

Top Hat Launch

ExoTec® Top Hat Rainscreen

James Hardie recently launched its new ExoTec® Top Hat Rainscreen specification. This effective and durable fixing system is designed to improve the cost-effectiveness and ease of installation of ExoTec® Facade Panel.

James Hardie ExoTec Facade Panel provides a durable, expressed-joint panel look for commercial building facades. Installed using the ExoTec Top Hat, it provides a cost-effective and easy to install rainscreen facade solution for buildings exposed to very high wind pressures. ExoTec Top Hats provide a 35mm-deep cavity behind the panels to manage the moisture effectively under high pressures.

ExoTec Top Hat sections are made from high-tensile-strength steel for enhanced stability and are Zincalume coated for long-term durability.

In December 2006, Gareth Gerbich working for Integrated Cladding Systems on a Teak Construction office and warehouse building project in Albany, just north of Auckland, was the first builder to use ExoTec Top Hats on a commercial project.

Gareth used ExoTec Top Hats in conjunction with ExoTec Facade Panel on the upper portion of the two-level facade, just beneath the roofline.

'We put RAB Board on first with Protecto Wrap and then installed ExoTec Top Hats to install ExoTec Facade Panel,' he says. 'Using the ExoTec Top Hats made the installation easier and faster and we didn't have any hits and misses.'

'It's a much better and cost efficient system than the previous specification. You've got hex head screws going into the frame to fix ExoTec Top Hats and screws holding the ExoTec Facade panel on steel ExoTec Top Hats only, and because there are no rubber tracks, there's nothing to perish.'

Other features and benefits of ExoTec Top Hat sections

- Compared to the old specification, fewer screws are required to fix panels, making the panel installation quicker.
- ExoTec Top Hat sections can be fixed to the horizontal structural framing e.g. girts, top and bottom plates and nogs without aligning them over the studs. This speeds up the installation of ExoTec Top Hats and facade panels, saving time and money.



- As a fixing method, ExoTec Top Hat rainscreen means a wide variety of design styles can be achieved, including curved walls, panels installed vertically, horizontally or in a brick pattern.
- A wide range of decorative finishes can be applied, from site-applied acrylic textures to factory-applied polyurethane plain colours. Metallic-finished sheets can also be used with this system.

For more information, Ask James Hardie™ on 0800 808868 or visit www.jameshardie.co.nz. ■

25 Years of Building Excellence

In 2007 Jennain Homes achieved a significant achievement in the New Zealand residential home building market, celebrating 25 years of building excellence.

Rob Kidd, James Hardie General Manager and James Ewart, James Hardie Channel Manager celebrated this success in Cairns with the legacy of ownership that built the Jennain brand.

All three Jennain owners (the previous two and the current owner) attended the 25 year celebration conference in Palm Cove Australia. James Hardie, Carters and the three owners of Jennain (past and present) had a celebration dinner during the conference.

The name Jennain Homes came about 25 years ago, when original owners Jenny and Ian Paton joined their first names together to become 'Jennain' Homes. As a result of solid growth, in 1991 the business initiated franchising in New Zealand with Bernie Gillon the first franchisee. Jennain Homes built traditional kiwi homes for families and gradually grew in stature and reputation. In 1997 Bernard Gillon became director and owner of Jennain Homes, having developed his Tauranga franchise; Bernie could see growth opportunity for this business in the highly competitive New Zealand building market. Jennain Homes were able to differentiate themselves based on their coverage, brand equity, quality and high performance standards for everyone in their group.

The next step in this business growth had been initiated by Richard Carver who bought Jennain Homes in 2005. With a firm belief on further defining and growing the brand, Richard Carver, ex Chief Executive of Carters (a Division of Carter Holt Harvey Ltd), has embarked on a new journey. Reinforcing the Jennain Homes brand proposition of 'Your Personality Our Expertise'.



Jennain will build you a new home to match your personality and apply their expertise to bring your new dream home to life. After all Jennain is New Zealand's most awarded builder.

"Jennain Homes are renowned for their quality and expertise in the New Zealand building industry." Richard Carver is looking forward to leading Jennain to even greater achievements in the next 25 Years..... ■

NEW HardiGlaze® Aluminium Mouldings

Update your bathroom look with the new HardiGlaze Lining aluminium mouldings. They're perfect for creating a contemporary modern bathroom.

