

The James Hardie ColorPlus® Process

At Sterritt Lumber, we are very proud to stand behind James Hardie® siding with ColorPlus® Technology. This innovative process combines Hardie fiber cement formulation with a factory-applied, baked-on finish. Hardie products are made using the highest quality raw materials and with their manufacturing process and equipment, revolutionary finish technology and innovative color process, we are able to offer our customers a superior siding solution for many projects

James Hardie – the largest producer of fiber-cement siding in North America – is the only siding manufacturer that controls its product from the initial mixing of the cement to final painting in one facility. To ensure that every board meets James Hardie’s superior standards, over 41 quality checks are made throughout the manufacturing process. In addition, products are also checked at three outside testing facilities to monitor long-term durability.

The paint used in the process was made especially for James Hardie siding after more than four years in development and over 2,000 formulas tested. The end result is a durable, low-maintenance finish that lasts up to two times longer, has 30% better fade resistance and adheres up to 400% better than any other paint available.

And, James Hardie backs its ColorPlus technology finish with a 15-year warranty that covers both paint *and* labor. All of this means that when you choose James Hardie siding products with ColorPlus technology: you have the confidence you’ve selected the most durable, low-maintenance, highest-quality siding product possible.

ColorPlus Technology: Color Integrity

One of the main reasons we are so proud to handle Hardie siding is for its patented color integrity, which is a critical part of James Hardie ColorPlus technology. This term refers to color accuracy, color-matching James Hardie siding products, consistency of the paint application, fade protection, and finish durability.

Color Accuracy

How would you feel if one side of your project turned out to be a shade darker than the rest? James Hardie’s color variance accuracy standards for our ColorPlus technology finish are three times stricter than what’s acceptable for most “store-bought” paints and more tightly managed than the automobile industry.

