



Hawkhurst, Kent

James Hardie helps to build beautiful homes in the garden of England.

American innovation.

James Hardie is working to bring stateside innovation and efficiency to a property development project in the historic village of Hawkhurst in the Kent countryside.

Traditional feel.

In keeping with the village's feel, the house boasts a weather-board exterior but unlike its neighbours, it benefits from the use of **HardiePlank™** siding rather than wood siding planks. This means that it will remain fresh looking and hassle-free for years to come - unlike some of the local homes which show obvious signs of rot, mould and paint deterioration. In total, 500 planks have been used to cover all four sides of the building.

As well as bringing technological development to the exterior of the property, James Hardie is also raising the interior quality through the use of **HardieBacker™** cement board. This easy to use, water impervious, tile backer board is being used in the wet areas of the house including the spacious wet room. Commenting on the use of **HardieBacker™** cement board, the developer said: "Having previously worked extensively with plasterboard backing, both myself and the construction team have found

HardieBacker™ cement board to be both quick and easy to use.

The on-site training provided by James Hardie has also proved invaluable in terms of bringing the whole team up to speed and making the job run efficiently and cost effectively."

Local excitement.

The Hawkhurst project has received considerable interest from the local building and residential community. Other property developers in the area are already considering **HardiePlank™** siding for their latest developments, having seen the speed and quality of this build. Several Hawkhurst residents have also been making enquiries about how they too could bring the James Hardie® difference to their homes.

HardiePlank™ siding is the new and innovative siding product that creates homes with character. How? By giving people what they want: a product that has the texture and good looks of wood but a durability to stand up to the toughest conditions. With its cement technology innovations, **HardiePlank™** siding offers a range of flexible house styles and development opportunities for builders and homeowners alike.



To find out how **HardiePlank™** siding could add character to your home call 0800 068 3103 or visit our website at: www.jameshardie.co.uk