



James Hardie® Building Products

Transform Your Home Into Your Dream Home

Siding

Trim

Soffit

Weather Barrier

This page is an inside cover page with a pocket.

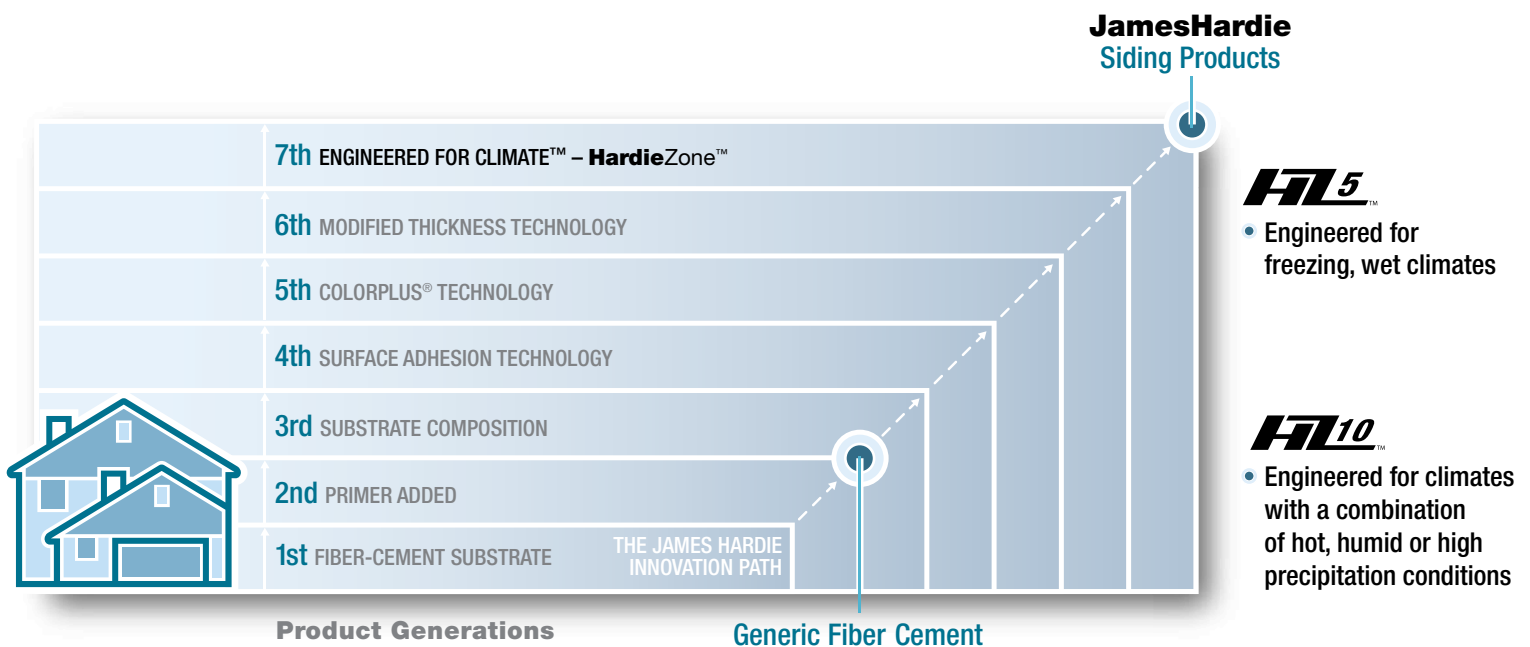
All inserts at the end of this PDF will be placed inside the pocket here.

James Hardie® Siding Products

HardieZone™ System

Your home's exterior says a lot about you. Unfortunately, Mother Nature doesn't care. Whether it's sheets of rain, dry heat, freezing temperatures, ice and snow, or hurricane force winds, siding is under constant attack. That's why for more than three decades, James Hardie has continued to push back on everything Mother Nature could dish out. Four million beautiful homes stand as a testament to our persistence. And as the most trusted brand of siding in America, James Hardie has taken that level of defense to an even higher level, with siding that's engineered for climate. We call it The HardieZone™ System.

James Hardie has always been ahead of the siding 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."



