

MAGNOLIA HOME





introducing the

MAGNOLIA HOME | JAMES HARDIE COLLECTION

We've collaborated with Magnolia Home to create an inspired collection of exteriors in colors, styles and textures curated by Joanna Gaines to transform your home into your favorite place to be. This collection was created to help simplify the process of re-siding your home, so you can design with confidence. You'll have added peace of mind knowing your project is backed by the trusted protection and long-lasting beauty of the recognized leader in exterior siding, James Hardie.



EVERY HOME TELLS A STORY

When it comes to design, Joanna's favorite style is anything that's beautiful and timeless and tells a unique story. That's what made the idea of collaborating with James Hardie so easy. With the beautiful, nature-inspired colors and styles of Hardie® siding and trim curated for this collection, Jo created an inspiring palette of possibilities. She's made it easy for homeowners to choose what they want for their exterior transformation.

The Magnolia Home | James Hardie Collection can help you create an exterior you love.

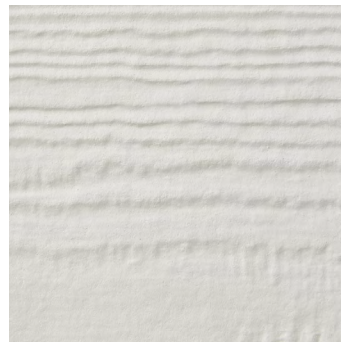
“WHEN PEOPLE TELL THEIR OWN STORY RATHER THAN FEELING PRESSURE TO FIT WITHIN A SPECIFIC STYLE, THERE'S MORE FREEDOM - AND THEIR SPACE BEGINS TO FEEL LIKE HOME.”

