colors which limit choices. New dark colors are not yet time-tested for fading
 - Fades at noticeably different rates, creating color inconsistency

Color Flexibility

- Fiber cement can be painted to change the appearance
- Siding color is difficult to change

Installed Value

- According to a report by a leading home-improvement magazine, adding fiber-cement siding to your home is the #1 way to get the return on your investment.
- According to a report by a leading home-improvement magazine, adding vinyl siding to your home is the #3 way to get the return on your investment.

Code Restrictions

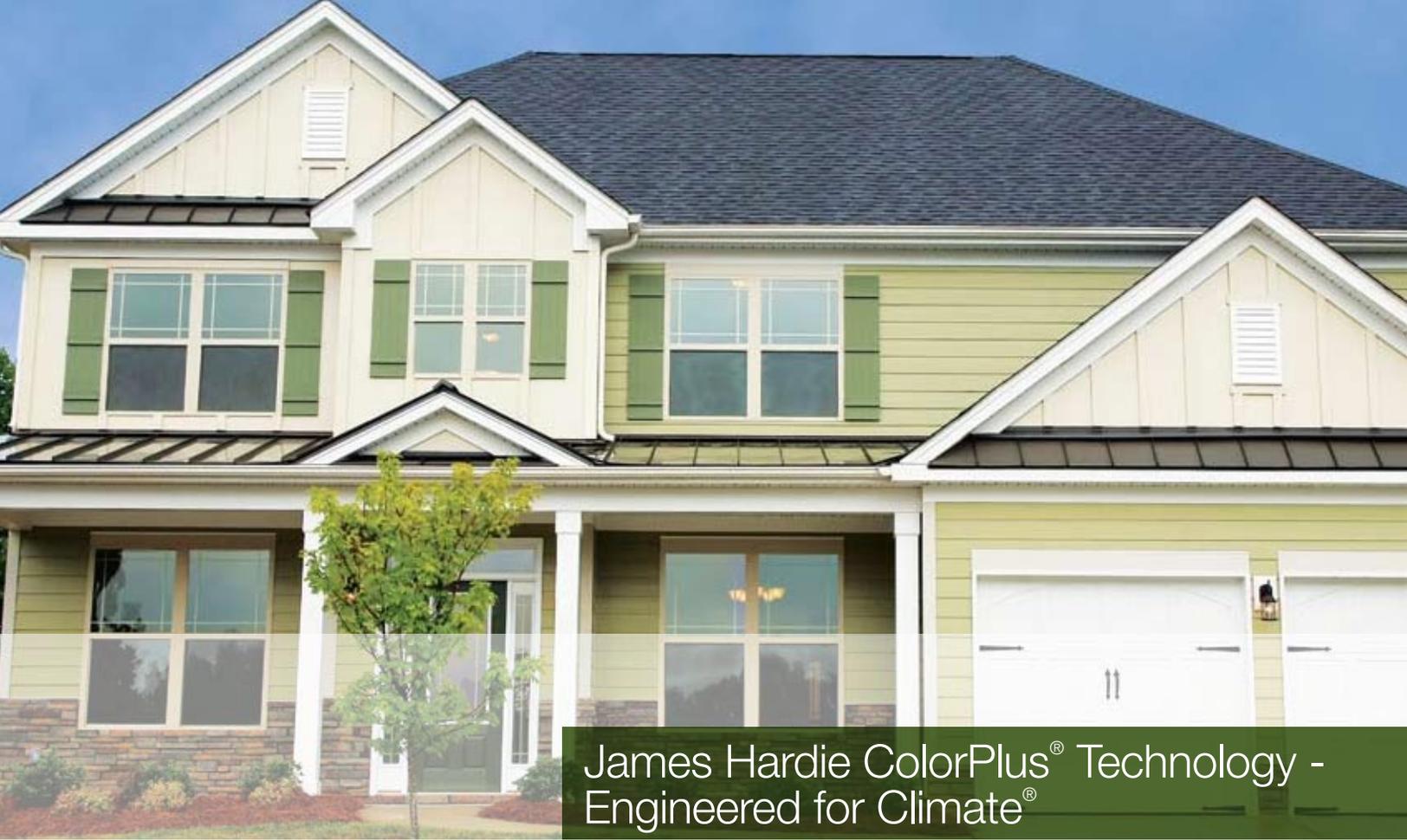
- Meets new local building codes
 - Meets requirements for noncombustible construction*
 - Meets many "green" building requirements
- Growing number of local jurisdictions are moving away from vinyl
 - Vinyl does meet requirements for noncombustible construction
 - Vinyl siding is a petroleum-based product not typically specified in "green" building