Launched in April 2007, HardiGlaze® Aluminium Mouldings are an alternative to PVC accessories used with HardiGlaze® Lining. HardiGlaze Aluminium Mouldings are designed for use in both wet and dry areas, and have a natural anodised finish. They are available in four profiles for both 4.5mm and 6mm HardiGlaze Lining. The natural anodised finish provides durability and reduced maintenance, and allows the aluminium to retain its metallic appearance. ■



Marae DIY

If you've been watching Maori TV on a Sunday night, you'll probably be among the hundreds of thousands of viewers who've laughed and cried their way through the popular bilingual show *Marae DIY*.

The fourth series of *Marae DIY* was recorded early this year, and so far the programme has helped transform 31 marae around the country.

Hapu selected to be on the show fundraised to renovate their marae. With help from the team at *Marae DIY*, their renovation dollar is put to work in a four-day restoration project. It's a community project, with family members called in from far and wide to lend their skills and labour.

One of the marae makeovers to screen in October this year is that of Parihaka Marae in Hawera, Taranaki. More than 200 whanau came and pitched in to help with the rejuvenation of the marae, and James Hardie was pleased to do its bit by donating HardiGlaze® Lining and Hardisoffit® Lining for the marae's toilet block. Other sponsors who helped out by donating product were Pink Batts, Bunnings Hawera, PKW and Shell.



Parihaka Pa is very significant to New Zealand Maori, as it was a refuge for many displaced Maori after the Land Wars. It was also the birthplace of the peaceful resistance movement in 1860 when Te Whiti o Rongomai and Tohu Kakai stood up to Government troops trying to take their land and were imprisoned with many others in Dunedin. ■



In the know

GOOD DESIGN BEGINS WITH THE RIGHT MATERIALS!

The Future is here! Wow, as you open this issue of Building Inside the year is already more than half over — the future really does come upon us faster than we often think. At James Hardie we are continually looking ahead to the future to try and understand what it may bring. In this issue you will read

about the new Exotec® Top Hat section, the new HardiGlaze® Aluminium Mouldings and the recently launched Axon™ Panel which is already exceeding our sales expectations. The very successful Streetscapes tours we have been conducting are certainly letting many builders, developers and territory authorities see the kinds of "futuristic"

thinking going into the building and construction industry in the United States. James Hardie is also very proud to be part of the Future Proof Building concept in conjunction with CMS which is educating consumers and the industry alike to ensure that what we are building today will be there for future generations to enjoy.

We trust that as you read this issue you too will think about the future of your business and where you are taking it. If we can be of any help please contact us.

Regards
Rob Kidd
GENERAL MANAGER

Axon™ Panel Finds a New Partner

Launched throughout Australasia in August 2006, Axon™ Panel is an exciting new cladding product characterised by its subtle vertical lines that perfectly complement other James Hardie® products when used with Linea™ Weatherboard. Joined by a vertical shiplap, the fixings on Axon Panel are concealed creating a clean facade with a subtle vertical grooved-line detail.

While Axon Panel has been specifically designed to work well in combination with Linea Weatherboard, there's no reason why it can't be paired with other James Hardie weatherboard products.

A Whitianga showhome recently built by The House Company illustrates how well Axon Panel is complemented by James Hardie Smooth Weatherboard. As a cost-effective and equally stylish alternative to Linea Weatherboard, Smooth Weatherboards feature a traditional smooth face and straight, modern lines that contrast nicely with the vertical detail of Axon Panel. The House Company's 136m² three-bedroom Whitianga showhome is located in a new subdivision just three minutes' stroll to the beach. This combination of hardwearing James Hardie cladding products was an ideal choice for a coastal setting exposed to often-harsh conditions.

The House Company used 180mm wide Smooth Weatherboards painted in Resene Arrowtown and complemented by Axon Panel in Double Arrowtown.

