



# Why You Should Hire a James Hardie Elite Preferred Contractor

*Banner Construction*

James Hardie Fiber Cement Siding is in a class of its own--in quality, low maintenance, superb performance and great curb appeal. It will protect your home from the elements and remain beautiful for decades. But it is critical to only hire a James Hardie Preferred Contractor to install their siding, trim, soffit, wrap and flashing products in the first place to ensure it is properly installed according to specifications.

## How Contractors Qualify for the James Hardie Contractor Alliance Program

James Hardie prides itself in the superiority of its fiber cement products. They want to continually raise the bar for the rest of the industry. But even the best products can fail when they are not properly installed by trained and knowledgeable individuals.

James Hardie wants homeowners to feel confident that their products will be installed properly to get the ultimate performance. They maintain rigorous installation procedure standards and best practices for their Elite Preferred Contractors.

In order to achieve the Elite Preferred status in the James Hardie Contractor Alliance Program, a contractor must:

- Comply with JH installation best practices
- Have a professional sales approach
- Maintain a satisfactory credit report
- Be licensed in the states where they do the work
- Maintain liability insurance of at least \$1 million per occurrence
- Successfully pass background check with at least 6 clients

James Hardie solicits feedback from past customers on installation projects performed by a Preferred Contractor. Customer satisfaction surveys are distributed to ensure that they are receiving the highest level of service.

### Issues Resulting from Improper Installation

James Hardie Fiber Cement Siding is a top quality product that can last for many years. However, there are some issues that could occur if it's not installed properly. These issues could result in deteriorated performance, premature damage and even void the product warranty.

1. Improper Clearances. The siding must be installed with the appropriate clearance spaces—from roofs, decks, driveways, steps, gutters, flashing, etc.
2. Improper Attachment. Nails should be *either* blind-nailed or face-nailed, but not a combination of both. Nails must be a certain size and driven in straight.
3. Improper Caulking. Caulking should not be applied to James Hardie ColorPlus siding.
4. Improper Cutting. Fiber cement siding requires special types of saws to cut the boards.

### Can You Install Fiber Cement Products Yourself?

There are those individuals that consider themselves very handy and believe they can install James Hardie Fiber Cement products themselves. There are how-to videos and guides for this purpose, but it's important to know the problems that you may encounter in this effort.

- Lack of experience. Installing any type of siding is a daunting task, and fiber cement has its extra challenges. Fiber cement is heavier than other types of siding, often requiring more than one person to handle it. If you're new at siding installation, you may be plunging into uncharted territory and wind up having to call in professionals eventually anyway.
- You don't have the right tools. Special tools are needed for installing Fiber Cement Siding, many of which most people don't keep on hand. If you try to improvise with some you do have, you may damage the siding or install it improperly. You'll need to shell out the extra bucks to either rent or purchase the specific tools.
- You need extra protection. The process and tools used for installing Fiber Cement Siding can generate a lot of dust. Cutting the fiber cement panels should be done outdoors with a dust collector attached to the saw. You need to wear special respirator masks to avoid breathing in the dust and use safety glasses to protect your eyes. Wear high-performance ear plugs when using those loud tools.
- You're not comfortable with the process. If you don't understand the instructions, or aren't ready or willing to undertake such a overwhelming project, you will not likely be successful in installing the siding properly. Make sure you read the directions thoroughly before you start and understand each step of the process. If you need further information to understand the process completely, do additional research and/or contact the manufacturer or other experts.
- You don't have a lot of extra time. You'll need to dedicate a lot of time to this project, often several weeks to completion. If you have a full time job, the duration will be extended considerably. How much is your time worth? Do you want to spend every weekend immersed in this project?
- Your warranty is voided. James Hardie Fiber Cement Siding has an outstanding warranty—30 to 50 years, depending on the type you buy. If you damage the products during installation, or there are issues down the road, the warranty could be invalid if the siding is installed improperly. Considering you're making quite an investment in purchasing the product, is it worth making that mistake?

These issues could be a deterrent to installing James Hardie Fiber Cement Siding yourself. You would be better off in the long run hiring a James Hardie Elite Preferred Contractor instead. You'll save a lot of work (and probably re-work), be able to enjoy other preferred leisure activities, and may even save money in tools and supplies. You'll have peace of mind in knowing that your siding is installed correctly and the warranty remains valid.

## **Why Fiber Cement Siding Is Superior to Others**

You have a number of choices when [choosing siding for your home](#). There's vinyl, wood, metal and brick, to name a few. So why should you go with Fiber Cement Siding?

### **1. Durability**

James Hardie Fiber Cement Siding can stand up to severe weather in any climate. It has successfully passed testing against conditions like hurricanes, extreme UV sun rays, snowstorms, excessively moist and humid environments, and more. But it's not only

extreme weather that deteriorates siding. Even the changes in seasons can negatively impact other siding materials like vinyl and wood. They expand and contract with the changes in weather, whereas James Hardie products are Engineered for Climate®.

James Hardie created the Hardiezone® system. This system determines the right product for the climate in your region. There are Fiber Cement Siding products that resist wet freezing conditions, and others that work best in heat, humidity, extreme heat and more.