* ASTM - E136

Building Your Business—Together!

It's no contest. James Hardie offers you faster building times, lowered ownership costs and reduced risks—along with the best value for your customers. In addition, James Hardie also offers channel support, installation training and marketing programs to help you build homes that look better and sell faster. For more information, visit www.jameshardiecolorplus.com





James Hardie ColorPlus® Technology - Engineered for Climate®

The only way to make the HardieZone™ System
even tougher.

Get a clear advantage with James Hardie® Siding Products with ColorPlus® Technology.

James Hardie is unveiling a new concept to the building industry—siding that's engineered for climate. We want every home to have the right exterior for the right climate. We call it the HardieZone™ System. The HardieZone™ System provides siding with specific performance attributes relative to the climate where the product is being used. James Hardie now gives you the ability to put the optimum siding on a home regardless of location.

For the ultimate in performance with HardieZone™ products, add ColorPlus® Technology. This proprietary process involves applying consistent, multiple coats of paint that was created especially for the demands climate places on a home's exterior. ColorPlus® Technology delivers a beautiful consistent finish that lasts up to 2x's longer.*



* James Hardie accelerated weathering tests compared with brush applied national paint in lab environment

James Hardie® Siding Comparison Chart

Pre-finished is finished.

What makes ColorPlus® Technology superior to third-party pre-finishes? It's a complete system that combines extensive R&D, manufacturing expertise, professionally developed colors, exclusively formulated paint and a proprietary application process from the experts in fibercement—James Hardie. Third-party pre-finishers simply can't give you the same level of expertise, quality and peace of mind.

Field-applied painting is all wet.

You can't rely on the weather. That's especially true when it comes to field-applied painting. Rain, wind and temperature extremes can all lead to costly delays that sometimes last weeks. Smart builders rely on ColorPlus® Technology.

	James Hardie® Siding Products with ColorPlus® Technology	Field-Applied Paint	Third-Party Pre-Finishers
Total Finish Quality	<ul style="list-style-type: none"> Multi-coat baked-on finish ensures consistent coverage with uniform thickness Coating materials specifically developed for fiber-cement Mar-resistant coating protects finish during shipping and installation 	<ul style="list-style-type: none"> Consistent paint coverage and uniform thickness can't be guaranteed Paint formula not selected for fiber-cement application No finish protection is used during the drying process 	<ul style="list-style-type: none"> Lack comparable coating and curing technology Majority don't provide protective laminate or touch-up materials
Site Efficiency	<ul style="list-style-type: none"> Factory pre-finishing eliminates need for on-site painting contractor 	<ul style="list-style-type: none"> Requires managing multiple on-site painting contractors 	
Simplified Warranties	<ul style="list-style-type: none"> Our strongest warranty ever - 30-year non-prorated limited transferable product warranty and a 15-year finish warranty from a single manufacturer. 	<ul style="list-style-type: none"> Field-applied warranties, possibly from multiple companies, typically cover replacement paint only 	<ul style="list-style-type: none"> Warranties, possibly from multiple companies, typically cover replacement paint only
Extended Building Season	<ul style="list-style-type: none"> No costly delays waiting for favorable weather conditions to paint 	<ul style="list-style-type: none"> Painting schedule and completion time controlled by weather conditions and availability 	
Complete System	<ul style="list-style-type: none"> James Hardie ColorPlus system combines fiber-cement manufacturing, color, paint technology and installation 	<ul style="list-style-type: none"> On-site painting contractors aren't exclusively committed to finishing fiber-cement and can't provide the same level of quality 	<ul style="list-style-type: none"> Product and paint provided by different manufacturers
Installation Support	<ul style="list-style-type: none"> James Hardie Installation Specialists are available to train contractors on how to properly install ColorPlus siding products 		<ul style="list-style-type: none"> No onsite training and support provided by third-party pre-finishers

Building Your Business—Together!