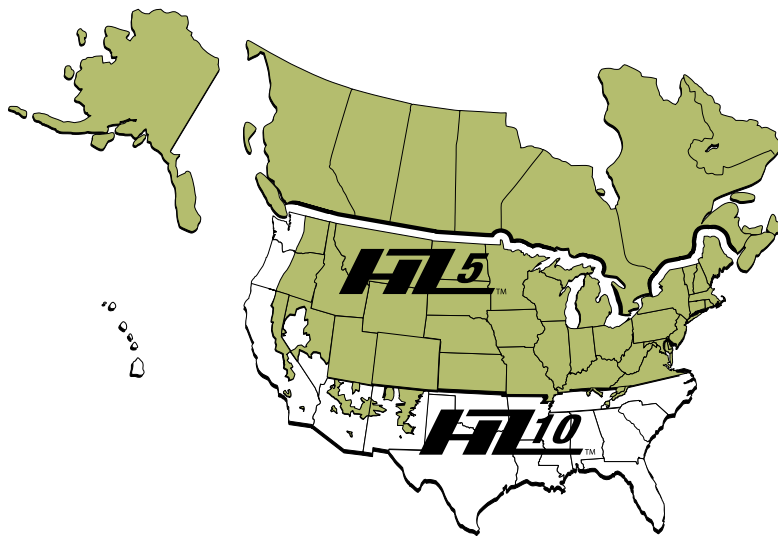
Our best warranty ever. Unprecedented peace of mind.

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.

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™ Products

The HZ5™ product line is right at home in climates with freezing temperatures, extreme seasonal temperature variations, and snow and ice. To ensure its beauty matches its durability, we've engineered the surface for higher performance, giving it superior paint adhesion and moisture resistance. So you aren't getting an exterior that just 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.

James Hardie® Complete Exterior



Would you ever buy half a home?

Of course not. While there are other options of siding, only James Hardie provides a complete line of siding products including soffit, trim, and fascia that are all engineered for your specific climate. Each component kept beautiful for decades with a factory-applied, baked-on coating of paint that was engineered to stand up to the high UV levels that fade most field-applied paints in just a few short years. Only James Hardie siding with ColorPlus® Technology offers you this kind of complete siding solution. It's beauty without a timetable. It's character with low maintenance. It's peace of mind you won't find anywhere else.

James Hardie® Siding Products with ColorPlus® Technology



Your home should reflect your personal style and taste. That's why architectural design and color have become more important when building or re-siding a home. Utilizing James Hardie® siding with ColorPlus® Technology on your home allows you to maximize these opportunities. James Hardie siding with ColorPlus Technology is an innovative product with a baked-on finish, providing unprecedented color consistency in a wide range of colors. When the painting of your home is left to painting on-site you can not be assured of a quality and consistent finish. However products with ColorPlus Technology provide you years of lasting beauty and peace of mind with a 15-year finish warranty.

ColorPlus® Technology	Painting On-Site
Fully engineered complete coating system	Paint out of a can
Color coating specifically formulated for use with James Hardie siding products – Revolutionary formulation unlike anything available in stores	Paint generically formulated for any surface or weather conditions reduces performance
Environmentally controlled, baked on finish applied in the factory	Field spray impacted by weather conditions – Temperature, moisture, dirt, wind. Too many variables
Multi-coat (more than 2) complete coating system	Generally 1 or 2 coats
Fade resistant – Up to 30% better than field spray*	Fades at a greater rate – Dependant upon quality of paint used
Highest level of consistency – Colors computer matched more precisely than the auto re-finishing industry! Twice as good as the human eye, 3 times better than paint off the shelf	5 cans of paint = 5 slightly different shades
Single source warranty – Siding and color coating	Separate warranty that varies by paint manufacturer
Saves approximately \$5000 over next 8 years	Typically repainted in 7-8 years

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

Here's to a Lifetime of Beautiful First Impressions.

James Hardie combines innovative solutions with a relentless commitment to increase the value and character of your home, so that we can give you confidence to make your vision possible.

Whether you prefer a traditional exterior with HardiePlank® lap siding, or the unique look of HardieShingle® siding or Board & Batten, James Hardie will provide the design options you need to increase curb appeal and create a lasting impression.



*HardiePlank® Siding & HardieShingle® Siding
(Plank-Chestnut Brown & Countrylane Red)*



*HardiePanel® Siding & HardieTrim® Boards
(Panel-Countrylane Red, Trim-Arctic White)*



*HardiePlank® Siding & HardieTrim® Boards
(Plank-Heathered Moss, Trim-Arctic White)*



*HardieShingle® Siding -
Straight Edge & HardiePlank®
Siding (Plank-Tuscan Gold,
Shingle-Monterey Taupe)*

Whether you are considering building a new home or remodeling your current home, make sure you consider James Hardie® Siding with ColorPlus® Technology – The #1 Return on Your Remodeling Investment.



