



**JamesHardie**

NORTH AMERICA'S #1 BRAND OF SIDING

**A beautiful new beginning.** Let's get started.

SIDING SHINGLE TRIM MOULDINGS SOFFIT





## Make inspired choices every step of the way.

Whether you're building or remodeling, think of your home as a blank canvas. The possibilities are endless.

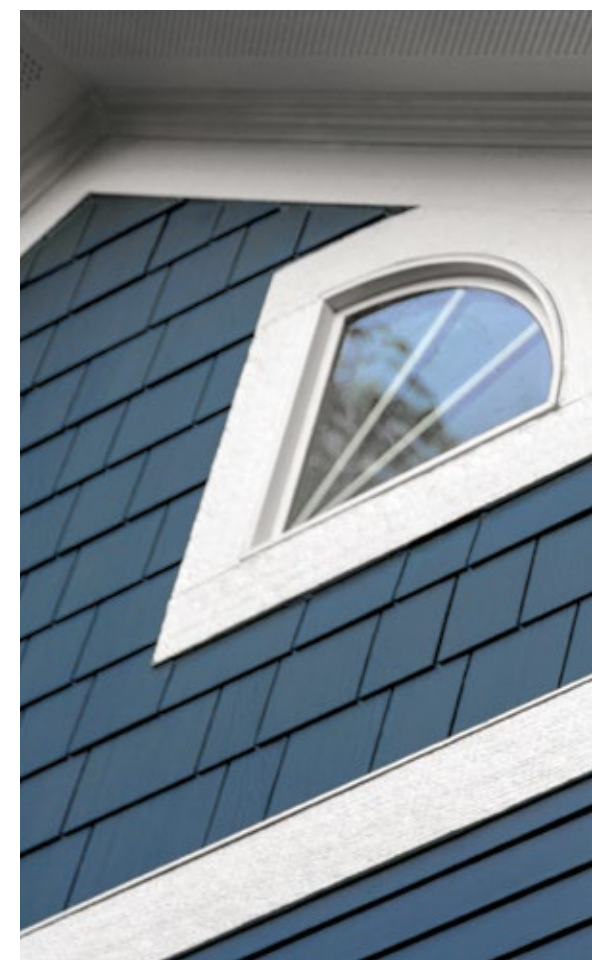
From initial decisions regarding which siding style and colors you prefer to the detailed selections of trim, mouldings, soffit and fascia, give your home's exterior the authentic character and uncompromising performance it deserves.



"I was thrilled to find a cement based siding that I knew would last a long time. We don't have to worry about the elements getting to it over time and we don't have to worry about termites."

Jennifer P. replaced her wood siding with James Hardie fiber cement siding

HardiePlank® Lap Siding Select Cedarmill® Evening Blue  
HardieShingle® Siding Straight Edge Panel Evening Blue  
HardieTrim® Boards Arctic White  
HardieSoffit® Vented Cedarmill® Arctic White







Be true to yourself and your home design.

## IT'S TIME TO ELEVATE YOUR HOME

We know this journey feels like a huge undertaking, but we promise it's easier than it seems. When picking the siding style for your home, there are a few things to keep in mind:

**1. Authentic design doesn't mean sticking with the status quo.** Your home's exterior style should be a combination of the best of the past with something that's also timeless for the future. Suit your lifestyle with siding materials and designs that reflect how you really live. Your home should brighten your every day with a sense of pride at what you've accomplished.

**2. Look beyond the surface of the siding to see if the material is designed to withstand the rigors of the climate where you live.** While other sidings take a one-size-fits-all approach, only James Hardie® siding and trim are specifically engineered to stand up to the climate where they are used. The unique formulation of our fiber cement siding makes it a better all-around performer than wood-based or vinyl siding, delivering superior resistance to weather, fire and damage from pests.



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**3. When considering the cost of siding, take the long view.** High-performance fiber cement siding can help you spend less time and money maintaining your home. You're putting a lot of work into this home, and you want to make sure your efforts last for many years to come.

**4. Once you've found your siding style, browse the ColorPlus® Technology finish collection to 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. The last step to your design process is to pick out the finishing details that really differentiate your home and make it yours.** The trim, mouldings, soffit and fascia will complete your home's exterior, giving your home instant curb appeal. When you select a James Hardie Complete Exterior™, the accent pieces work together to complement the siding in both style and performance. All backed by exceptional warranties from a single manufacturer.





