



## Hitchcock's Mill, Ipswich

### James Hardie brings classic American style to the Ipswich countryside at Hitchcock's Mill.

#### Innovative Rebuild

Having been derelict for 30 years, Hitchcock's Mill is undergoing an innovative rebuild. Having seen **HardiePlank™** siding used to great effect in America, developer, Hartog Hutton Construction decided to introduce a touch of colonial style to the Ipswich countryside with a sophisticated combination of white, black and linen siding.

#### Luxury Apartments

This old asbestos building is being transformed into six luxury apartments each with a market value of between £350-£800,000. The development is surrounded by beautifully landscaped gardens, with one of the apartments boasting a stylish roof terrace.

Commenting on the project Hartog Hutton Site Manager, Sean Faiers explains: "We considered various cladding options in the early stages including products such as Eternit but our entire team has been impressed by the benefits of **HardiePlank™** siding. From the specification end, its fire retardant rating and practicality are both excellent - the lack of need for future maintenance also gives it a significant edge over timber and is added reassurance for buyers. From a working perspective the speed of fixing and quality of finish are excellent. The local planning officer was also very impressed and we had no problems at all

with building permission. As a company we are normally more involved with new build projects (although we have done other renovations to great effect) so are used to working with the very latest in product technology. Being able to bring the advantages of modern materials to a traditional-style renovation has demonstrated excellent results. I definitely intend to use **HardiePlank™** siding on future contracts." Hitchcock's Mill has already attracted a great deal of interest from the homebuyer and building community and is under consideration for inclusion in Channel 4's prestigious 'Grand Designs' magazine.

**HardiePlank™** siding can bring your imagination and your houses to life. This new colourful and versatile siding product flies in the face of convention. Not only does it offer freedom, flexibility and freshness for your designs, the warranty guarantees that it will still look great year after year. **HardiePlank™** siding has the texture and good looks of wood but the durability to stand up to the toughest conditions, including the ability to resist fire and insect damage. It is also easy to install and can be nailed straight on to the wall. So now you can promise your clients the great look of wood but without the hassle. Tried and tested around the world, **HardiePlank™** siding creates homes with character and the only thing that peels, cracks and chips is convention.



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