



Hints For Homeowners

Five Reasons To Choose Fiber Cement Siding Over Wood-Based Siding

(NAPSA)—For homeowners wanting a fresh look, there's one project that can give their home a whole new appearance while adding value at the same time: re-siding. Re-siding is one of the most important maintenance tasks Minneapolis homeowners can take on during the spring and summer. The project provides a chance to replace worn, damaged siding with new siding that refreshes the exterior and improves curb appeal. After all, nothing decreases curb appeal faster than rotting, peeling siding.

As with any home remodeling project, there are important questions to consider. In this case, homeowners often ask themselves "What's the best siding for my home?" Selecting the right siding can be a balancing act—it needs to be affordable, yet durable and attractive.

It may be second nature for homeowners to immediately turn to a wood or wood composite siding for its natural and rustic appearance, but what they may not know is that there are other options available that can still provide the aesthetic they're looking for without the frequent maintenance cycles. The solution? Fiber cement siding. Here are five reasons why fiber cement is one of the most popular siding options among homeowners:

Offers the Traditional Look of Wood

Wood is popular for its natural texture and rustic aesthetic, but appearance isn't the only factor to consider when selecting siding for your home. Fiber cement gives the best of both worlds—homeowners can still achieve the authentic woodlike aesthetic, but without the frequent upkeep associated with wood or wood-based siding. James Hardie® fiber cement siding, for instance, embodies the warmth and character of wood through various textures, shapes, sizes and colors to give homeowners the look they want.

The versatility of fiber cement's colors and textures makes it easy for homeowners to select a color and style that re-



For a new home at the old address, try re-siding.

flect their personal tastes, whether they prefer a classic vintage home or a more contemporary appearance. Not only will re-siding with fiber cement boost curb appeal and improve the overall value of the home, it will help keep the exterior looking fresh despite day-to-day exposure to weather, water, time and pests.

Requires Less Maintenance

If homeowners knew up front how much maintenance was involved in maintaining their wood siding year after year, they might reconsider wood in the first place. The frequent repainting of wood requires more time and money spent on upkeep. Like wood, fiber cement can be painted any color to give your home a fresh look, but fiber cement requires less maintenance. James Hardie's ColorPlus® Technology bakes on multiple coats of color in a controlled environment for a strong bond that resists fading, peeling and cracking. Its durability and staying power provide an exceptionally beautiful, authentic exterior with less upkeep.

Resists Harsh Weather Conditions

Your home was a big investment, and one you want to protect. Unfortunately, you can't control what type of weather comes your way, so it's critical to make sure your home is prepared for even the harshest weather conditions. Fiber cement siding provides the durability needed to withstand inclement weather.

Fiber cement and wood or wood-based siding react differently to ex-

posure to moisture. While wood or wood-based siding may rot, curl, warp or split, fiber cement resists the harsh elements so you're not left to deal with the expansion and contraction that can lead to unsightly corners and cracking, chipping paint. And it's not just the outside of your home that suffers from warping and splitting—this can cause moisture to infiltrate, creating interior water damage.

Combats Common Hazards

There are a lot of home maintenance issues homeowners have to worry about, but pests destroying their exterior siding shouldn't be one of them. Wood can attract problems like termites and other pests that can eventually severely damage the look of siding and may even call for a complete re-side. When pests find their way into a home, it may end up costing homeowners thousands of dollars' worth of damage. Fiber cement, however, naturally resists damage from pests because it's not composed of materials appealing to termites and other bugs.

Of course, termites aren't the only thing that pose a threat to wood siding. Wood is extremely susceptible to fire as well. Fiber cement siding, however, is not combustible, won't melt and resists the spread of flame, providing greater security from fire than wood and plastic-based siding products.

Helps Save Money Over the Long Term

The potential for chipping, warping and rotting, and the frequent need to re-paint can turn wood or wood-based siding into more of a project than any homeowner has the time or expenses to maintain. Fiber cement's extreme durability and lower maintenance make it an investment that pays for itself over time. With less upkeep, homeowners can allocate that money and time to other home updates.

Learn More

For more information on smart siding, visit www.jameshardie.com.