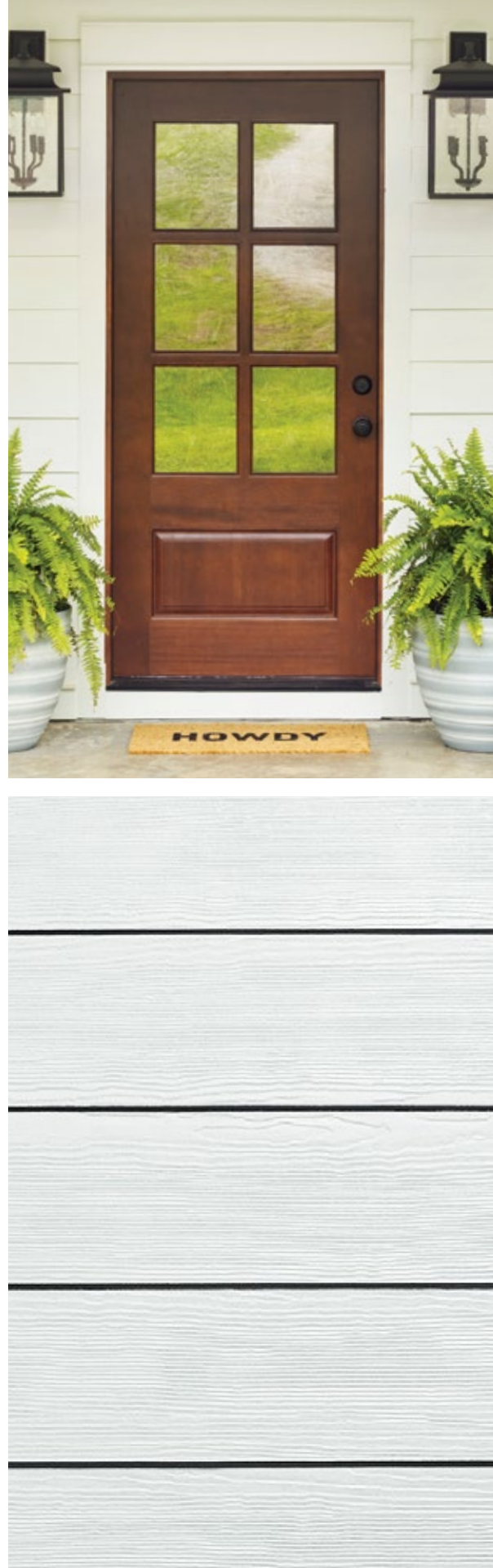
NORTH  
AMERICA'S  
**#1 BRAND  
OF SIDING**

Irresistible charm. Lasting character. Beautiful and brilliant. It's easy to get swept away by the James Hardie collection of profiles and products. The closer you look, the more you'll understand why it is North America's most popular brand of siding.

HardiePlank® Lap Siding Smooth Timber Bark  
HardieTrim® Boards Arctic White



HardiePlank® Lap Siding Select Cedarmill® Arctic White  
HardieTrim® Boards Arctic White



© Annie Schlechter  
As Seen in Country Living Magazine

**Captivating and timeless with a modern touch.** HardiePlank® lap siding is warm and inviting, reminiscent of summer days spent lounging on the porch, sipping a cool beverage and basking in the comforts of home. Wrap your home in clean, classic lines with low maintenance siding that fits the way you live now. Available in a variety of widths to capture different home styles, you can select the smooth lap siding for a more contemporary style, or enjoy the genuine warmth of wood grain texture. Select a beaded lap board to add detailed horizontal definition for a signature look.



“James Hardie siding was really able to provide the aesthetic I was going for. Now our home looks back to its original, ‘Gone with the Wind’ farmhouse look and feel.”

Holly W. used James Hardie products to re-side her 1800s-era farmhouse.





HardieShingle® Siding Straight Edge Panel Light Mist  
HardieTrim® Boards Arctic White

**Charming and elegant with historic vibes.** HardieShingle® siding is enchanting, reminiscent of sunny days spent relaxing at the shore. Replicate the handcrafted look of cedar that's suggestive of a rustic cottage or grand Cape Cod-style home. Shingle siding adds instant charm to any home – whether it's located a stone's throw from the sea or many leagues away.

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With authentic shadow lines in staggered edge and straight edge designs, HardieShingle siding suggests traditional style without the upkeep of wood shingles.



HardiePlank® Lap Siding Smooth Iron Gray  
HardiePanel® Vertical Siding Arctic White  
HardieTrim® Batten Boards Arctic White  
HardieTrim® Boards Arctic White



"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 fading and cracking cedar siding with James Hardie siding with transformative results.



