



A little ray of sunshine

James Hardie Building Products has supplied London Green Developments Ltd with its innovative **HardiePlank™** siding products for the exterior cladding of seven new town houses in Walton-on-the-Naze, Essex to provide a durable and visually exciting finish.

James Hardie® siding products have proved hugely popular in America and it has fast become high on the design agenda in the UK, reflecting an increasing trend in South East areas that have to weather the elements. Designed to protect and enhance any home, it was chosen for The Beach Houses in Walton-on-the-Naze to complement the seaside location and the style of the development.

“We were looking for a modern and fresh alternative to brick or render treatment,” commented Philip Green, Director at London-Green Developments Ltd. “**HardiePlank™** siding not only met the aesthetic criteria but as the houses are in close proximity to the sea, it also provided excellent protection from the harsh elements.”

HardiePlank™ and **HardieTrim™** siding are extremely tough and require minimum maintenance. Offering all the character

and Beauty of wood with none of the performance drawbacks, engineered composite cement siding is non-combustible and has the ability to resist damage from rain and hail, ensuring the exterior retains its attractive look for longer.

Available in a range of colours and textures the James Hardie® products gave LondonGreen Developments Ltd the freedom to use a mixture of blue, yellow, green and arctic white to create a multi-coloured and vibrant exterior that reflected the surrounding environment.

“**HardiePlank™** siding provided a fantastic finish to the houses,” said Philip Green. “The response from locals and purchasers has been uniformly positive. The James Hardie® team were extremely helpful and we hope to work with them again in the future.”

For added peace of mind, **HardiePlank™** and **HardieTrim™** siding offer a ten-year limited warranty and have a class ‘A2’ fire rating to meet current building regulations. The products are also BBA approved which is insisted on by the NHBC for cladding on timber frame units, that will serve as the primary rain screen.



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