



THE

# Meadows

CASE STUDY

James Hardie fibre cement products provide a point of difference in Design Builders' first showhome at the Meadows in Hamilton.

## OVERVIEW

This architecturally designed showhome has been created to appeal to the mid to upper end of the market with a range of potential buyers in mind, including young families or couples.

Jeff Marra, Director of Design Builders Waikato, says, "With its unique design and top quality materials, we hope to demonstrate to our clients that they can achieve an individual design that is not only right for the moment, but will adapt as their lives evolve."

James Hardie's hardworking products are engineered to stand up beautifully over the years. The hardness of the products featured in the showhome, including HardieGroove Lining, Axon Panel, and Villaboard Lining, achieve the desired design and performance levels expected of a Design Builders home.

"We wanted this home to stand out from the crowd, so we have created a modern home with a country twist, in suburban Hamilton," says Marra. "We have combined a wide variety of textures and materials, and have focused on finding beauty in the unexpected through close attention to detail."

HardieGroove Lining has been used on internal walls to create interest with feature walls in the daybed area and entranceway. The product gives the charm of traditional tongue and groove timber panelling, but has all the qualities of a modern fibre cement product in terms of durability.

"As well as achieving the look we wanted, HardieGroove Lining also

## PROJECT DETAILS

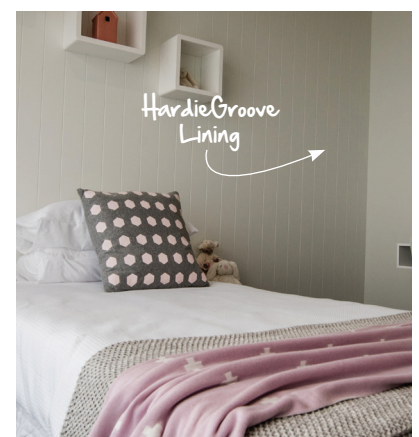
**Location**  
Hamilton

**Project Type**  
Showhome

**Designers / Builders**  
Jeff Marra, Director,  
Design Builders Waikato

## FEATURED PRODUCTS

- HardieGroove™ Lining
- Axon™ Panel
- Villaboard™ Lining







## HARDIEGROOVE™ LINING

An authentic tongue and groove lining that looks fabulous in contemporary or traditional designs. It can be used as an internal wall lining, ceiling lining or externally on soffits and verandah ceilings.



“James Hardie products have given us the look and performance we were after without the expense.”

gave us a hardwearing surface in high impact resistance areas,” explains Marra.

HardieGroove Lining has also been used externally on the flat ceiling as an alfresco soffit. Internally, Axon Panel has been used on the high raking internal ceilings to keep the grooves defined and achieve deeper lines, giving the feeling of lightness and space.

In the wet areas, Villaboard Lining has been used to provide a high performance solution. These areas

feature large tiles, and Marra says, Villaboard Lining provides the extra assurance of a sturdier substrate.

“James Hardie products have given us the look and performance we were after without the expense.

“We are pleased to have this new showhome for clients to see and touch both interior and exterior materials for inspiration on their own design and build journey and to highlight how a well-planned and executed home can improve lives,” says Marra.