*HardiePanel® Siding &
HardieTrim® Batten Boards
(Navajo Beige)*



*HardiePlank® Siding & HardieTrim® Boards
(Plank-Woodland Cream, Trim-Arctic White)*



*HardiePlank® Lap Siding
(Woodstock Brown)*



*HardieShingle® Siding -
Staggered Edge
(Boothbay Blue)*




James Hardie® Siding Products are rare in that they combine beauty and durability and also are considered “Green and Sustainable” by industry professionals.



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



26300 La Alameda, Suite 400, Mission Viejo, CA 92691
1.866.4HARDIE • 1.866.442.7343 • www.jameshardie.com

© 2009 James Hardie International Finance B.V. All rights reserved. TM, SM, and © denote trademarks of James Hardie International Finance B.V. The  and ColorPlus logo are a trademark or registered trademark of James Hardie International Finance B.V. All other designated trademarks and brands are the property of their respective owners and are used with permission for reference only and do not imply any connection or relationship between James Hardie International Finance, B.V. and these companies.
Printed in the U.S.A.

HS0933

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

James Hardie® Siding Comparison Chart

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

Wood makes a great first impression. But what you 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 homeowners across America are turning to James Hardie® siding products with ColorPlus® Technology, which combine the beauty and character of wood with the durability and low maintenance of fiber-cement.

Which Siding Would You Rather Have Protecting Your Home?

James Hardie® Siding Products with ColorPlus® Technology

vs.

Wood and Wood Composite Siding

James Hardie siding is non-combustible. Approved for fire-rated construction.



Flame Resistance



Wood based siding will burn when exposed to a significant source of heat or flame.

The only siding product engineered for your local climate. Resists rotting, warping, cracking, hail, and high winds up to 150 mph.



Weather Resistance



Rot caused by moisture exposure is a common problem in wood based siding.

Factory applied, baked on paint finish provides up to 30% better fade resistance than competitive products. †



Paint Durability



Wood based siding shrinks and swells when exposed to moisture which causes paint to crack and flake. Requires frequent painting, caulking and spot repairs to maintain its original appearance

James Hardie siding is resistant to woodpeckers, termites and other pests known to cause damage to wood siding.



Pest Resistance



Wood based siding is easily damaged by woodpeckers, termites and other pests.

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

James Hardie® Siding Comparison Chart

Why Settle for Vinyl?

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

To give your home the beauty and charm of a natural wood texture with unsurpassed durability, choose James Hardie® fiber cement siding with ColorPlus® Technology.

Which Siding Would You Rather Have Protecting Your Home?

James Hardie® Siding Products with ColorPlus® Technology

VS.

Vinyl Siding

James Hardie siding is noncombustible. Approved for fire-rated construction.



Flame Resistance



Vinyl siding will melt or burn when exposed to a significant source of heat or flame.

Factory applied, baked on paint finish provides up to 30% better fade resistance than competitive products.†



Fade Resistance



Color can't be changed and is susceptible to fading. Fades at noticeably different rates, creating color inconsistency.

Resists rotting, warping, cracking, hail, and high winds up to 150 mph.



Weather Resistance



Can become brittle when exposed to extremely cold weather. Easily damaged by hail, limbs, and other flying debris.

James Hardie siding is twice as thick as vinyl, providing deeper shadow lines and a more natural wood grain texture.



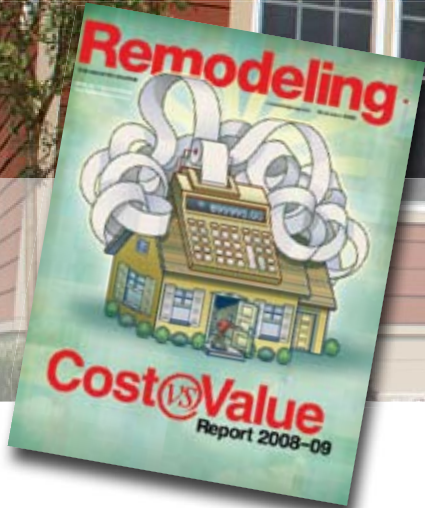
Appearance



Even premium vinyl siding is only 5/100" thick. Unnatural, imitation-wood look completely lacks character and curb appeal.

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





Names "Upscale" siding
 Your #1 Investment
 - *Remodeling* magazine

#1 Return on Investment

For the 4th Year in a Row, Re-Siding Your Home with James Hardie® Fiber Cement is the #1 Return on Investment

Re-side with James Hardie® Fiber Cement Siding— The Best Choice.