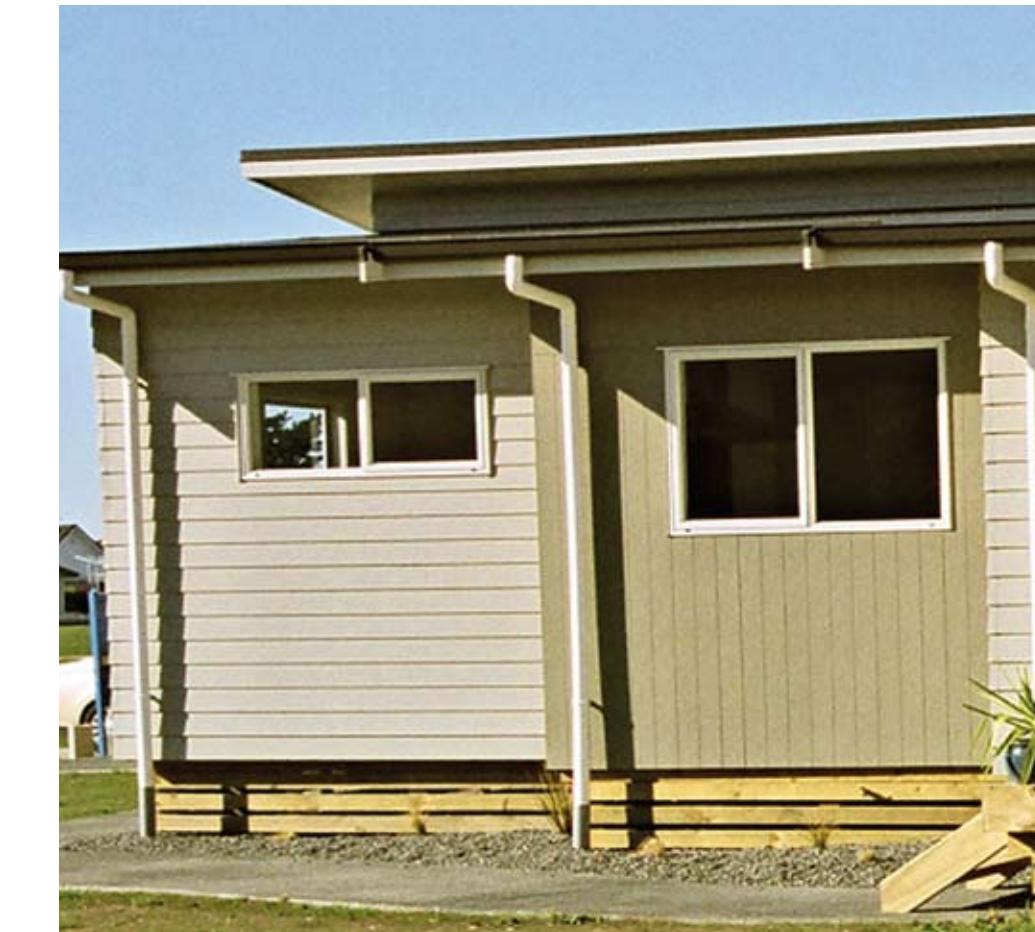
In terms of installation, says Ian Courtier from The House Company, there's very little wastage with Smooth Weatherboards. Smooth Weatherboards allow you to use a straight edge on each join with a concealed back soaker behind the joint rather than the tongue-and-groove.

From an installation perspective, fixing Axon Panel is also quick and simple with the use of a nail gun. And because it comes pre-primed painting Axon Panel is also quicker. 'We used Axon Panel for the vertical groove look and because it's more stable than alternatives such as plywood, it can easily be painted dark colours,' says Ian. 'That's something you can't do with any other similar product.'

Axon Panel uses James Hardie's breakthrough CLD® technology, which reduces weight and increases the product's strength and durability. Providing it's installed and maintained correctly, Axon Panel is resistant to fire and damage from moisture and rotting, and comes with a 15 year product warranty.

Ian says The House Company uses a range of James Hardie products on its homes, including Linea Weatherboard, Smooth Weatherboard, Axon Panel and Eclipsa® Eaves Lining.

The House Company are build and design specialists established in 1989 and operating in Northland, Whangarei, Rodney and Coromandel. Creating solid, personalised homes, The House Company won five awards at the recent Registered Master Builders Federation House of the Year Auckland Region Awards. ■



Inreview

VW festival

Over Easter weekend James Hardie sponsored the VW Festival in Christchurch. It was a great success and attracted many keen Volkswagen fans. More than 200 people and 175 Volkswagens and Kombi campers from all over New Zealand registered to take part, and some entries were even received from as far a field as the United States. In excess of 1000 people turned up on the Saturday to admire the many different types of VWs entered in the Show 'n' Shine car show. This event is held in a different city each year, so keep an eye out for the location of next year's VW Festival.