HardieShingle® Siding Straight Edge Panel Autumn Tan  
HardieTrim® Boards Arctic White



HardiePanel® Vertical Siding Light Mist  
HardieTrim® Batten Boards Light Mist  
HardieTrim® Boards Arctic White

**Traveling from the coast to the countryside,** HardiePanel® vertical siding transforms homes into modern farmhouses that would feel right at home on the prairie or in the rolling hills. Add HardieTrim® boards for traditional board and batten accents or keep the design clean and contemporary with the panel's smooth texture.

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Accentuate your home's most inviting features, or add the appearance of height, by combining panel siding with distinctive trim treatments.



# Live colorfully ever after.

EXPRESS YOUR PERSONALITY WITH INSPIRING COMBINATIONS



HardiePlank® Lap Siding Smooth Heathered Moss  
HardieShingle® Siding Straight Edge Panel Heathered Moss  
HardiePanel® Vertical Siding Sail Cloth  
HardieTrim® Batten Boards Sail Cloth  
HardieTrim® Boards Arctic White

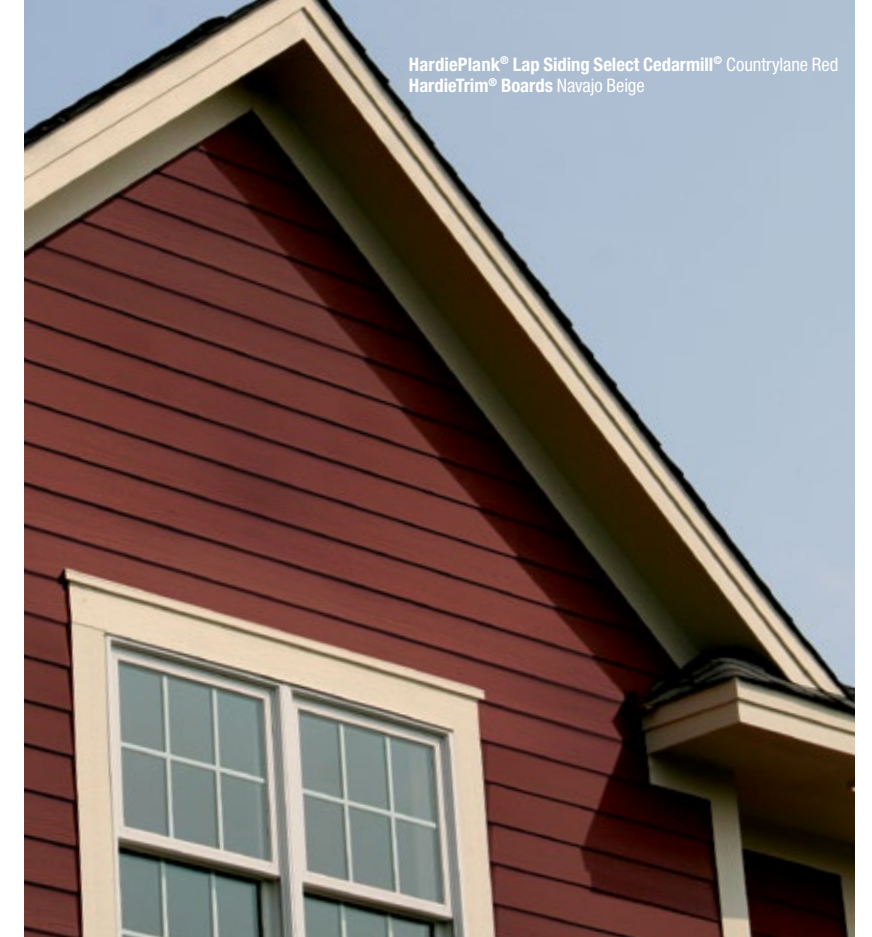
Color speaks to everyone differently. Some are drawn to light, clean colors, or bright, luscious hues, while others love dark, dramatic shades and neutral, earth tones.

We have a curated collection of ColorPlus® Technology finishes that can capture the look you love. Choose the right color combination with confidence using the dynamic Home Color Tool on our website.

And James Hardie® siding and trim enhanced with ColorPlus® Technology can save you time, money and maintenance headaches down the road. The baked on color retains the look you love longer than house paint applied on site, helping your home look great for years to come. Imagine spending less time maintaining your home and more time enjoying it. See page 17 for details on our advanced ColorPlus process.



