



Essential Sales Tools

The James Hardie Essential Sales Tool Menu outlines key marketing assets to help support the sales process. [Click the link](#) below each item to download a digital copy from our Digital Asset Management (DAM) platform.

Use the below navigation to jump to specific sections.

Product
Availability

General
James Hardie

Competitive
Comparisons

Multifamily
and Aspyre

Installation

HardieBacker®
Cement Board

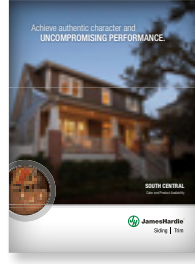
Contractor Alliance™
Program

Product Availability Materials



Product Catalog

A detailed reference guide of the James Hardie® siding and trim products and ColorPlus® Technology finishes in your market.



Statement Collection™ Color & Product Availability Brochure

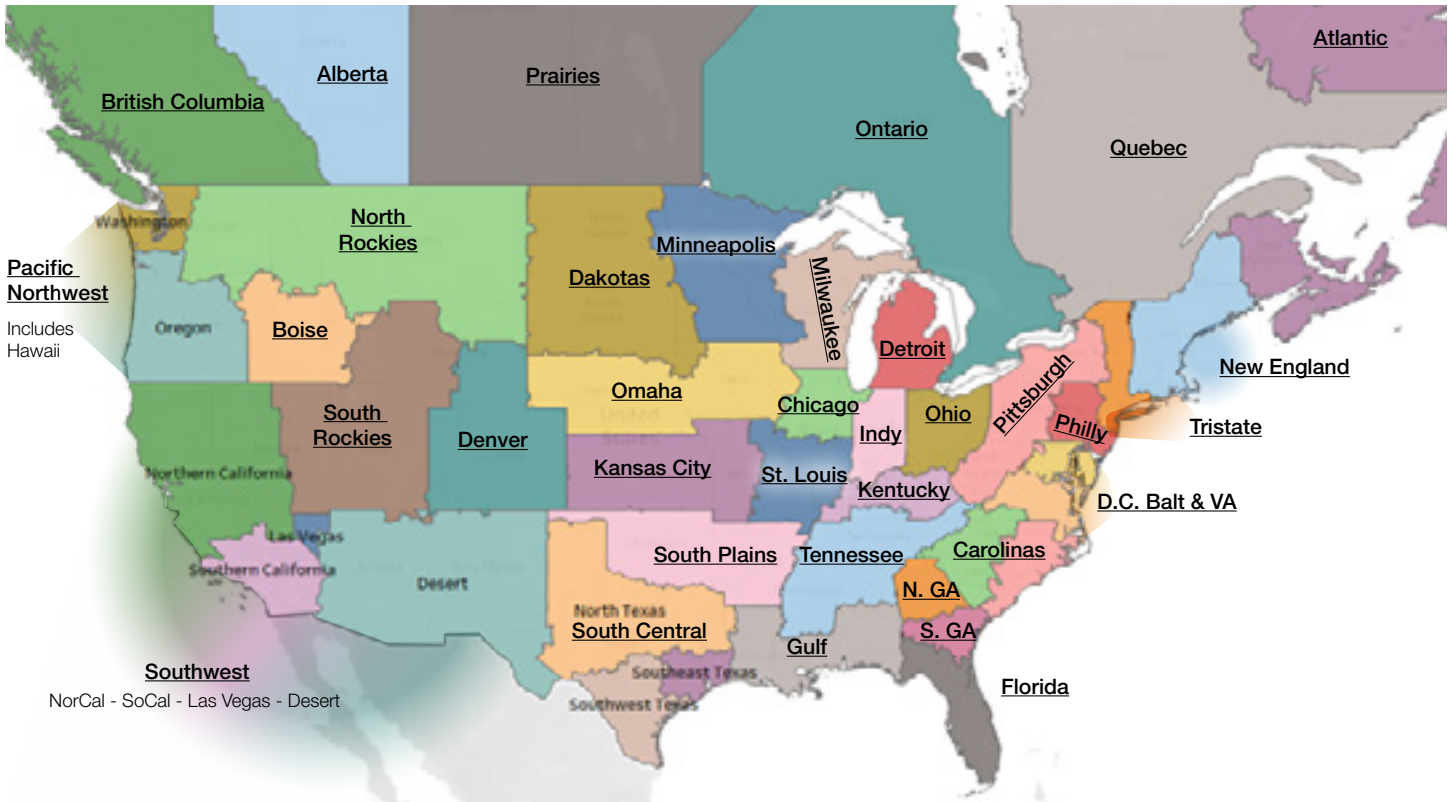
A handy reference of the Statement Collection™ products and finishes available in your market.