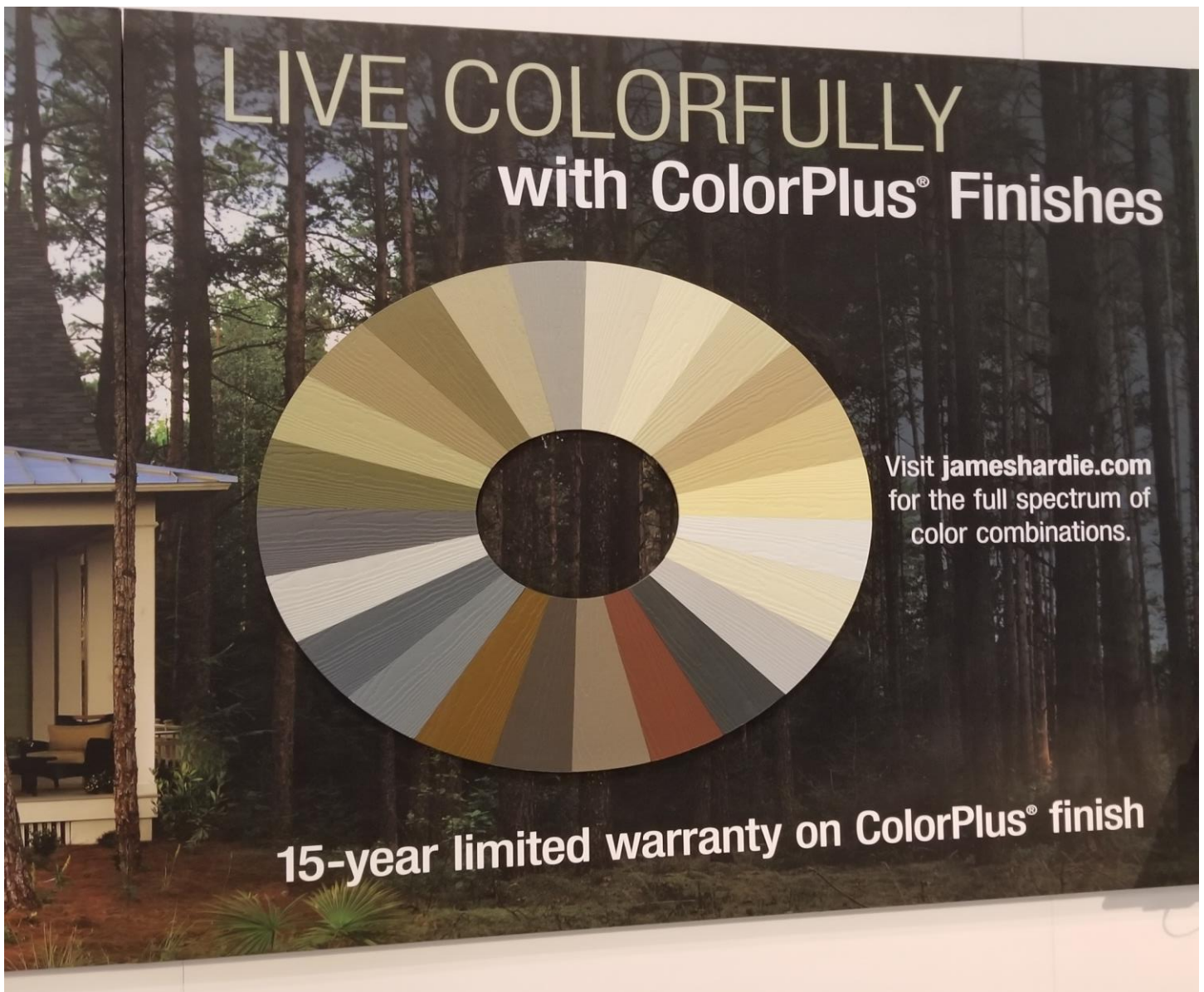
Application Consistency

James Hardie’s proprietary manufacturing process involves applying even, multiple coats of paint that was developed especially for our fiber-cement siding. Then, the paint is baked-on in a closely controlled factory environment. Their automated manufacturing process, constant quality monitoring and application of up to 50% more paint, compared to field-applied paint, provides the most consistent paint application at the optimal thickness.

Fade Resistance

Many alternative siding product finishes and paint that's applied "in the field" can fade quite substantially over time, making the colors dull and difficult to match when repairs are needed later on.

Because Hardie's exclusive paint is specifically engineered to withstand the sun's damaging ultraviolet rays, the James Hardie ColorPlus technology finish gives you up to 30% better fade resistance than their competitors. At Sterritt Lumber, we stand by their products and pass along their quality and value to our loyal customers!



LIVE COLORFULLY
with ColorPlus® Finishes

Visit jameshardie.com
for the full spectrum of
color combinations.

15-year limited warranty on ColorPlus® finish

The advertisement features a large circular color palette with numerous color swatches in various shades of green, yellow, grey, and brown. The background shows a house with a porch and a large window, set against a backdrop of tall pine trees. The text is overlaid on the image in white and yellow colors.

James Hardie® ColorPlus® Palette

NORTH
Effective: November 2012



* US Markets: Midwest, Northeast and Mid Atlantic
* Canada Markets: Ontario, Quebec

The following James Hardie® Siding products are available in these ColorPlus® Colors: HardiePlank® Lap Siding, HardiePanel® Vertical Siding, HardieShingle® Siding, HardieTrim® Batten Boards and Artisan® Lap Siding.

Arctic White JH10-20	Navajo Beige JH30-10	Cobble Stone JH40-10	Soft Green JH60-10	Light Mist JH70-10	
Tuscan Gold JH80-20	Sail Cloth JH20-10	Sandstone Beige JH30-20	Monterey Taupe JH40-20	Heathered Moss JH50-20	Boothbay Blue JH70-20
Chestnut Brown JH80-30	Woodland Cream JH10-30	Autumn Tan JH20-20	Woodstock Brown JH30-30	Mountain Sage JH50-30	Evening Blue JH70-30
Countrylane Red JH90-20	Harris Cream JH80-10	Khaki Brown JH20-30	Timber Bark JH40-30	Parkside Pine JH60-30	Iron Gray JH90-30

The following James Hardie® Products are available in these ColorPlus® Colors: HardieTrim® Boards, HardieSoffit® Panels and Artisan® Accent Trim.

Arctic White JH10-20	Sail Cloth JH20-10	Navajo Beige JH30-10	Autumn Tan JH20-20	Sandstone Beige JH30-20
Cobble Stone JH40-10	Monterey Taupe JH40-20	Khaki Brown JH20-30	Woodstock Brown JH30-30	Timber Bark JH40-30

Note: Colors shown are as accurate as printing methods will permit. Please see actual product sample for true color. Product and color availability vary by region and are subject to change.



JamesHardie

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ColorPlus® Technology