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James Hardie® Siding with ColorPlus® Technology

Get the beauty of wood,
without the problems—
James Hardie® Siding Products
with ColorPlus® Technology.

For real value, wood and wood composite
products don't cut it.

Wood makes a great first impression. But what homeowners really want is a great first impression that lasts. While all wood and wood composite siding starts out looking good, they don't stay that way.

That's why more and more builders across America are turning to James Hardie® siding products with ColorPlus® Technology. James Hardie siding combines the beauty and character of wood with the durability and low maintenance of fiber-cement. It all adds up to value—installed value for you—and lasting value for your customers.

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The HardieZone™ System provides siding with specific performance attributes relative to the climate where the product is being used. James Hardie now gives you the ability to put the optimum siding on a home regardless of location.



James Hardie® Siding Comparison Chart

James Hardie® Siding Products with ColorPlus® Technology

Wood and Wood Composite Siding

Durability	<ul style="list-style-type: none"> • Won't crack, warp or rot, even in the harshest climates • Maintains beautiful appearance over the lifetime of the product 	<ul style="list-style-type: none"> • Absorbs moisture, leading to warping, buckling and eventual rotting • Thermal expansion and shrinkage causes paint to crack and peel
Maintenance	<ul style="list-style-type: none"> • Requires less maintenance with the warranted durability of fiber-cement and ColorPlus® Technology 	<ul style="list-style-type: none"> • Requires frequent painting, caulking and spot repairs to maintain its original appearance
Pests	<ul style="list-style-type: none"> • Impervious to termites and other pests 	<ul style="list-style-type: none"> • Susceptible to damage from termites and other pests
Total Finish Quality	<ul style="list-style-type: none"> • Multi-coat baked-on finish ensures color quality and consistency • Mar-resistant coating and removable plastic laminate protect finish during shipping and installation; color-matched touch-up kit and edge coater included for final finishing 	<ul style="list-style-type: none"> • Uniform thickness can't be guaranteed if the finish is field-applied. Paint consistency is dependent on pre-finisher if wood is pre-finished • Different paint lots used for touch-ups may cause variation in color
Installation	<ul style="list-style-type: none"> • Does not require field applied on-site paint contractor • James Hardie Installation Specialists train contractors on best practices 	<ul style="list-style-type: none"> • Field-applied finishing requires multiple on-site contractors • Pre-finished wood and wood composite siding manufacturers typically don't provide installation support
Simplified Warranties	<ul style="list-style-type: none"> • 30-year* limited, transferable warranty offers nonprorated product coverage for the entire 30 years and 15 year warranty on finish. 	<ul style="list-style-type: none"> • Field-applied and pre-finished warranties typically cover replacement of paint only
Installed Value	<ul style="list-style-type: none"> • For the 4th year in a row, James Hardie fiber cement siding has been named the #1 return on investment, according to <i>Remodeling</i> magazine's 'Cost v.s. Value Report' 	<ul style="list-style-type: none"> • Lifetime return-on-investment is often poor since time and money must be spent to maintain wood siding's original appearance

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* *HardieTrim®* board comes with a 15 year limited transferable warranty





HardieWrap™

Engineered for Climate™

As the makers of the #1 brand of siding in America, no company knows more about creating beautiful, durable and weather resistant exteriors than James Hardie. We pioneered a superior technology with our fiber cement siding products, the first layer of defense in weather protection. We've taken that same expertise to help create the HardieWrap™ weather barrier-your second line of defense.

