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.”
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.

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
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.

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.

* James Hardie accelerated QUV tests results compared to nationally available premium paint in lab environment.
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
To find your HardieZone™ visit www.hardiezone.com or call 1-866-9HARDIE (1-866-942-7343)
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
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 fiber-cement—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.

<table>
<thead>
<tr>
<th>James Hardie® Siding Products with ColorPlus® Technology</th>
<th>Field-Applied Paint</th>
<th>Third-Party Pre-Finishers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Finish Quality</strong></td>
<td>Multi-coat baked-on finish ensures consistent coverage with uniform thickness</td>
<td>Consistent paint coverage and uniform thickness can’t be guaranteed</td>
</tr>
<tr>
<td></td>
<td>Coating materials specifically developed for fiber-cement</td>
<td>Paint formula not selected for fiber-cement application</td>
</tr>
<tr>
<td></td>
<td>Mar-resistant coating protects finish during shipping and installation</td>
<td>No finish protection is used during the drying process</td>
</tr>
<tr>
<td><strong>Site Efficiency</strong></td>
<td>Factory pre-finishing eliminates need for on-site painting contractor</td>
<td>Requires managing multiple on-site painting contractors</td>
</tr>
<tr>
<td><strong>Simplified Warranties</strong></td>
<td>Our strongest warranty ever - 30-year non-prorated limited transferable product warranty and a 15-year finish warranty from a single manufacturer.</td>
<td>Field-applied warranties, possibly from multiple companies, typically cover replacement paint only</td>
</tr>
<tr>
<td><strong>Extended Building Season</strong></td>
<td>No costly delays waiting for favorable weather conditions to paint</td>
<td>Painting schedule and completion time controlled by weather conditions and availability</td>
</tr>
<tr>
<td><strong>Complete System</strong></td>
<td>James Hardie ColorPlus system combines fiber-cement manufacturing, color, paint technology and installation</td>
<td>On-site painting contractors aren’t exclusively committed to finishing fiber-cement and can’t provide the same level of quality</td>
</tr>
<tr>
<td><strong>Installation Support</strong></td>
<td>James Hardie Installation Specialists are available to train contractors on how to properly install ColorPlus siding products</td>
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</tbody>
</table>
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.

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.
### James Hardie® Siding Comparison Chart

<table>
<thead>
<tr>
<th></th>
<th>James Hardie® Siding Products with ColorPlus® Technology</th>
<th>Wood and Wood Composite Siding</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Durability</strong></td>
<td>• Won’t crack, warp or rot, even in the harshest climates</td>
<td>• Absorbs moisture, leading to warping, buckling and eventual rotting</td>
</tr>
<tr>
<td></td>
<td>• Maintains beautiful appearance over the lifetime of the product</td>
<td>• Thermal expansion and shrinkage causes paint to crack and peel</td>
</tr>
<tr>
<td><strong>Maintenance</strong></td>
<td>• Requires less maintenance with the warranted durability of fiber-cement and ColorPlus® Technology</td>
<td>• Requires frequent painting, caulking and spot repairs to maintain its original appearance</td>
</tr>
<tr>
<td></td>
<td>• Impervious to termites and other pests</td>
<td>• Susceptible to damage from termites and other pests</td>
</tr>
<tr>
<td><strong>Total Finish Quality</strong></td>
<td>• Multi-coat baked-on finish ensures color quality and consistency</td>
<td>• Uniform thickness can’t be guaranteed if the finish is field-applied. Paint consistency is dependent on pre-finisher if wood is pre-finished</td>
</tr>
<tr>
<td></td>
<td>• 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</td>
<td>• Different paint lots used for touch-ups may cause variation in color</td>
</tr>
<tr>
<td><strong>Installation</strong></td>
<td>• Does not require field applied on-site paint contractor</td>
<td>• Field-applied finishing requires multiple on-site contractors</td>
</tr>
<tr>
<td></td>
<td>• James Hardie Installation Specialists train contractors on best practices</td>
<td>• Pre-finished wood and wood composite siding manufacturers typically don’t provide installation support</td>
</tr>
<tr>
<td><strong>Simplified Warranties</strong></td>
<td>• 30-year* limited, transferable warranty offers nonprorated product coverage for the entire 30 years and 15 year warranty on finish.</td>
<td>• Field-applied and pre-finished warranties typically cover replacement of paint only</td>
</tr>
<tr>
<td><strong>Installed Value</strong></td>
<td>• For the 4th year in a row, James Hardie fiber cement siding has been named the #1 return on investment, according to Remodeling magazine’s ‘Cost v.s. Value Report’</td>
<td>• Lifetime return-on-investment is often poor since time and money must be spent to maintain wood siding’s original appearance</td>
</tr>
</tbody>
</table>