Project	2008 Rank	2007 Rank	2006 Rank	2005 Rank
Siding Replacement - Fiber Cement	1	1	1	1
Mid Range Bathroom Remodel (Update an existing 5' x 7' bathroom)	11	6	4	2
Minor Kitchen remodel (replace wall oven and cook top with energy efficient models)	5	3	7	3
Two-Story Addition (Add a first-floor family room and a second-floor bedroom with full bath)	16	10	6	5

2008 Hanley Wood, LLC. Excerpted by permission. Complete data from the Remodeling 2008 Cost vs. Value Report is available at www.costsvalue.com



A Smart Investment



Recognizes James Hardie CEO, Louis Gries, in 50 Most Influential People in Building
- *Builder* magazine

Boost the Value of Your Home with James Hardie® Siding

The Pros Know

There are many other projects you can tackle, but only re-siding with fiber cement gives you the best return on your investment 4 years in a row.

- Residing with fiber cement gives a 31% better return than adding a bathroom and costs \$61k less to complete
- Minor kitchen remodel gives you a 10% less return on investment than re-siding with fiber cement
- Adding a second story addition nets you 23% less return on investment than fiber cement re-siding

Remodeling magazine is the industry's leading home improvement magazine. Since 1988, Remodeling magazine's Cost vs. Value Report has compared construction costs for common remodeling projects with the value they add to a home at resale in the current real estate market. The results – upscale siding projects using fiber-cement return the highest value at resale.

- Louis Gries, CEO of James Hardie, recognized among 50 most influential people in the building industry, for "literally having changed the face of housing with it's well loved non combustible, low maintenance products."
- *Builder* magazine

- James Hardie listed as Building Materials "Maker" in *Forbes*
- *Money* magazine singles out HardiePlank® siding as a great value; a smart investment that delivers on durability
- *Smart Money* magazine lists James Hardie in Smart Fiscal Sense feature
- #1 Quality Exterior Lap Siding Product for the past ten years. *Builder* 1998-2008
- James Hardie® siding is featured on over 20 *Southern Living*, *Coastal Living* and *Sunset* magazines Idea Houses. And on over 30 Houses on ABC's *Extreme Home Makeover*.




Lists James Hardie in Smart Fiscal Sense feature
- *Smart Money* magazine



Names fiber-cement siding Your #1 Investment
- *Remodeling* magazine



26300 La Alameda, Suite 400, Mission Viejo, CA 92691 • 1.866.4HARDIE • 1.866.442.7343 • www.jameshardie.com

© 2009 James Hardie International Finance B.V. All rights reserved. TM, SM, and ® denote trademarks of James Hardie International Finance B.V. The  is a registered trademark of James Hardie International Finance B.V. Printed in the U.S.A.

HS0924



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.

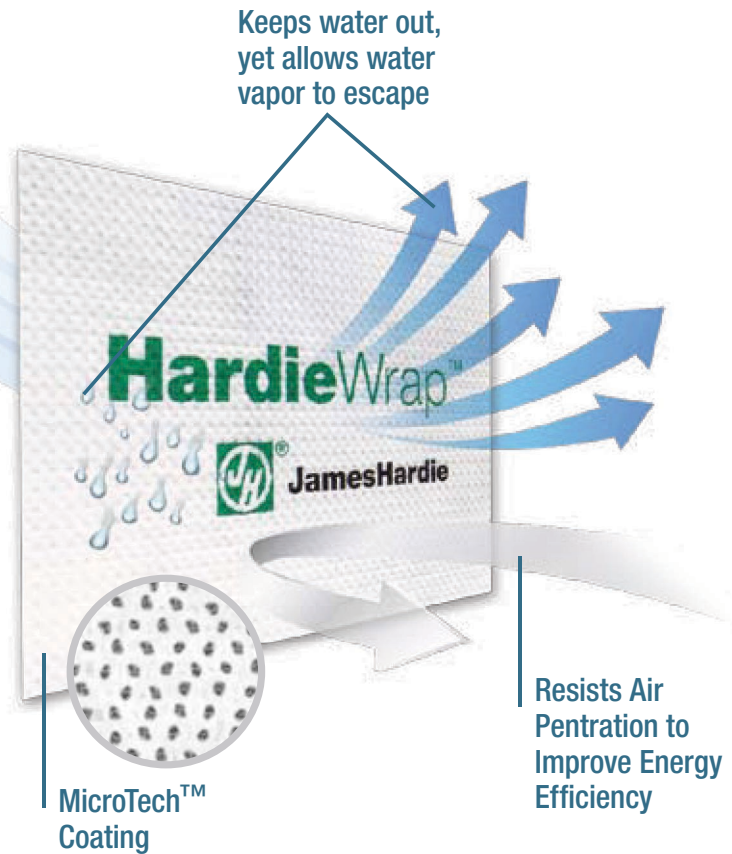
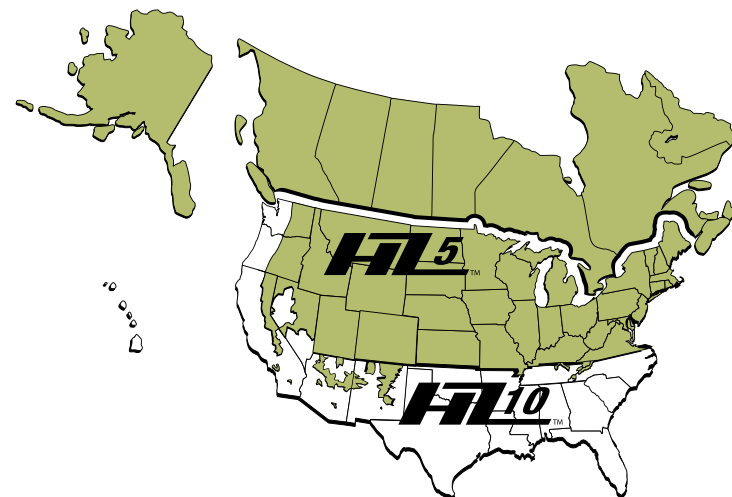