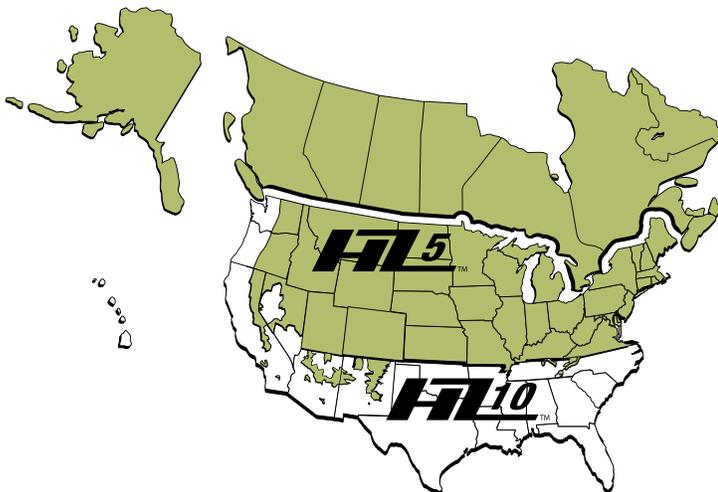
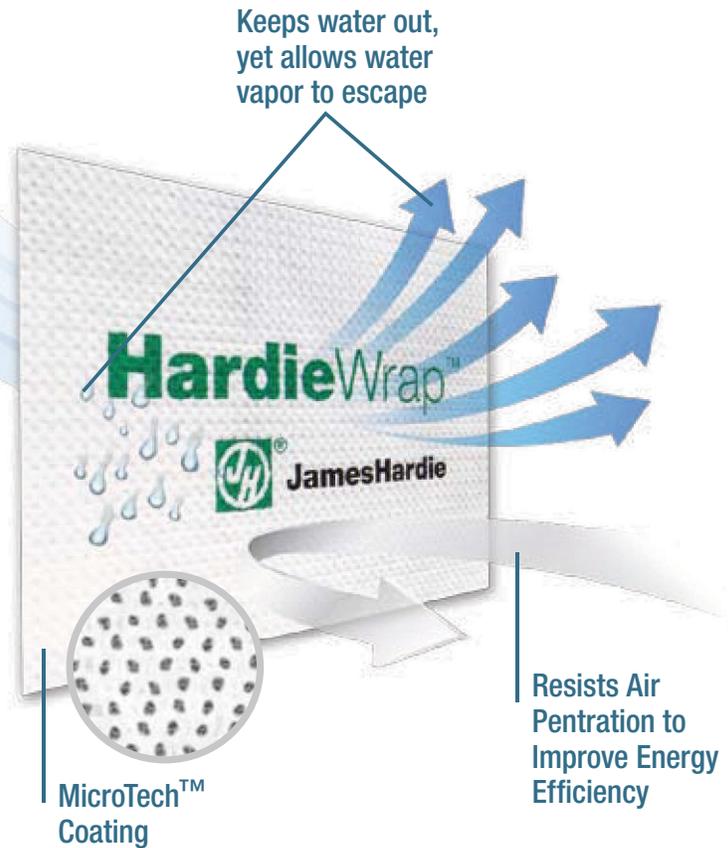


HardieWrap™ Weather Barrier Provides a Better Balance of Moisture Management

Just like siding, a better weather barrier starts with better material. HardieWrap™ weather barrier is a premium, non-woven water-resistive barrier. It contains a unique MicroTech™ coating that provides a better balance of water resistance and water vapor permeability, reducing water intrusion while releasing moisture vapor from inside to dry out the wall cavity. HardieWrap weather barrier also delivers superior air resistance to reduce energy loss. An 11 mil thick sheet provides better strength than other products.