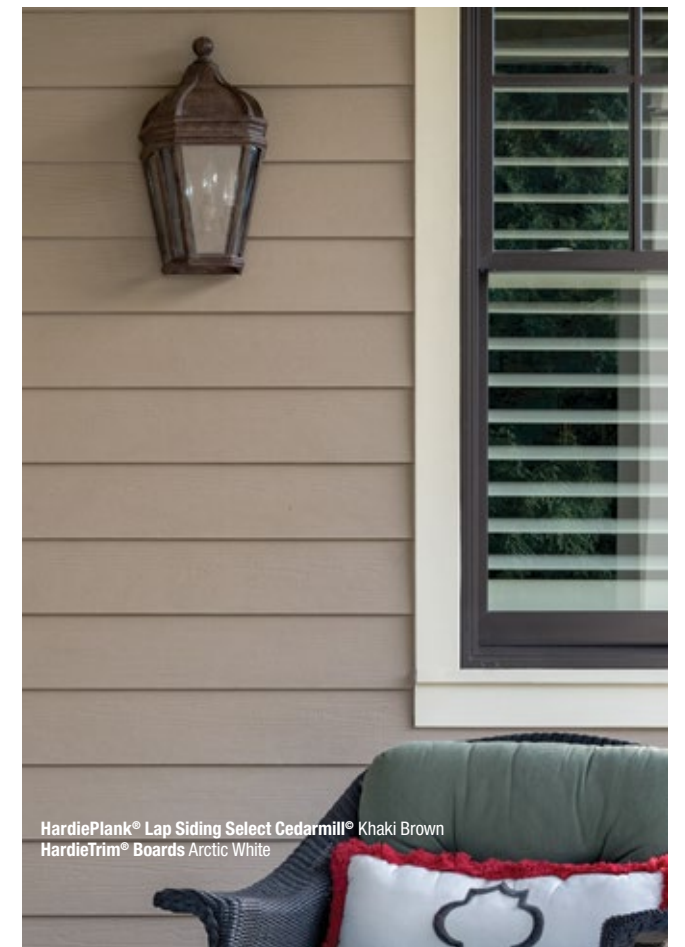
HardiePlank® Lap Siding Smooth Iron Gray  
HardieTrim® Boards Arctic White



HardiePlank® Lap Siding Select Cedarmill® Countrylane Red  
HardieTrim® Boards Navajo Beige



HardiePlank® Lap Siding Select Cedarmill® Evening Blue  
HardieShingle® Siding Straight Edge Panel Evening Blue  
HardieTrim® Boards Arctic White  
HardieSoffit® Vented Cedarmill® Arctic White



HardiePlank® Lap Siding Select Cedarmill® Khaki Brown  
HardieTrim® Boards Arctic White



Harmonious styles. Looks that last. Climate-specific design. All James Hardie® products work together to complement one another in style and performance.

HardiePlank® Lap Siding Select Cedarmill® Heathered Moss  
HardieTrim® Boards Arctic White

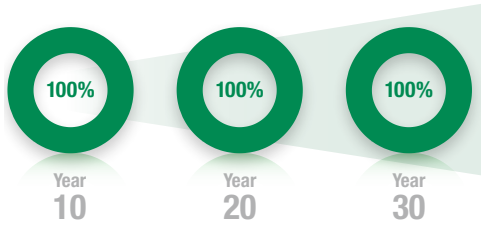




Enjoy the look you love, now and for years to come. As you get further into your journey, you'll discover the importance of style that endures. Only James Hardie fiber cement siding and trim are specifically designed to perform beautifully wherever you live. Our HZ5® products resist shrinking, swelling and cracking even after years of wet or freezing conditions. Our HZ10® products stand up to hot, humid conditions, blistering sun and more.

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

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



The protection will be as strong  
15 to 30 years from now as it is today.



HardiePlank® Lap Siding Smooth Monterey Taupe  
HardieTrim® Boards Monterey Taupe

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HardiePlank® Lap Siding Select Cedarmill® Navajo Beige  
HardieShingle® Siding Straight Edge Panel Navajo Beige  
HardieTrim® Boards Arctic White



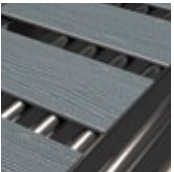
**Timeless beauty begins with the finish.** Siding and finish choices represent a major investment. Research which products will keep their good looks over time. James Hardie manufactures its siding and trim boards and applies ColorPlus Technology finishes in the same factory. Compare that to wood-based siding that typically relies on third parties for painting. Our controlled, single-source process delivers a more consistent finish that performs better with less maintenance than paint on wood-based siding. Enjoy the peace of mind that comes with our 15-year limited finish warranty.



**Superior finish adhesion**  
Our proprietary coating technology is applied to all surfaces, edges and features for durable performance.