Auckland and Canterbury Home Shows

You won't want to miss us this year! At the 2007 Auckland and Canterbury Home Shows, we'll have our new HardiGlaze® Aluminium Mouldings on display and also the new ExoTec® Top Hat rainscreen. We'll also be displaying Titan® Facade Panel on CLD® Structural Cavity Battens, and a range of other innovative products to inspire you and help make choosing the right product for you that much easier.

And, of course, we'll have a team of experts close at hand to answer any technical queries you may have. Come and see us in Hall 1, Stand 134 at the Auckland Showgrounds.

Make sure you also visit the Street of Houses at the Auckland Home Show, where Haven Homes will be displaying Axon™ Panel and Linea™ Weatherboard.

For your chance to win free tickets, keep an eye on our website closer to the time.

Auckland Home Show: Wednesday 12 to Sunday 16 September 2007 Auckland Showgrounds, Greenlane, Auckland.

Canterbury Home Show: Friday 12 to Sunday 14 October 2007. Westpac Centre, Christchurch.

Mana Ashford's return from Ireland

We are pleased to advise Mana Ashford has returned to the James Hardie sales team as Commercial Key Account Manager for the Auckland region.

Mana previously worked for James Hardie as Channel Representative and Key Account Manager — Group Home Builder for two years before leaving to pursue a rugby contract in Dublin, Ireland. Mana gained a wealth of experience in these challenging roles and made some strong relationships which will aid in his new role. Mana is looking forward to the new challenge ahead of him and looks forward to getting back into the James Hardie culture.

Join me in welcoming Mana back to the James Hardie sales team.

Linea™ Weatherboard Competition

At the end of last year we asked 'How badly is the cladding on your home rotting, splitting, warping and cracking?' Our Linea™ Weatherboard Cladding Makeover competition attracted a massive number of entries from all over the country. Many homeowners were in the process of renovating houses they'd recently bought, others were desperate to give family homes some much-needed TLC, and many of those who entered simply didn't have the budget to carry out urgent repairs. We certainly saw some shocking examples of damage caused to timber weatherboards by rot, borer, lack of maintenance and the elements.

Our winner was Andrew Meredith from Torbay in Auckland. Andrew and his partner removed the brick veneer on the 1950s' home they purchased a year ago, and were greeted with timber weatherboards damaged by rot and borer. They are delighted to have won a Linea™ Weatherboard makeover to the value of \$20,000 thanks to James Hardie and Renovation Masters.



Streetscapes 'Creating Better Places to Live' Development Tour

Earlier this year in March, James Hardie General Manager, Rob Kidd and James Hardie Channel Manager, James Ewart, accompanied a group of about 20 builders and group home builders on the 2007 Streetscapes 'Creating Better Places to Live' development tour around the United States. Representatives from Horncastle Homes, Jennian Homes, Signature Homes, Versatile Building and Classic Builders were among the group.

This year's Streetscapes tour followed on from the highly successful 2006 Living Benchmarks Streetscapes tour, during which James Hardie's National Sales Manager, John Russ, escorted 30 Australasian building industry representatives around a number of Traditional Neighbourhood Developments.

As in 2006, this year's visit, organised in partnership with Carters, was aimed at providing an insight into global building practices, systems and trends, and to see how these concepts might translate to the New Zealand market.

The tour itinerary, which included visits to California, Minnesota and Texas, was designed to take in a number of unique, large-scale developments in Los Angeles, Dallas and Minneapolis. 'Given our global business model and the key relationships we hold with the world's leading builders and developers, James Hardie is in a unique position to be able to facilitate a development tour of this nature,' says James Ewart.

'In addition to the projects and developments this tour visited, we were able to meet with some of the leading US experts in residential home building and openly discuss building processes and techniques with them.'

The tour began in Los Angeles with visits to Bressi Ranch and Ladera Ranch, Mission Meridian and Del Mar Station. The group then flew to Dallas, Texas, to view the Providence and Savannah developments with presentations by the developers and builders.