A Weather Barrier that is Engineered for Climate™

As with all of our exterior products, HardieWrap™ weather barrier is engineered for climate. In reviewing the climatic factors that affect weather barrier performance, we determined the predominant factors that affect weather barrier performance are temperature and humidity. The temperature and humidity differences align with the two HardieZone regions. So we created two weather barriers: one engineered for cold/wet climates and the other engineered for hot/humid climates. HardieWrap weather barrier is offered in two high performing products to meet the needs of HZ5™ and HZ10™ regions.**



HZ5™

For cold/wet climates of the Northern US, James Hardie provides a 25 perm product. This permeability level keeps water out, yet allows water vapor to escape. This product is labeled with the green logo: **Engineered for Climate™**

HZ10™

In hot/humid climates of the South, a 15 perm product keeps humid air out, while still allowing water vapor to escape. This product is labeled with the black logo: **Engineered for Climate™**

** While James Hardie recommends perm rating for each of the HardieZone regions, the warranty is not tied to the geography

The HardieWrap™ Weather Barrier Solution

The HardieWrap™ weather barrier solution includes HardieWrap weather barrier, HardieWrap™ Flex Flashing, HardieWrap™ Pro Flashing and HardieWrap™ Seam Tape.

HardieWrap™ Weather Barrier

HardieWrap™ weather barrier is an innovative, higher performance weather barrier for residential, multifamily and light commercial.

Composition:	Non-woven, non-perforated polyolefin Film: MicroTech™ Coating with micropores to balance water holdout and breathability
Thickness:	11 mil
UV Stability:	Up to 180 days
Water Holdout (AATCC127):	325 cm
Breathability/Water Vapor Permeance (ASTM E-96A):	15 perms/25 perms
Air Resistance (TAPPI T-460):	>1800 sec/100 cc
Tear Strength (ASTM D1117):	15/18 lbs
Basis Weight:	19.4 lbs/1000 sq ft
Sizes:	3' x 100', 9' x 100', 9' x 150', 10' x 150'
Approvals:	Recognized in ICC-ES ESR 2658



HardieWrap™ Flex Flashing

HardieWrap™ Flex Flashing is designed to easily stretch and seal around custom-shaped windows and doors to prevent water intrusion. Progressive adhesion prevents water and air intrusion. Contains no asphalt, VOCs or solvents.



Composition:	Butyl rubber adhesive; creped cross-laminated polyolefin backing; polyethylene film release
Total Thickness:	60 mil
Tensile Strength (ASTM D3759):	18 lbs/in
UV Stability:	Up to 180 days
Water Vapor Transfer Rate (ASTM E96-94):	<.2g/100in²/24hrs
Application Temperature:	30°F to 180°F
Operating Temperature:	-30°F to 200°F
Packaging:	Each roll is packed in a convenient dispenser box
Roll Weight:	6" = 22.2 lbs/roll 9" = 33.3 lbs/roll
Roll Sizes:	6" x 75' (2x4 construction) 9" x 75' (2x6 construction)

HardieWrap™ Seam Tape

HardieWrap™ Seam Tape is designed to seal vertical and horizontal seams and small holes in the weather barrier. Adheres to most surfaces and contains no asphalt, VOCs or solvents.



Composition:	Polypropylene film coated with acrylic adhesive
Total Thickness:	3.0 mil
Adhesion Peel to HardieWrap (PSTC-1):	22 oz/in
Tensile Strength (ASTM D3759):	32 lbs/in
Elongation:	136%
UV Stability:	Up to 90 days
Application Temperature:	30°F to 180°F
Operating Temperature:	-30°F to 200°F
Packaging:	Individually shrink-wrapped
Roll Weight:	1 7/8" = 1 lb/roll
Roll Size:	1 7/8" x 165'

HardieWrap™ Pro Flashing

HardieWrap™ Pro Flashing is designed to peel and stick around doors and windows. Progressive adhesion prevents water and air intrusion. Contains no asphalt, VOCs or solvents.