Dealer Stocking Sheet

Customizable stocking matrix to enable you to easily showcase your stocking position for Statement Collection™ products.

Download the product availability materials by clicking on your market in the below map.



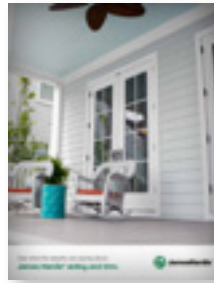
General James Hardie Materials



Dream Collection™ Sell Sheet

[Download HS19358](#)

The Dream Collection™ products feature over 700 ColorPlus® Technology finishes in a wide array of siding and trim styles.



Third Party Endorsements [Download HS1660](#)

See what the experts are saying about James Hardie® siding and trim.



ColorPlus® Technology Sell Sheet

[Download HS2074](#)

Differentiate homes with a finish that performs better, lasts longer, and looks brighter.



Trade ColorPlus® Technology Finishes Brochure

[Download HS2008](#)

Gain a competitive advantage with James Hardie® products enhanced with ColorPlus® Technology finishes.



HardieWrap® Weather Barrier Sell Sheet

[Download HW1501](#)

Protect homes with the exceptional weather- and water-resistance of HardieWrap® weather barrier.

Generic Fiber Cement



James Hardie vs. Generic Fiber Cement Trifold Brochure [Download HS1794](#)

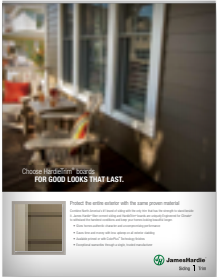
Not all fiber cement siding is the same. James Hardie® siding outperforms generic fiber cement siding.



Wind Load Sell Sheet [Download HS14143](#)

To achieve strict wind load requirements, James Hardie provides more blind-nailing solutions than any other fiber cement manufacturer.

Wood/OSB



HardieTrim® Boards vs. Wood Trim Sell Sheet [Download TR1418](#)

Build with confidence by protecting the entire home exterior with the same proven material.



Wood Trim's an Easy Target Brochure [Download HS1501](#)

As natural enemies gang up on wood trim, time compounds the problem. HardieTrim® boards have the strength to stand up to whatever nature brings.

Vinyl



James Hardie vs. Vinyl (Low-E Window) Sell Sheet [Download HS14185](#)

As low-e windows become the market standard, the melting vinyl problem keeps growing. Avoid the risk and choose a heat-resistant James Hardie® exterior.



HardieTrim® Boards Contractor Sell Sheet [Download TR1810](#)

The unique formulation of HardieTrim® boards makes it an all-around better performer than PVC or wood-based trim.



Builder Survey Sell Sheet [Download HS1736](#)

Builders agree, James Hardie® siding brings more benefits to their business and to homebuyers versus vinyl siding.

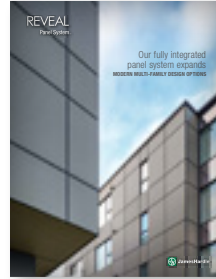
Multifamily and Aspyre



Multifamily National Product Catalog

[Download HS1727](#)

A detailed reference guide of the James Hardie® siding and trim products and Aspyre Collection products available for the commercial segment.



Multifamily Reveal Product Catalog

[Download COM1705](#)

A detailed reference guide of the Reveal® panel system available for the commercial segment.



Aspyre Collection by James Hardie® Product Catalog

[Download English ASP1812](#)

[Download French ASP1903](#)

A detailed reference guide of the Artisan® and Reveal® products available in the Aspyre Collection by James Hardie®.



Aspyre Collection by James Hardie® Sell Sheet

[Download ASP1822](#)

The Aspyre Collection by James Hardie® brings together contrasting elements for one-of-a-kind home designs.



