

## Product Profile

As architects are increasingly designing contemporary multifamily and light commercial projects, the need for panelized design with "expressed" joints continues to grow. James Hardie – recognizing this trend toward a sharp reveal/express joint look – is the first to offer a U.S. manufactured fiber cement panel created specifically for this use.

Hardie® Reveal™ Panel provides a consistent panelized look that offers protection from fire, weather and insects. Providing clean lines, design flexibility and a superior flat wall look without the hassle of stucco or EIFS (Exterior Insulation and Finish Systems), Reveal™ Panels and Trims can be used together to create a visually stunning exterior surface on low-and mid-rise multifamily, light commercial or institutional buildings. At last, architects have a more durable, cost-effective, sustainable fiber cement panel solution to meet their modern design needs.

### Design Flexibility

Prior to Hardie® Reveal™ Panel, metal panels were manufactured to a standardized 'grid,' limiting aesthetic creativity unless the architect was willing to pay more for unique patterns. Unlike these panels, Hardie® Reveal™ Panel is an exterior contemporary solution that allows architects to express their individual design vision, whether it be a horizontal or vertical rhythm or a distinctive pattern. The added thickness of Reveal™ Panels not only deliver greater durability, but enable broader fastener spacing, adding visual interest to overall aesthetics.

### Superiority over Stucco and EIFS

Hardie® Reveal™ eliminates the hassle associated with using Stucco and EIFS. Since wait time for curing isn't required, Hardie® Reveal™ can shave weeks off of the construction timeline. It also resists cracking and creates less mess than other products.

At 3.1 pounds per square feet, Hardie® Reveal™ is significantly lighter than stucco, in addition to being more durable. Stucco's modern synthetic substitution weathers poorly and can leave gypsum or plastic residue in the soil. Hardie® Reveal™ avoids this by using the latest fiber cement technology to ensure durability, providing an environmentally friendly product.

### Durability - Engineered for Climate

Hardie® Reveal™ Panel – made using the latest in fiber cement technology – offers a contemporary look coupled with quality and long-lasting durability. Distinctively engineered to meet the specific climate of the multifamily or commercial project, Reveal™ Panel lets architects choose the right material for the right climate without sacrificing modern aesthetics. It's 40% thicker than residential fiber cement panels, providing greater wind load resistance. Reveal™ Panels are backed by a 30-year, non-prorated, transferable, limited warranty.

### Cost Effective and Ready-to-Use

Until now, panelized design has been considered both expensive and challenging to install. Hardie® Reveal™ Panel provides an affordable, ready-to-use panelized solution. Pricing for Reveal™ Panel is comparable to EIFS and more than three times less expensive than other premium fiber cement facade panels. Lighter than masonry, Hardie® Reveal™ costs less to ship – an added bonus.

Hardie® Reveal™ Panel and Reveal™ Trims eliminate the guesswork in creating a modern panelized look. Installation is also made easier with fastening options. Reveal™ Panel and Reveal™ Trim products can be applied directly to HardieWrap™ or other water-resistive barrier or sheathing or can be furred out to create a rainscreen behind the panel.

### Available Factory Options

Hardie® Reveal™ Panels are mass produced, but can still be individualized on-site to specific sizes and colors to meet design and construction needs. Color can be field painted to almost any color, taking into consideration the appropriate finish for the climate zone. Hardie's ColorPlus® Technology offers the most innovative application and finishing on the market proven to last up to two times longer, has 30% better fade resistance and adheres up to 400% better than any other paint available. In 2010, Reveal™ Panel is expected to be available as a pre-finished product using ColorPlus® Technology in as many as 26 different colors chosen to cater to the cultural, architectural and environmental factors of each region.

### Sustainability

Committed to the environment, James Hardie uses only the finest raw materials to manufacture its sustainable products. Qualifying for the LEED rating system for the use of regional material, James Hardie's fiber cement panels are made from wood pulp, sand, cement and water, typically extracted and processed near each manufacturing facility. Hardie® Reveal™ Panel meets the AIA's (American Institute of Architects) sustainability principle of "long life, loose fit." Architects who design toward a low carbon footprint can appreciate the Hardie® Reveal™ Panel for its longevity and durability.