

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.

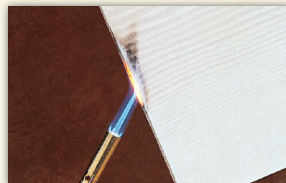
Which Siding Would You Rather Have Protecting Your Home?

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

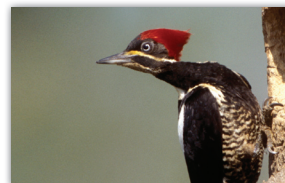


Wood based siding shrinks and swells when exposed to moisture which causes paint to crack and flake. Requires frequent painting, caulking and spot repairs to maintain its original appearance

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.



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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

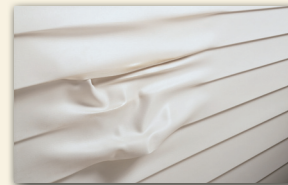
VS.

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

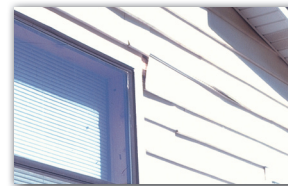


Can become brittle when exposed to extremely cold weather. Easily damaged by hail, limbs, and other flying debris.

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.