**Superior color retention**  
Finish is baked onto products after each coating step for a stronger bond, which helps resist cracking, peeling and chipping.



**Superior UV resistance**  
Retains vibrancy longer as compared to vinyl siding and field-applied paint on other siding products in all UV conditions.



Select superior siding — it’s the easiest decision along the way. Your home should be your rock. James Hardie designs superior strength into every fiber cement board to resist swelling, buckling, warping and splitting, despite what nature brings. No wood, wood-based, vinyl or other fiber cement siding can match our ability to protect your home’s exterior from the elements. Before long, wood-based siding can show the effects of damage caused by weather, water, fire and pests. James Hardie siding is specifically engineered to better resist the harsh conditions nature unleashes.



James Hardie® siding



Wood-based siding



VS



Resists Weather\*

James Hardie siding

Resists shrinking, swelling and cracking in changing weather

Wood-based siding

Shrinks and swells with changes in heat and humidity



VS



Resists Fire\*\*

James Hardie siding

Won't burn and is endorsed by fire departments nationwide†

Wood-based siding

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



VS



Resists Pests††

James Hardie siding

Won't be eaten by woodpeckers, termites and other pests

Untreated wood-based siding

Subject to damage from woodpeckers, termites and other pests

\* All sample pieces were treated and tested under identical conditions.  
\*\* Unpainted James Hardie and wood-based siding samples were both exposed to a blowtorch for 90 seconds.  
† 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.  
†† Visual representation based on James Hardie research and testing.



James Hardie siding provides authentic design that vinyl siding can't match. Our products are 5x thicker than vinyl siding, providing deeper shadow lines and a warmer wood grain texture with seams that are less visible. When investing in your home, don't be misled by vinyl siding's short-term cost. Its color cannot be changed and can be more susceptible to inconsistent fading. Vinyl siding may also crack, buckle or sag with weather stress and time, possibly diminishing your home's charm and value.



James Hardie® siding

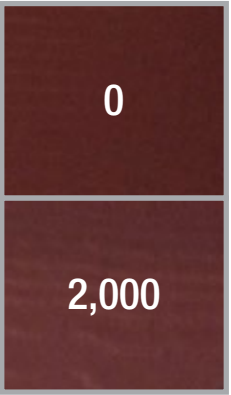
Vinyl siding



VS



VS



VS  
Hours of UV  
light exposure



Resists Weather\*

James Hardie siding

Resists damage from wind, rain, freezing temperatures and hail

Vinyl siding

Can be damaged by hail and may crack, buckle and warp with changing temperatures

Resists Heat\*\*

James Hardie siding

Noncombustible and resists damage from extreme heat

Vinyl siding

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

Resists Fading†

James Hardie siding

ColorPlus finishes provide consistent color and high UV resistance

Vinyl siding

Color cannot be changed and fades at noticeably different rates

\* Visual representations based on James Hardie research and testing.  
\*\* James Hardie siding sample was exposed to a blowtorch for 90 seconds. Vinyl siding was exposed to heat of 140 degrees F for 30 seconds.  
† Within a controlled lab environment, samples were exposed to an accelerated QUV test of 2,000 hours.



Imagine your home as a destination spot, where every detail adds to the joy of returning – every day. The home you craft shapes your story. You're ready to elevate your home with enduring style and substance.

**Thinking of transforming your current home into your every day getaway?** Prepare for your remodel with these helpful checklists.

#### Important steps for a successful re-side

- ☐ Don't just cover up an existing problem. To fix a damaged exterior, the old siding should always be completely removed.
- ☐ Have your home inspected for moisture damage, mold, termites or 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 manufacturer's instructions for optimal product performance.

#### Points to cover when meeting with a 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 are important factors that should also influence your contractor decision.
- ☐ Carefully read the contractor's workmanship warranty policy.
- ☐ Remember, the proposal is not a contract. Once you get a written contract, compare it to the proposal to ensure all your needs are met.



For homes  
designed to  
be lived in,  
without looking  
that way.

HardiePlank® Lap Siding Select Cedarmill® Khaki Brown  
HardieTrim® Boards Arctic White

**Finishing touches, down to the details.** Complete your home's distinctive exterior design with trim, mouldings and soffit that complement your siding and color choices in both style and performance. You can select James Hardie products with confidence, knowing that they have earned the endorsements of trusted authorities across the building industry.



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



Chosen by builders annually  
as a **Brand Leader** in  
**Builder Magazine**



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



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



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



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

You can also check out more inspirational photos of gorgeous homes with our products on **Houzz and Pinterest**.

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



**JamesHardie**

Siding | Trim