



Artisan® Lap and Artisan™ Accent Trim Backgrounder

Artisan® Lap and Artisan™ Accent Trim are manufactured by James Hardie Building Products; a global company headquartered in The Netherlands with U.S. operations run from Mission Viejo, Calif., James Hardie has been manufacturing cement-based building products, including siding, trim, soffits and backerboard, for more than 100 years. Currently, James Hardie is the largest and fastest growing siding manufacturer in the United States, as well as an international leader in developing durable building materials.

Installed on over four million homes in the United States alone, the fiber cement building materials are composed of cement, sand, wood fibers and water. Its dimensional stability prevents it from expanding and contracting, as well as enables it to hold paint longer than wood. Durable but low-maintenance, the fiber cement materials are a fire-resistant alternative to wood and vinyl siding that perform even in some of the most severe climates. These products include HardiePlank™ Lap Siding, HardieShingle™ Siding, HardiePanel™ Vertical Siding, HardieTrim™ Boards, HardieSoffit™ Panels, and HardieBacker™ underlayments.

Through working with many of the world's top builders, architects and developers over the years, James Hardie began recognizing a need in the industry for a premium line of architectural grade exterior design cladding formulated using fiber cement technology that would rival traditional cedar. In innovative fashion, James Hardie, with one of the world's largest research and development facilities devoted exclusively to fiber cement technology, funded a project to develop a new material with revolutionary thickness.

About Artisan® Lap

After 15 years of research and testing, James Hardie perfected Artisan Lap an architectural grade exterior design cladding that enables artistry in expressive house design, delivering beauty with precision and superior structural integrity. Using the patented DuraTech™ technology, a scientifically engineered ingredient for strength and workability, Artisan Lap was developed to meet exact architectural standards. The specially formulated DuraTech technology provides a product with superior structural integrity and yet is light enough for a single person to handle.

After a successful September 2007 launch in Atlanta, Artisan Lap is being introduced in the Seattle and Portland markets in January 2008. Although the product may be new to the United States, it has already garnered much praise since its introduction in New Zealand and Australia in 2002 where it was known as Scyon™ Linea™ Cladding. The ability of Artisan Lap to create a

distinctive architectural effect by blending aesthetics with strength and durability, without sacrificing easy installation, has captured the endorsement of international architects, builders and homeowners, rivaling wood siding, cedar and brick, as the industry's premium building material.

Artisan Lap is a builder's preferred 5/8" thick, but requires less maintenance than traditional building products, and it offers greater protection against rotting, cracking and damage from inclement weather. And unlike brick, Artisan Lap affords designers more artistic freedom, creating deep defined shadow lines for premium aesthetics. Boards are beveled on the back to lie flat against the wall ensuring stability, and unique tongue-and-groove ends deliver tighter tolerances for precise fit and finish.

Artisan Lap arrives ready to paint and install and is available in both smooth and textured surfaces. Boards come in standard 12-foot lengths, with three widths to choose from: 5 1/4", 7 1/4" and 8 1/4" (4-to-7 inch exposures), and are easy to nail using a 2 1/4" siding nail.

Artisan Lap is backed by a 30-year full product replacement, non-prorated, transferable limited warranty and is resistant to damage from water, insects (including termites) and damage from harsh weather. Artisan Lap is also non-combustible.

About Artisan™ Accent Trim:

Artisan Accent Trim is a perfect complement to the Artisan Lap because it delivers superb finish to the home. Its 1-1/2" thickness allows for deep shadow lines. Artisan Accent Trim is a complete cladding solution for the 5/8" Artisan Lap and has exceptional strength for ease of handling. The trim is available in 4" and 6" widths and comes in 10' lengths ready to be painted.

Made of the highest quality of materials available, it is resistant to damage from fire, water damage, insects and harsh weather and is backed by a 10-year limited warranty.

Artisan Lap and Artisan Accent Trim are currently available in the Atlanta and Pacific Northwest markets, with further regional introductions to follow.

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