— Joanna Gaines

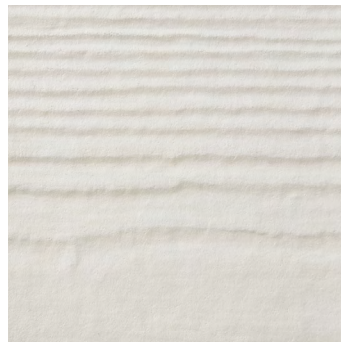


COLORS

select the hue that's right for you



BIRCH TREE



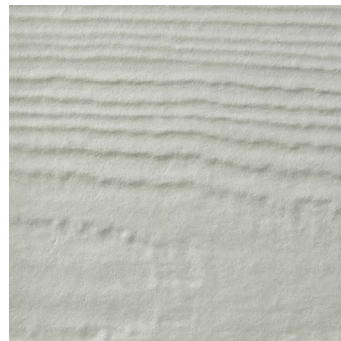
WEATHERED CLIFFS



RUSTIC ROAD



RUGGED PATH



IT'S ABOUT THYME



STONE BEACH



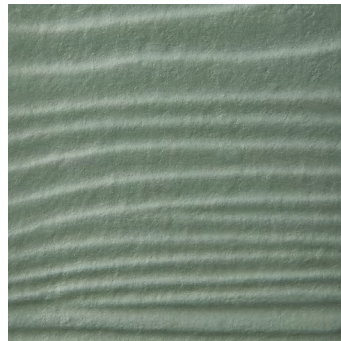
STONE PAVER



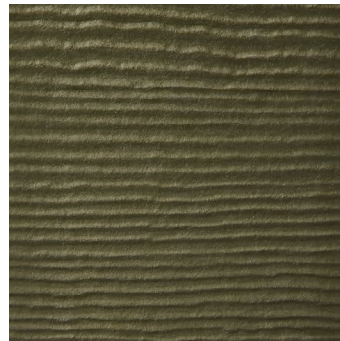
WARM CLAY



DRIED EUCALYPTUS



CHISELED GREEN



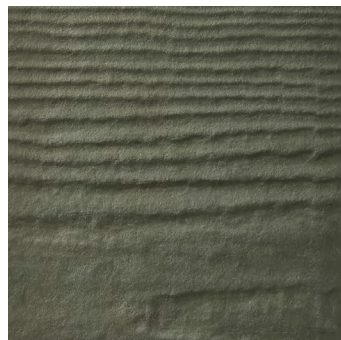
WANDERING GREEN



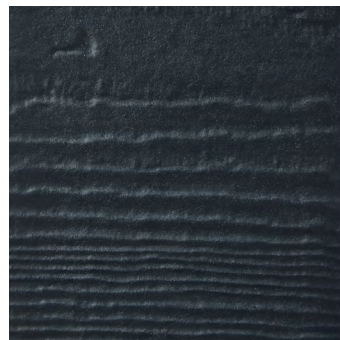
MUDFLATS



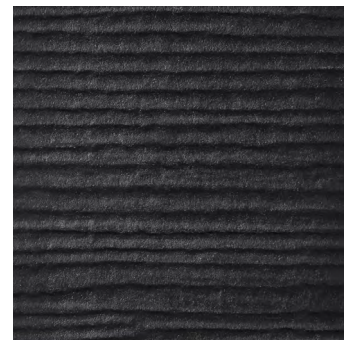
SLATE STEPS



PEPPERY ASH



LAST EMBERS



MIDNIGHT SOOT

All products in this collection come prefinished with ColorPlus® Technology finishes by James Hardie.

Digital color displays may vary. Please see actual product sample for true color.

STYLES

find your perfect mix of exterior products



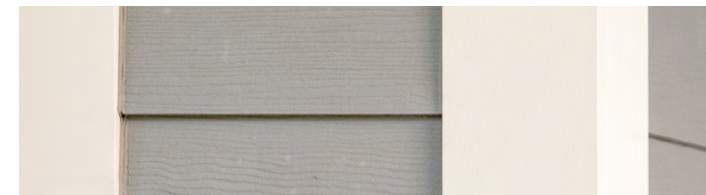
HARDIE® PANEL & HARDIE® TRIM BATTEN



HARDIE® SHINGLE



HARDIE® PLANK



HARDIE® TRIM

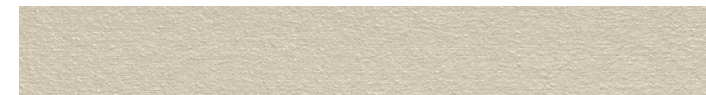


HARDIE® SOFFIT

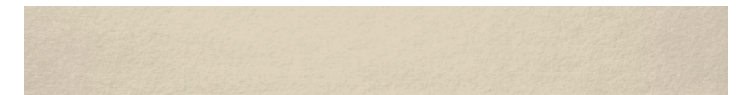
For more detailed product size and availability information, visit jameshardie.com/magnolia.

TEXTURES

choose the texture you prefer



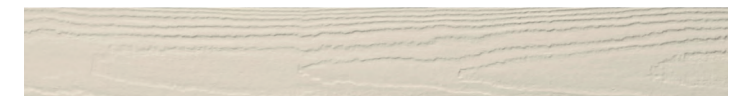
HARDIE® TRIM SMOOTH



HARDIE® SIDING SMOOTH*



HARDIE® TRIM RUSTIC GRAIN



HARDIE® SIDING SELECT CEDARMILL**

* Textures available for siding and soffit.
Hardie® Shingle only offered in Select Cedarmill®.

DESIGN *the* HOME YOU'VE ALWAYS IMAGINED

Visualize Hardie® products on a 3D model of your home with HOVER® Design Studio, brought to you by James Hardie.

Every home tells a story. What will yours be? Start your free design.



VISUALIZE THE COLLECTION ON YOUR HOME 5

“YOU DON’T GET A SECOND CHANCE TO MAKE A FIRST IMPRESSION.”

– Chip Gaines

One of the most important things to consider on any home is exterior curb appeal. Hardie® products with ColorPlus® Technology finishes help keep your home looking beautiful longer. With baked-on color that arrives ready for installation, Hardie® siding and trim products with ColorPlus® Technology finishes offer exterior solutions with consistent color that resists fading, chipping and cracking. Having a durable finish means you can enjoy a low-maintenance exterior that helps your home look beautiful and vibrant longer.



“FOR ME IT WAS LOVE AT FIRST SIGHT. I FOUND A PRODUCT THAT ONCE INSTALLED YOU KNEW WAS GOING TO HOLD UP.”

— Chip Gaines



Showstopping curb appeal

Whatever color or style you want, Hardie® fiber cement products can help give your home a beautiful new look.