This leg also included a visit to the Dr Pepper Ballpark in Frisco, which was completed in 2003 and features James Hardie fibre cement weatherboard cladding. Designed by architect David M Schwarz, the complex consists of nine interconnected pavilions, where the concessions, restrooms, and luxury suites are located, separated from the main seating area. The result is a village-like feel. The complex received two architectural awards in the year of its construction: the ballpark received the Texas Construction award for 'Best Architectural Design for 2003, and the surrounding sports complex received the Best Sports and Entertainment Award.

While in Texas, the group attended a presentation by Peter Pfeiffer, FAIA, principal of Barley & Pfeiffer Architects. Established in 1987, his practice is a national leader in the fields of energy- and natural-resource-conserving design, low-toxicity living and working environments, and environmentally compatible 'green' construction technologies. Barley & Pfeiffer Architects has

James Hardie Distinctive Design Award

James Hardie is partnering with the Architectural Designers New Zealand Inc (ADNZ) to help recognise and reward excellence in design. The ADNZ/Resene Design Awards were conceived to showcase the work of New Zealand's growing number of architectural designers. The ADNZ/Resene Design awards aim to celebrate architectural design excellence, boost design standards and acknowledge the creative influence of the members of Architectural Designers New Zealand. The James Hardie Distinctive Design Award is a new award category and is presented and sponsored by James Hardie. This award is given to individuals for outstanding and innovative design in residential, or light commercial, built or concept, using James Hardie Axon™ Panel, Linea™ Weatherboard or Titan® Facade Panel products. Winners will be announced at the ADNZ/Resene Regional Design Awards presentation functions to be held during July and August 2007. The national winner will walk away with a number of amazing prizes, one of which is a place on a James Hardie Research and Development Study Tour to the USA with other leading design professionals from New Zealand to study current architectural style in the USA. To find out more about the ADNZ/Resene Design Awards 2007, visit www.adnz.org.nz. ADNZ was formed in 1966 to promote and develop the professional skills and services offered by its members, who are all specialists in building design and construction. ■



been nationally recognised for its pioneering use of environmentally responsive building design and construction techniques.

Peter Pfeiffer is well versed in the practical applications of green building, including passive cooling strategies and radiant barriers and has spent the past 20 years developing pragmatic methods to mainstream green building. He has received several awards for his contribution to promoting sustainable design and building practices, including the 'National Green Advocate of the Year' award in 2003 for his achievements in 'mainstreaming' green building.

Tour-group members were also treated to a presentation by another highly respected keynote speaker, Peter Katz. Considered one of the fathers of New Urbanism, and author of the seminal book on the subject — *The New Urbanism: Toward an Architecture of Community* — Katz provided an insight into the value of building 'better' communities.

Katz was the founding executive director of the Congress for the New Urbanism, a multi-disciplinary group aimed at helping development move from sprawling suburbs to more cohesive neighbourhoods. He is also president of the Form-Based Codes Institute, and a professor-in-practice in the Department of Urban Affairs and Planning at Virginia Tech's Alexandria Centre.

After visiting the 'big state' of Texas, the group flew north to Minneapolis where they toured the Liberty and Inspiration developments, Minnesota Wild Game and the Xcel Energy Centre. The tour ended on a high note with a two-day stay in Las Vegas before everyone headed home. ■

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Community Pitches in to Build Christian Centre

Thanks to the time and efforts of locals in Kelson, Lower Hutt, the community now has a new Christian community centre featuring James Hardie® products. After a lengthy construction period, the Christian Discovery Centre was opened in February 2007. It was built under the project management of Seth Lewis, a builder and church elder. Seth coordinated the 20-plus volunteers who showed up on Saturdays and holidays to help lend a hand with the stopping, painting and concreting in order to make the project a reality.

In addition to a church that can accommodate 250 people, the complex incorporates an early childhood centre, administrative rooms, and spaces for music and movement classes and social groups.

A number of James Hardie products, including Linea™ Weatherboard painted pale green, Titan® Facade Panel soffits and CLD® Fascia, were used on the 900m2 building.

'The aim was to make it a Christian centre, not just a church,' says Seth Lewis. 'It's used every day, so it had to be functional in order to serve the community and incorporate materials that would stand up to regular wear and tear. James Hardie products were ideal in this respect.'

