



Artisan® Lap and Artisan™ Accent Trim Product Fact Sheet

Product:

Artisan Lap and Artisan Accent Trim

Manufacturer:

James Hardie Building Products, Inc.

Product Introduction:

September 2007 – Atlanta

January 2008 – Pacific Northwest (Seattle and Portland)

Product Description:

Artisan Lap and Artisan Accent Trim are a new category of architectural grade exterior design products by prominent building products company James Hardie.

Artisan Lap features the patented DuraTech™ technology, which provides the product with superior structural integrity. Scientifically engineered to meet high architectural standards, Artisan creates a distinctive design effect by blending aesthetics with strength and durability. Artisan Lap boards are beveled on the back to lie flat against the wall ensuring stability. Unique tongue-and-groove ends provide tighter tolerances and precise fit and finish. Backed by 15 years of research and development, Artisan Lap resists rotting, cracking and damage from inclement weather and insects, and is non-combustible.

Artisan Accent Trim is the perfect accent to James Hardie's architectural grade Artisan Lap. With an impressive thickness of 1-1/2", Artisan Accent Trim beautifully casts deep, defined shadow lines.

Made of the highest quality material available, it is resistant to damage from fire, water, insects and harsh weather, and is low maintenance for long lasting beauty. Artisan Accent Trim provides the finishing touch of style and sophistication to any home.

Product Specifications for Artisan® Lap:

- Artisan Lap has distinctively deep shadow lines for premium aesthetics
- Revolutionary 5/8" thickness
- Artisan Lap boards are beveled on the back to lie flat against the wall ensuring stability

- Unique tongue and groove allows end joints to fit tightly together for precise fit and finish
- Manufactured in industry standard 12-foot lengths, Artisan Lap comes ready to paint
- Artisan Lap can be easily nailed with a 2 ¼” siding nail
- Available in smooth and textured surfaces
- Resistant to damage from fire, water damage, insects and harsh weather
- Low maintenance for lasting beauty
- 30-year limited warranty – provides for full product replacement up to 30 years.

Product Specifications for Artisan™ Accent Trim:

- Complete cladding solution for the 5/8” thick Artisan Lap
- 1-1/2” thick for deep shadow lines
- Exceptional strength for ease-of-handling
- Available in 4” and 6” widths
- Offered in 10’ lengths, ready to paint
- Resists fire, water damage, insects and harsh weather
- 10-year limited warranty

Availability:

Currently, Artisan Lap and Artisan Accent Trim are available in the Atlanta, Portland and Seattle regions with further regional introductions to follow.

About James Hardie:

James Hardie Building Products is committed to helping builders by providing innovative solutions that ultimately increase home value. As the world’s leading manufacturer of fiber cement building materials, James Hardie has been manufacturing cement-based building products for more than 100 years. It introduced fiber cement products to the U.S. in the early 90s as a durable, low-maintenance alternative to wood and vinyl. Due to their resistance to wind, fire, impact and flood, James Hardie products also have been specified for homes in hurricane- and wildfire-prone areas throughout the U.S. Currently installed on over four million homes, James Hardie products have earned a favorable reputation within the industry and have been specified in some of the country’s most prestigious projects.

Media Contact:

Sanam Esmailian
 PR Account Executive
 Vertical Marketing Network
 310.384.3790
sanam.esmailian@verticalmarketing.net