Engineered for Climate®

No matter what climate you live in, Hardie® fiber cement products are designed to stand up to Mother Nature.



Exceptional finish adhesion

Our proprietary coating is engineered for exceptional adhesion to our boards for more durability.



Superior color retention

Finish is baked onto boards for a stronger bond to resist cracking, peeling and chipping.



Superior UV resistance

ColorPlus® Technology finishes are engineered to retain vibrancy and reduce fade or discoloration from UV rays.

BEAUTIFUL PROTECTION *that* LASTS AND LASTS

Hardie® fiber cement products grace the sides of over 8 million homes.* See why homeowners put their trust in the #1 brand of siding to protect the lasting beauty of their home.



MOTHER NATURE

Your siding is exposed to Mother Nature all day, every day. You deserve to feel confident that it can hold its own throughout it all — from the changing seasons to extreme weather.



FIRE

A home's exterior is its first line of defense against extreme weather and fire. Help prepare your home for the unpredictable with siding that is noncombustible and won't burn.



PESTS

Hardie® fiber cement products hold no appeal for Mother Nature's creatures such as birds, termites or other pests, so you can have added peace of mind.



WATER RESISTANT

From rain to ice to snow, Mother Nature's precipitation can leave exterior siding at risk of cracking, swelling and warping. Take shelter from the storm knowing that your siding is built to resist water damage.



TIME

ColorPlus® Technology finishes provide a durable finish that helps resist fading and discoloration that other paint applications may see more quickly over time, so your exterior can keep its good looks longer.

*Estimate based on total Hardie® siding sales through 2016 and average housing unit size.



TRUSTED PROTECTION

Help protect your home from water, fire, pests and extreme weather with home exterior products that are as durable as they are beautiful to look at.

LONG-LASTING BEAUTY

Stand up to the test of time while standing out in your neighborhood. Our low-maintenance siding products keep homes looking beautiful longer.

LIMITED WARRANTY

Enjoy the added peace of mind knowing Hardie® siding is backed by a 30-year, non-prorated limited warranty.*

*30-year limited substrate warranty for Hardie® siding and soffit products. Hardie® Trim products have a 15-year limited substrate warranty. ColorPlus® Technology finishes have a 15-year limited finish warranty.

6 TIPS to PREPARE FOR A RE-SIDE

Anyone who's been there can tell you that the best way to ensure a project goes smoothly is to be prepared. So when you decide to re-side, here are a few simple steps to take.

1

KNOW THE BASICS

A lot of things will impact the cost of your job, like home size, design, materials and labor.

2

GET INSPIRED

Drive around your neighborhood or look online to help create your vision and define your particular design style.

3

MAKE A PLAN

Have a realistic view of what you'd like to update beyond siding and prioritize your wish list to help with budget conversations.

4

CHOOSE A CONTRACTOR

Take your time in choosing the right contractor. They're used to plenty of questions and follow-up calls.

5

FINALIZE SCOPE & BUDGET

Work with your contractor to finalize materials and labor to make sure you're on the same page.

6

PREPARE FOR CONSTRUCTION

Be prepared to see your home bare, with some mess and noise, before your beautiful transformation is complete.



JAMES HARDIE'S CONTRACTOR NETWORK IS READY TO BRING YOUR VISION TO LIFE

The Contractor Alliance® Program from James Hardie is designed to match you with independent professional contractors who can help meet your needs for siding repair and replacement.

1-866-838-8147

“WITH JAMES HARDIE, IT'S ALWAYS BEEN THIS RELATIONSHIP WHERE WE RESPECT THE COMPANY. WE RESPECT THE PRODUCT, AND WE FIND OURSELVES USING IT AGAIN AND AGAIN.”

— Chip Gaines



“CHIP AND I WERE REALLY EXCITED TO COLLABORATE WITH JAMES HARDIE.
OUR AIM IS ALWAYS TO NOT ONLY GIVE CLIENTS A BEAUTIFUL HOME,
BUT ONE THAT WILL STAND THE TEST OF TIME.

— Joanna & Chip Gaines



M A G N O L I A H O M E



Start your design | Get a sample | Find a contractor | jameshardie.com/magnolia

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