

The Solution

for siding

Archglow Ltd, Walton-on-the-Naze

Glowing review for **HardiePlank™** siding

When Steve Jones, managing partner of Archglow Ltd, a respected family-owned building contractor and developer based in Essex, was planning the company's latest development of three four-bedroom houses in Walton-on-the-Naze, he had no hesitation in specifying **HardiePlank™** siding as part of the design.

"We wanted to create a traditional featheredge timber design to complement and enhance the brick façade on one of the houses. However, timber needs to be treated on a regular basis to preserve it and one of the reasons customers buy new build homes is because they minimise the hassle factor, at least in the short term," said Steve.

"Fortunately we have used **HardiePlank™** siding on other developments in the past and have been very impressed with how the product looks. It provides the texture and character of wood – very important for the traditional featheredge design – but without the requirement for ongoing maintenance," Steve added.

"From my perspective the best thing about **HardiePlank™** siding is that it stays exactly where you put it. Over time wood tends to warp, bend or crack whereas the **HardiePlank™** siding will still look new ten years down the line. We rely on word of mouth for a lot of our business and we want to build homes that look just as good in ten years, as they do when we first build them."





In addition to managing Archglow, Steve is also practically involved in the company's building projects, where his skills as a carpenter are put to practical use. This means that he has had hands on experience using **HardiePlank™** siding.

"I have always found **HardiePlank™** siding really easy to use and it requires no specialist training. It's just like using wood and while it does create some dust when it's being cut, at least you don't have to worry about splinters. Once it has been cut to the required length it really is simple to work with."

Archglow have already received positive feedback on their latest development.

Steve concluded, "We invited a few local estate agents around to look at the scheme while it was under construction and they were very impressed with the brick and **HardiePlank™** siding façade. We think potential purchasers will agree. We will definitely plan on specifying **HardiePlank™** siding on future projects."



To find out how **HardiePlank™** siding could improve your developments visit our website at: www.jameshardie.co.uk