



What's on the outside  
**MATTERS.**

# Make your house a home.

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

## Love where you live.

This is an extension of you. Your personality. Your tastes. Reflect your lifestyle with siding materials and designs that reveal what you cherish.

## Look beyond the surface of the siding.

See if the material is designed to withstand the rigors of the climate where you live. The unique formulation of James Hardie® 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.

## Take the long view.

Weighing costs? Re-siding your home returns more value than any other major home exterior project\*, making it a better investment for your home. High-performance siding, such as fiber cement, can help you spend less time and money maintaining your home. So you can enjoy more, and work less, over the many years to come.

\*Remodeling Magazine 2019 Cost vs. Value report, national data for exterior home improvement projects over \$15,000. © 2019 Hanley Wood, LLC. Complete data from the Remodeling 2019 Cost vs. Value Report can be downloaded free at [www.costsvalue.com](http://www.costsvalue.com).



## Fiber Cement Siding



James Hardie pioneered fiber cement technology in the mid-1980s. Engineered for superior durability, fiber cement siding can deliver better overall performance than either wood or vinyl siding. Homes clad with it are more weather-resistant—and they maintain their appeal to help hold their value over time.

## Wood-based Siding



Wood-based siding is made from wood or from wood strands or fibers bonded together. It is more affected by weather and moisture, and can be more easily damaged by fire or pests.

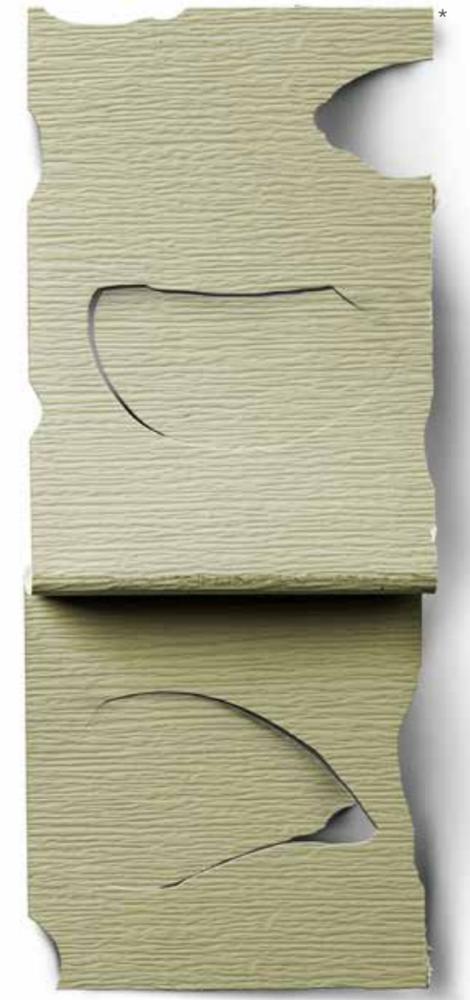
## Vinyl Siding



Vinyl siding is a plastic exterior that was introduced in the 1960s as an alternative to aluminum siding. While it certainly has plenty of merits in comparison to aluminum, vinyl siding comes with its own set of vulnerabilities: hail, the sun's UV rays, fire and heat can cause it to crack, buckle, warp—even melt.



# Mother Nature



Your siding is exposed to Mother Nature all day, every day. You deserve to feel confident it can hold its own throughout it all - from the changing seasons to even the most extreme weather.



## JAMES HARDIE® SIDING

Uniquely Engineered for Climate® to stand up to the harshest elements - resists damage from wind, rain, freezing temperatures, and hail.



## WOOD-BASED SIDING

Swelling and edge checking normally occurs in wood based products as they expand and contract in response to changes in weather.



## VINYL SIDING

More susceptible to damage from hail and may crack, buckle or sag as a result of extreme temperature changes.





# Pests

Mother Nature's creatures can wreak havoc on wood-based siding. It can be pecked by birds or damaged by termites or other pests. Save yourself the maintenance hassle - don't let your home fall prey to these critters.



## JAMES HARDIE® SIDING

Made from a substrate that holds no appeal for woodpeckers, termites and other pests.



## WOOD-BASED SIDING

Subject to damage caused by woodpeckers, termites or other pests.





