

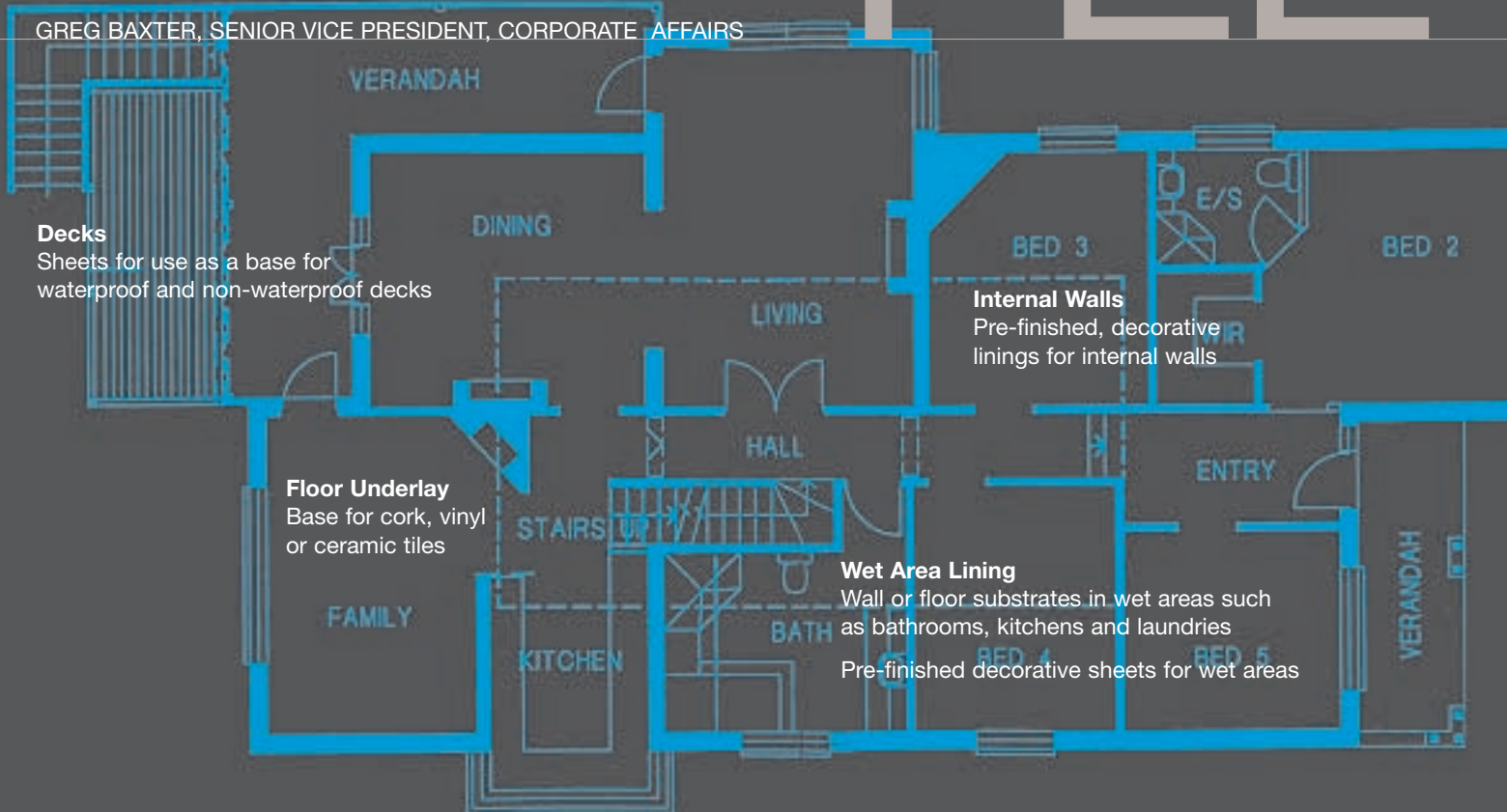
Products

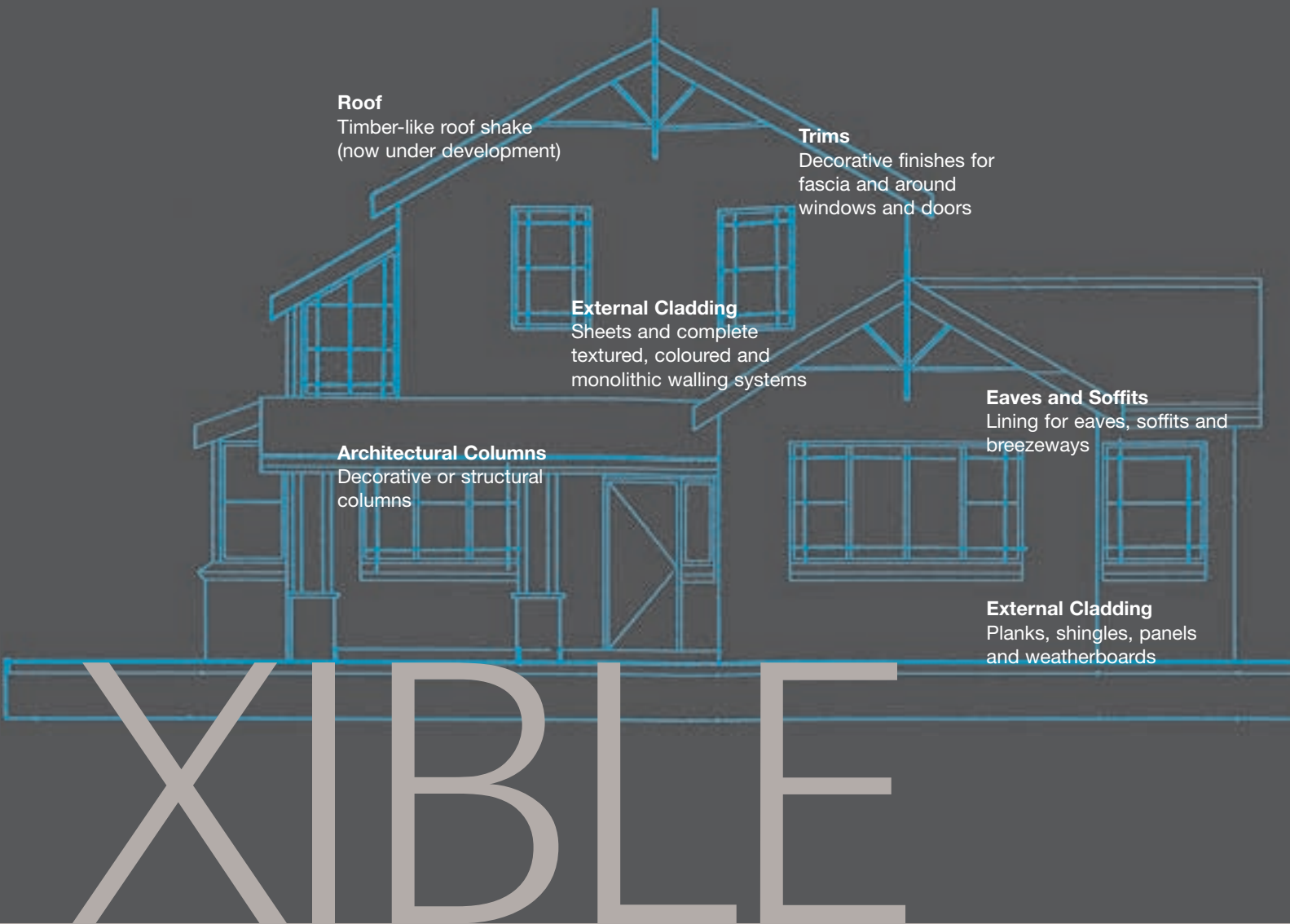


“Investors are attracted to the commercial potential of our proprietary technology and the high growth in sales of our products that result from our technology advantage.”

FILE

GREG BAXTER, SENIOR VICE PRESIDENT, CORPORATE AFFAIRS





James Hardie pioneered the development of its fibre cement technology in the late 1980s.

The company's famous "Hardie" brand products offer a range of advantages, such as better durability and appearance, over traditional building materials. Fibre cement is versatile. It provides greater flexibility for lightweight construction and can be used in a wide variety of architectural styles.

James Hardie's fibre cement products are ideal substitutes for brick, masonry, concrete, wood and vinyl across a range of construction applications. Our products are easy to cut, nail and paint, require minimal maintenance and can be used to create a wide range of profiles, textures and colours on the finished surface.

Today, our fibre cement can be used in a variety of residential and commercial applications including:

- as external cladding in the form of planks, panels, shingles and other designs
- to line eaves, soffits and breezeways
- as a wall or floor substrate for ceramic tiles in wet areas such as kitchens, bathrooms and laundries
- as a ceiling lining or floor underlay
- for external and internal wall systems
- as partitioning
- for commercial facades
- as decorative and structural columns
- for trim, fascia and other decorative applications
- for fencing
- as underground drainage pipes.

The applications on this page show some of the many ways James Hardie fibre cement is used in our major markets today.