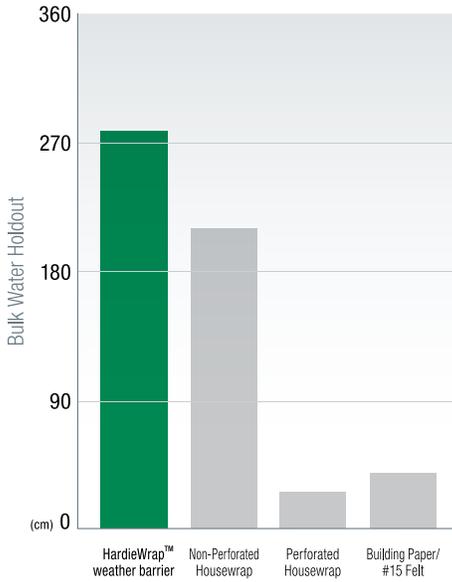


Composition:	Butyl Rubber Adhesive, kraft paper release
Total Thickness:	20 mil
UV Stability:	Up to 180 days
Application Temperature:	20 to 180°F (200°F)
Operating Temperature:	-35 to 180°F (200°F)
Packaging:	Individually shrink-wrapped
Roll Weight:	4" = 3.88 lbs/roll 6" = 5.81 lbs/roll 9" = 8.72 lbs/roll
Roll Sizes:	4" x 75' (6 rolls per case) 6" x 75' (6 rolls per case) 9" x 75' (3 rolls per case)

Installation:	Refer to your local HardieWrap product supplier or visit www.hardiewrap.com
Technical Support:	James Hardie has a team of installation specialists who can provide training and support. For technical inquiries please contact 1-866-4-HARDIE or visit www.hardiewrap.com
Warranty:	All HardieWrap™ products include a 10-year limited product warranty

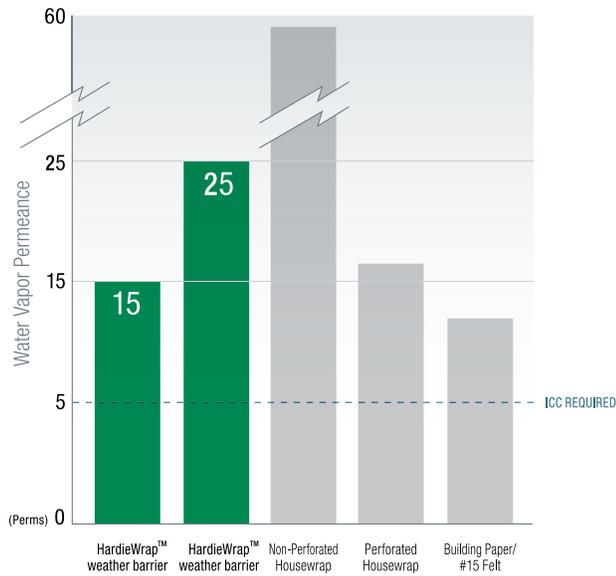
WATER RESISTANCE¹

Holds Out Water



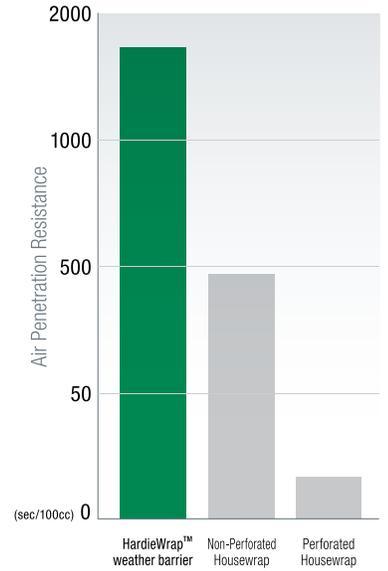
BREATHABILITY

Allows wall cavity to dry



AIR RESISTANCE

More air resistance = Better Energy Efficiency



HardieWrap™ weather barrier – Side by side, there's no comparison.

No matter what type of cladding material you specify, HardieWrap™ weather barrier provides a higher level of performance.* And it's all backed by a 10-year limited, transferable product warranty.



HardiePlank®



Shingles



Lap Siding



Brick



Stucco

¹Published Data

*Follow cladding guidelines and local building code requirements.

