



Green Builder® Media Honors James Hardie for Most Sustainable Siding Products

Survey shows James Hardie still the leading green choice for exterior cladding

James Hardie, the leader in fiber cement siding, has once again been recognized by Green Builder® for having the most sustainable siding products. Green Builder® Media conducted its annual 2015 Readers' Choice survey, which highlights leading green brands that have garnered the loyalty of building professionals.

The survey polls readers in the residential construction market to get insights into their sustainable product preferences and brand perceptions. Which green products are most familiar? Which brands do they trust and specify most often?

James Hardie was selected as offering the greenest products in the siding category, with the most respondents recommending the company's sustainable exterior options over other siding manufacturers.

"A primary factor to James Hardie's sustainability is its durability," said John Dybsky, senior marketing manager at James Hardie. "Our products handle high heat, UV radiation and moisture exceptionally well, which significantly reduces the need for replacement over time."

James Hardie siding is composed of natural and sustainable raw materials such as cement, sand, cellulose fiber and water. While green practices can sometimes limit design options, the company has a range of textures and colors that can satisfy several design variations.

"Looking over this year's survey results, it's clear that building professionals think that green products are better and more available than ever before." said *Green Builder* editor in chief Matt Power. "About 75 percent of respondents indicated that they believe that green products are higher quality from brands that they know and trust. Familiar brands are at the top of most categories, implying that many customers are still going with the tried-and-true."

Additional insights from the survey include:

- Respondents said that they'd like to continue seeing more innovation and experimentation from manufacturers.
- When asked to rank in order the most significant factors that influence brand loyalty, performance (81.1 percent) and quality (80.1 percent) far outweighed price (53 percent).
- Nine of 10 respondents agreed that the quality of eco-friendly products is generally improving.

See the full results of the survey [here](#).

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