With skilled tradesmen working alongside semi-skilled volunteers, Seth says James Hardie products such as Linea Weatherboard weren't difficult for those without extensive building experience to install. 'James Hardie products were also a good cost-effective option for us as, being a community project, we were working on a limited budget.' ■

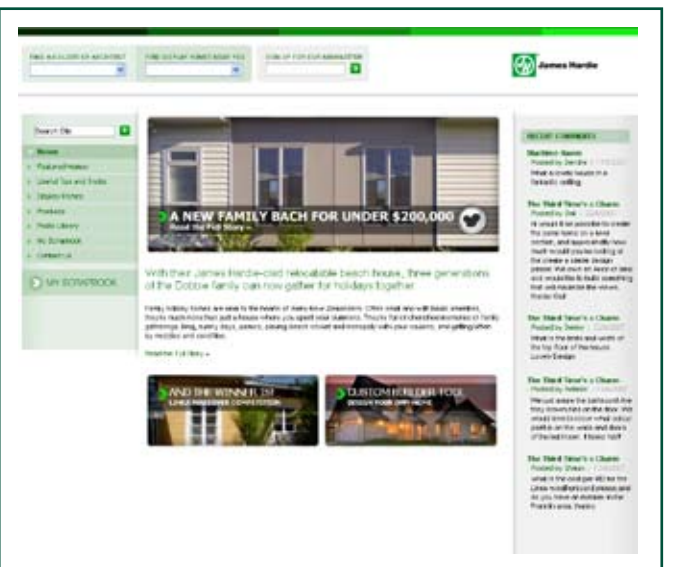


Online Makeover for James Hardie Sites

If you haven't visited our James Hardie website recently, you'll be in for a surprise. We've just redesigned the TV Showhomes www.tvshowhomes.co.nz site and the James Hardie site www.jameshardie.co.nz, giving them a cleaner, fresher look.

We've added in a product navigation panel and included information 'hubs' making it easier for viewers to navigate. Plus, we've enhanced the site with a couple of great new features: you can now view James Hardie TV Showhomes commercials, and have your say by adding comments about articles and stories on the site.

Remember, if you want to keep any of these articles and photos for future reference, or other inspiring ideas you've found on TV Showhomes, you can save them into your online scrapbook. We hope you like our new look! ■



The Future Unfolds

The Concept of Future-Proof Building, a better home to live in now that is worth more in the future is educating consumers on how to design and build a home.

The building industry has learnt the limitations of cost cutting, and there is a shift towards building for long-term value, not short-term cost. We are all extremely conscious of the ongoing cost of maintaining a home and everyone wants homes that are safe and healthy places for our families to live in.

Future-Proof Building is a Building industry initiative supported by many of New Zealand's leading Brands. The organisation behind the concept is Construction Marketing Services (CMS) who have for 20 years been influencing the use of quality building products and services in New Zealand's Buildings.

The new Future-Proof Building Education centre in Ellerslie provides a focus for the building industry in Auckland, the custom designed centre, provides state of the art seminar and meeting facilities with a practical outline of how Future-Proof Building can meet the lifestyle demands of consumers today and tomorrow.

"The building industry needs a central focus in Auckland, our other centres in Christchurch and Wellington are genuine focal points for the industry in those cities, this facility will do the same for Auckland" says Jamie Fear, Education Manager for CMS.

The centre utilises the concepts of Future-Proof Building and incorporates innovative design by Yellow Fox.

The centre will be available for both building industry groups and the general public. Consumers will be able to attend Future-Proof Building Seminars held in the centre that will give them a practical insight into how to design and build an effective Future-Proof Building. ■

Building InSite

WINTER 2007 ISSUE 7
INNOVATION INFORMATION INSPIRATION
JAMES HARDIE BUSINESSBUILDER™

TOP HAT LAUNCH 01 NEW HARDIGLAZE® ALUMINIUM MOULDINGS 03 IN THE KNOW 03 MARAE DIY 04 AXON™ PANEL FINDS A NEW PARTNER 05 INREVIEW 07 STREETSAPES 'CREATING BETTER PLACES TO LIVE' DEVELOPMENT TOUR 08 JAMES HARDIE DISTINCTIVE DESIGN AWARD 09 COMMUNITY PITCHES TO BUILD CHRISTIAN CENTRE 10 ONLINE MAKEOVER FOR JAMES HARDIE SITES 11 THE FUTURE UNFOLDS 11