Aspyre Siding Profile Guide

[Download English ASP2005](#)

Quick reference sheet with detailed specs for all Artisan® siding profiles.

Installation

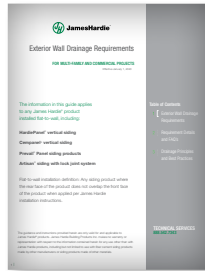


HardieTrim® Boards Quick Start Sheet

[Download English TR1519](#)

[Download Spanish TR1803](#)

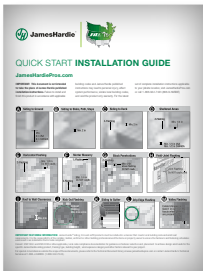
Quick overview of the best practices for installing HardieTrim® Boards.



Water Drainage Brochure

[Download COM1508](#)

Solutions and design support for managing exterior wall water drainage.



Quick Start Sheet

Quick reference install instructions for all of our products as well as recommended install tools.

HZ5

[Download English/
Spanish TB1804](#)

HZ10

[Download English/
Spanish TB1805](#)



Best Practice Guide

Detailed install instructions for all of our products as well as recommended install tools.

HZ5 US

[Download English HS1825](#)
[Download Spanish HS1676](#)

HZ5 Canada

[Download English HS1691](#)
[Download French HS1699](#)

HZ10 US

[Download English HS1824](#)
[Download Spanish HS18135](#)



Easily access all our install guides and videos as well as other technical documents at jameshardiepros.com

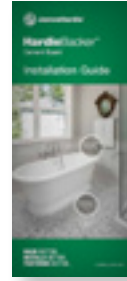
HardieBacker® Cement Board



HardieBacker® Cement Board with HydroDefense™ Technology Brochure

[Download HB1914](#)

The unmatched strength, ease of use and excellent tile adhesion you've come to expect from HardieBacker, now with a waterproof composition throughout the board.



HardieBacker® Cement Board Install Guide

[Download English HB1710](#)

[Download Spanish HB1710](#)

Installation instructions for installing HardieBacker® cement boards.



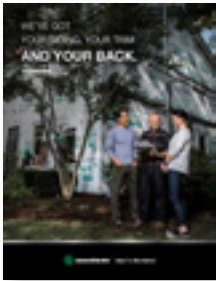
HardieBacker® Cement Board with HydroDefense™ Technology Install Guide

[Download English HB1908](#)

[Download Spanish HB1908](#)

Installation instructions for installing HardieBacker® cement boards with HydroDefense™ Technology.

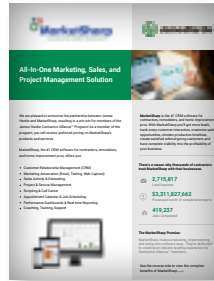
Contractor Alliance™ Program



James Hardie Contractor Brochure

[Download HS1708](#)

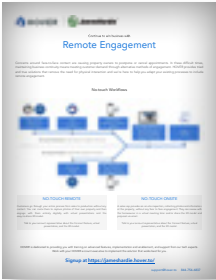
Give your contractor a competitive edge with these unique James Hardie support opportunities.



EverCommerce Sell Sheets

[Download](#)

Contractor Alliance™ members have access to exclusive discounts and benefits through EverCommerce's suite of software solutions for the siding industry.



HOVER Remote Selling Sell Sheets

[Download](#)

Contractors can leverage the HOVER app to help make their remote selling strategy more effective.



HomeAdvisor Sell Sheet

[Download HS1703](#)

Contractor Alliance™ members have access to exclusive discounts through HomeAdvisor.



Synchrony Financial Sell Sheet

[Download SP12163](#)

Menu of financing options available to Contractor Alliance™ members through the James Hardie partnership with Synchrony.



Marketing Zone

[Download](#)

Easily create, produce, and distribute marketing materials that grab attention and encourage action.



Renoworks Pro

[Download](#)

Contractors can leverage the HOVER app to help make their remote selling strategy more effective.



Nuts & Bolts of Marketing

[Download](#)

Simple "how-tos" for implementing key marketing strategies, such as digital jobsite marketing, to help grow your business. encourage action.



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