



## James Hardie ColorPlus® Technology - Engineered for Climate®

The only way to make the HardieZone™ System  
even tougher.

### Get a clear advantage with James Hardie® Siding Products with ColorPlus® Technology.

James Hardie is unveiling a new concept to the building industry—siding that's engineered for climate. We want every home to have the right exterior for the right climate. We call it the HardieZone™ System. The HardieZone™ System provides siding with specific performance attributes relative to the climate where the product is being used. James Hardie now gives you the ability to put the optimum siding on a home regardless of location.

For the ultimate in performance with HardieZone™ products, add ColorPlus® Technology. This proprietary process involves applying consistent, multiple coats of paint that was created especially for the demands climate places on a home's exterior. ColorPlus® Technology delivers a beautiful consistent finish that lasts up to 2x's longer.\*



\* James Hardie accelerated weathering tests compared with brush applied national paint in lab environment

# James Hardie® Siding Comparison Chart

## Pre-finished is finished.

What makes ColorPlus® Technology superior to third-party pre-finishes? It's a complete system that combines extensive R&D, manufacturing expertise, professionally developed colors, exclusively formulated paint and a proprietary application process from the experts in fibercement—James Hardie. Third-party pre-finishers simply can't give you the same level of expertise, quality and peace of mind.

## Field-applied painting is all wet.

You can't rely on the weather. That's especially true when it comes to field-applied painting. Rain, wind and temperature extremes can all lead to costly delays that sometimes last weeks. Smart builders rely on ColorPlus® Technology.

|                                 | James Hardie® Siding Products with ColorPlus® Technology   | Field-Applied Paint  | Third-Party Pre-Finishers   |
|---------------------------------|--|--|---|
| <b>Total Finish Quality</b>     | <ul style="list-style-type: none"> <li>Multi-coat baked-on finish ensures consistent coverage with uniform thickness</li> <li>Coating materials specifically developed for fiber-cement</li> <li>Mar-resistant coating protects finish during shipping and installation</li> </ul> | <ul style="list-style-type: none"> <li>Consistent paint coverage and uniform thickness can't be guaranteed</li> <li>Paint formula not selected for fiber-cement application</li> <li>No finish protection is used during the drying process</li> </ul> | <ul style="list-style-type: none"> <li>Lack comparable coating and curing technology</li> <li>Majority don't provide protective laminate or touch-up materials</li> </ul> |
| <b>Site Efficiency</b>          | <ul style="list-style-type: none"> <li>Factory pre-finishing eliminates need for on-site painting contractor</li> </ul>  | <ul style="list-style-type: none"> <li>Requires managing multiple on-site painting contractors</li> </ul>  |   |
| <b>Simplified Warranties</b>    | <ul style="list-style-type: none"> <li>Our strongest warranty ever - 30-year non-prorated limited transferable product warranty and a 15-year finish warranty from a single manufacturer.</li> </ul>   | <ul style="list-style-type: none"> <li>Field-applied warranties, possibly from multiple companies, typically cover replacement paint only</li> </ul>   | <ul style="list-style-type: none"> <li>Warranties, possibly from multiple companies, typically cover replacement paint only</li> </ul>                                    |
| <b>Extended Building Season</b> | <ul style="list-style-type: none"> <li>No costly delays waiting for favorable weather conditions to paint</li> </ul>   | <ul style="list-style-type: none"> <li>Painting schedule and completion time controlled by weather conditions and availability</li> </ul>  |   |
| <b>Complete System</b>          | <ul style="list-style-type: none"> <li>James Hardie ColorPlus system combines fiber-cement manufacturing, color, paint technology and installation</li> </ul>  | <ul style="list-style-type: none"> <li>On-site painting contractors aren't exclusively committed to finishing fiber-cement and can't provide the same level of quality</li> </ul>  | <ul style="list-style-type: none"> <li>Product and paint provided by different manufacturers</li> </ul>   |
| <b>Installation Support</b>     | <ul style="list-style-type: none"> <li>James Hardie Installation Specialists are available to train contractors on how to properly install ColorPlus siding products</li> </ul>  |  | <ul style="list-style-type: none"> <li>No onsite training and support provided by third-party pre-finishers</li> </ul>  |

## Building Your Business—Together!

It's no contest. James Hardie offers you faster building times, lowered ownership costs and reduced risks—along with the best value for your customers. In addition, James Hardie also offers channel support, installation training and marketing programs to help you build homes that look better and sell faster. For more information, visit [www.jameshardiecolorplus.com](http://www.jameshardiecolorplus.com)