# Fire

A home's exterior is its first line of defense against extreme weather and fire. Prepare your home for the unpredictable with siding that won't burn.

## Cal-Fire Compliant

Fiber Cement Siding



### JAMES HARDIE® SIDING

Fire resistant and will not ignite when exposed to a direct flame, nor will it contribute fuel to a fire. Recognized by fire departments nationwide.



### WOOD-BASED SIDING

Each board is natural fuel for fire, putting your home at greater risk for fire damage.



### VINYL SIDING

Vulnerable to melting caused by flame, grills and solar heat reflected off Low-E windows.





# Time

Paint and other siding finishes applied in the field can dull substantially over time.

Give your home an exterior that will keep its good looks over time.



## JAMES HARDIE® SIDING

James Hardie's baked-on ColorPlus® Technology finishes provide better long-term color performance with superior resistance to fading, chipping and cracking.



## WOOD-BASED SIDING

After extended exposure to sunlight, 3rd party pre-finished wood-based siding can show more wear and tear.



## VINYL SIDING

Vinyl siding may crack, buckle or sag with extreme weather stress and time. Vinyl can fade or discolor faster than James Hardie ColorPlus® Technology finishes.





# Aesthetics

You don't have to be a professional to know when an exterior home design feels right.

When selecting siding for your home - don't settle. Choose a siding product that is going to make your dream home a reality.



## **JAMES HARDIE® SIDING**

James Hardie® products provide deep shadow lines and warm wood grain texture with



seams that are less visible. No caulk or unsightly clips required. And up to 5x thicker than vinyl siding.



## **WOOD-BASED SIDING**

Joints must be properly maintained to prevent water penetration. The required 3/16 inch



gaps at butt joints need caulk or clips which increasingly accentuate the gaps since they can fade at a different rate than the siding.



## **VINYL SIDING**

At 0.05 inches thick, vinyl siding lacks the authentic wood appearance of James Hardie®



siding. Vinyl siding is installed in "panels" which create larger, more visible seams.



# Engineered for the test of time.

## The things we value most should last the longest.

James Hardie® fiber cement siding is Engineered for Climate®, so no matter where you live, you can feel confident your home will withstand whatever Mother Nature might bring.

JAMES HARDIE® SIDING	VINYL SIDING	WOOD-BASED SIDING
NON-COMBUSTIBLE		
✓	✗	✗
MOISTURE & HAIL RESISTANT		
✓	✗	✗
PEST RESISTANT		
✓	✓	✗
RESISTANT TO WARPING, SHRINKING AND SWELLING		
✓	✗	✗
WILL NOT MELT		
✓	✗	✓
REAL WOOD LOOK AND FEEL		
✓	✗	✓
EASILY PAINTED		
✓	✗	✓



What should you expect with a well-done home exterior? Here are some of the benefits:

- 1 Curb Appeal.** You will add character and architectural interest with the right siding choice. For instance, upgrading from vinyl to thicker, more substantial James Hardie® siding creates an upscale look. 91% of builders agree James Hardie® fiber cement siding increases a home's appraisal value\*.
- 2 Low Maintenance.** Wood may need repainting every few years. On the other hand, factory-finished fiber cement siding is lower maintenance and could potentially save you a lot on repairs later.
- 3 Energy Savings.** New siding materials, weather/moisture barriers and climate-appropriate insulation may offer energy savings and help lower your utility bills.
- 4 Environmental Impact.** Today's siding products are greener than ever. The U.S. Green Building Council recognizes fiber cement siding, in particular, for its durability and sustainability.

\*Based on an independent survey of 240 single-family residential builders nationally – including James Hardie users and non-users.



**Siding that stands up. For a house that stands out.**

What's made James Hardie the #1 brand of siding in North America? Fiber cement that's engineered for specific climates, ensuring the best performance for your region. Color that resists fading and looks good longer. And peace of mind.

**Trust the siding the pros trust**

Installed on over 8 million homes\* across North America, James Hardie has been praised by style-centric consumer magazines, contractor- and builder-focused trade publications and media that promote environmentally friendly building. The pros know they can trust their reputation with James Hardie.



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



**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"** 2019



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 featuring our products on Houzz and Pinterest.

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



\*Estimate based on total James Hardie siding sales through 2016 and average housing unit size.  
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