



“Fibre cement can help create houses that are both well-designed, and economical – real spaces that people can afford ... and get pleasure out of living in.”

GABRIEL POOLE, ARCHITECT, GABRIEL & ELIZABETH POOLE DESIGN COMPANY

The system of fixing fibre cement sheets to lightweight steel and timber frames contributes to more creative design, faster construction and more cost-efficient housing.

Lightweight construction makes it easier for designers to incorporate unusual shapes and interesting features to create inspirational designs. Many appreciate the inherent benefits of fibre cement materials, including their simple finish. Others like the fact that they can be finished with colours and textures that contribute to the total design.

Fibre cement building products are manufactured with consistent, precise dimensions. This helps builders with their estimating and makes fixing faster and easier.

#### **Specific Benefits of Fibre Cement**

From shingled siding, to lap siding to weatherboards, flat sheets and complete textured and coloured walling systems, James Hardie products allow builders and designers to quickly and cost-efficiently create designs to suit their markets, from traditional American-style homes, to more modern structures.



# INTERNATIONAL

In the United States, James Hardie exterior sidings provide durable, attractive alternatives to traditional wood composite, cedar, vinyl, brick or stucco sidings. Unlike some traditional materials, James Hardie siding products won't rot, warp, twist, crack, split, buckle, or swell, whether they are used in the wet, moisture-rich areas of the Pacific Northwest, or the cold, icy winters of the Northeast and Midwest. They're also non-combustible, moisture and insect resistant.

Builders and homeowners in the Asia Pacific region appreciate these and other benefits. In Australia, homeowners can enjoy bigger rooms for the same footprint, thanks to the CMX™ Walling System, while those in the Philippines appreciate the fire and moisture-resistant features of HardiFlex® lite ceiling lining.

#### **Benefits for Builders**

James Hardie works closely with designers and builders to provide the materials and support they need to communicate the features and benefits of fibre cement. We have strategic marketing relationships with leading American builders, helping them

differentiate themselves from the competition, and communicate the fact that, by offering James Hardie siding products, they are offering superior value. This approach is particularly effective in the large, emerging markets in the country's north.

Here, model homes proudly carry plaques that proclaim they are "protected by James Hardie siding" and prospective homeowners can see and touch James Hardie product samples, and compare them to traditional vinyl siding. Take-home product samples, branded with the builder's details, keep the James Hardie name in their minds.

#### **Major Awards**

James Hardie siding products feature prominently at major home and building events in the USA, where they are frequently identified as the siding of choice for builders who win prestigious awards, such as the Best in American Living Awards Home of the Year. Leading homemaker magazines have also selected James Hardie siding for their 2002 Idea or Dream Homes, and will feature these through the year. In Australia, James Hardie provides builders and designers with material they

can use to explain product features, and technical literature to guide them through installation. Displays give homeowners an opportunity to touch James Hardie products and see what others have achieved using them.

New Zealand uses its Show Homes television interviews with designers, builders and homeowners to explain the benefits its products offer everyone involved in creating a home, and to inspire people with the results they can achieve. Now James Hardie has taken its design involvement even further by commissioning six architects to create designs featuring the new Linea® Weather-board, to show what can be achieved. Homeowners will be able to buy the plans.

In the Philippines, James Hardie demonstrated its sensitivity to customer needs by developing HardiFlex® lite for ceiling applications.

From concept to creation, James Hardie fibre cement building products are contributing to inspirational design, innovative building solutions and comfortable homes.