HardieWrap™ Weather Barrier Provides a Better Balance of Moisture Management

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.

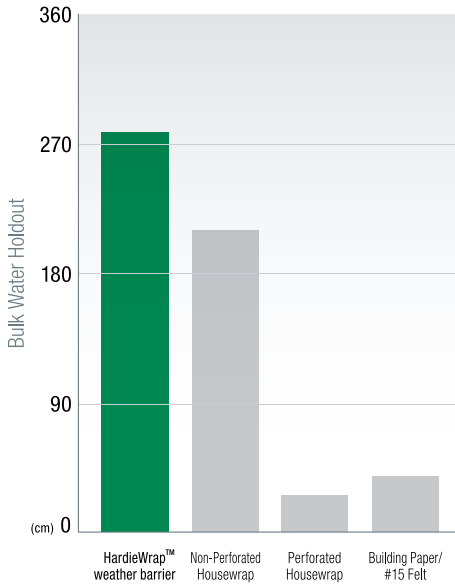


Composition:	Butyl Rubber Adhesive, kraft paper release
Total Thickness:	20 mil
UV Stability:	Up to 180 days
Application Temperature:	20 to 180°F (200°F)
Operating Temperature:	-35 to 180°F (200°F)
Packaging:	Individually shrink-wrapped
Roll Weight:	4" = 3.88 lbs/roll 6" = 5.81 lbs/roll 9" = 8.72 lbs/roll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

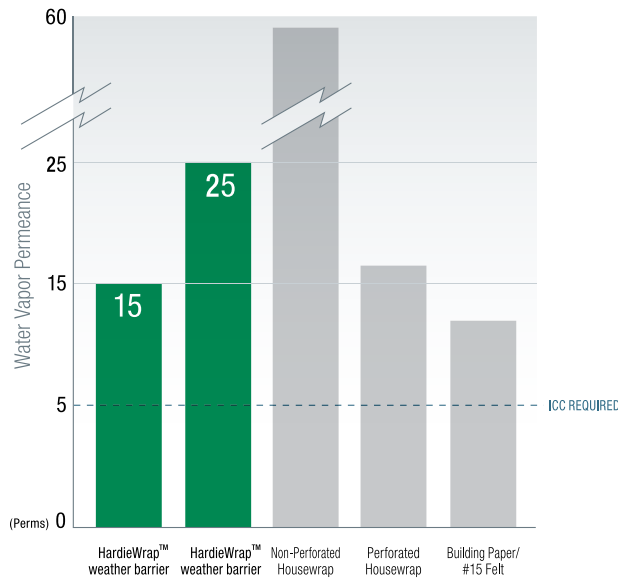
WATER RESISTANCE¹

Holds Out Water



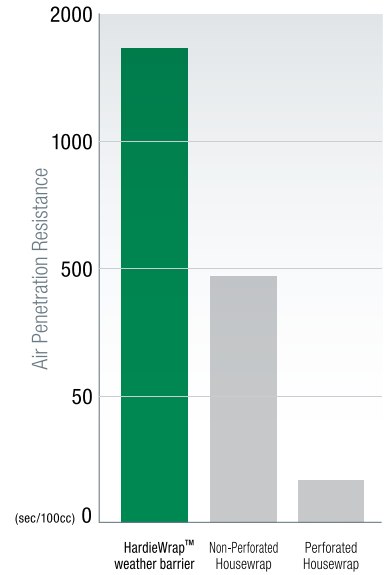
BREATHABILITY

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.