*Hardie Fiber Cement Siding in Freezing Climate*

## 2. Performance

Our siding has a superior finish, coated with a primer to ensure more consistent, long-lasting paint adhesion. Our ColorPlus® Technology finishes resist fading.

James Hardie Fiber Cement siding is [resistant to fire](#), whereas vinyl will melt and wood will quickly consume wood. Fiber cement siding will not ignite when exposed to direct flames, nor will it contribute to the fuel of a fire.

Fiber cement products are also resistant to pests. Woodpeckers, termites and other critters that love to destroy wood aren't attracted to fiber cement.



*Damage to Wood Siding by Woodpecker*

### 3. Design

James Hardie Fiber Cement siding comes in a variety of textures, profiles, widths and colors. There are many options when choosing the style that you prefer. Some styles to consider:



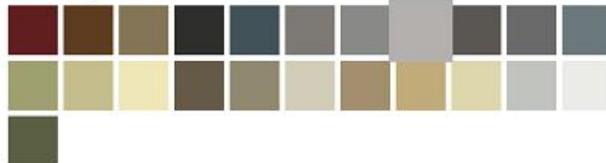
HardiePlank® Lap Siding

## BEADED CEDARMILL

Inspired by coastal communities, this siding style is brimming with charm. Works great on cottages, bungalows and homes with lots of personality

Pearl Gray

23 finishes



More ColorPlus® Technology colors are available [near you...](#)

**THICKNESS:** 0.312"  
**LENGTHS:** 144" boards  
**WIDTHS:** 8.25"  
**EXPOSURES:** 7"

*HardiePlank Lap Siding presents a classic look that melds with many architectural styles.*



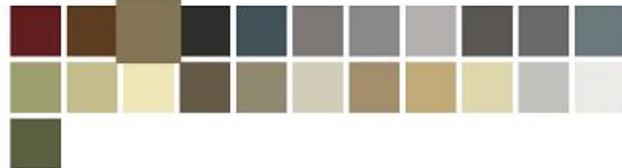
HardieShingle® Siding

## STAGGERED EDGE PANEL

This rustic look is inviting and laid-back. Good for a relaxed cottage, classic Cape Cod, or a ranch in a wooded setting.

Woodstock Brown

23 finishes



More ColorPlus® Technology colors are available [near you...](#)

<b>THICKNESS:</b>	0.25"
<b>LENGTH:</b>	48" shingles
<b>WIDTHS:</b>	15.25"
<b>EXPOSURES :</b>	6"

*Hardieshingle Siding mimics cedar shingle, but doesn't warp, rot, curl or split like wood.*

HardiePanel® Vertical Siding

## SIERRA 8

This combination of texture and linear detail adds dimension without getting too fussy. A smart way to add character to a house that lacks architectural details.

<b>THICKNESS:</b>	0.312"		
<b>LENGTHS:</b>	108"*	120"*	96"*
<b>WIDTHS:</b>	48"	48"	48"

\*Sizes/exposures not available in ColorPlus® Technology, only primed.



*Hardiepanel Vertical Siding can be used for a simple, vertical line.*



## HardieTrim® Boards 5/4 SMOOTH

You can't go wrong with this simple, clean look. With our ColorPlus® Technology finish, your vibrant color will last for years. This trim will complete any style home that needs an update, particularly if your look is more modern.

Woodstock Brown

10 finishes



More ColorPlus® Technology colors are available [near you...](#)

<b>THICKNESS:</b>	1"
<b>LENGTH:</b>	144" boards
<b>WIDTHS:</b>	11.25"   3.5"   4.5"*   5.5"   7.25"   9.25"

*Harditrim Boards are great for accentuating corners, columns, friezes, doors, windows and more. They can be added to your siding panels for extra flourish.*

#### 4. Colors.

James Hardie Fiber Cement products come in a variety of colors. The color is baked in, which results in a greater resistance to fading, chipping and cracking.

You can choose from [color schemes](#) that fit your design style. James Hardie even provides you with a [Home Color Tool](#) for your area where you can experiment with matching colors with different styles and accents to design your perfect exterior.

#### 5. Recognized Leader

Over 8 million homes across North America include James Hardie products. We are backed by the Good Housekeeping Seal of Approval. This accolade is the result of rigorous evaluation and testing of our products to ensure quality and trust that they meet our specifications.

We have also been recognized by other organizations and publications as a green builder, providing high quality products at a great value.

### **Choose Banner to Install Your James Hardie Fiber Cement Siding Products**

Banner Construction has met and maintains the rigorous standards to achieve the status as a James Hardie Elite Preferred Contractor. That ensures your siding will be installed to the exacting specifications that James Hardie sets forward.

Don't make the mistake of hiring any contractor to install your James Hardie Fiber Cement siding, or trying to do it yourself. Get the peace of mind knowing that your siding will be installed properly by experts who have completed the training and have resources at their disposal.

Banner Construction has undergone all specialized training required of an Elite Preferred Contractor with a proven track record of quality results. Hiring us to install your Fiber Cement siding will ensure your siding will last for many years and the warranty will be in effect in case you every need to use it.