

## James Hardie® Siding Products Offer Homeowners Durable, Attractive Solution In Renovating Weather-Damaged Home



On February 10, 1998 a twenty-minute hailstorm with wind gusts of over 80 mph tore through Devine, Texas, a small town 30 miles outside of San Antonio. More than 600 homes were damaged in the storm causing an estimated \$7 million to \$10 million dollars in losses. The fourth oldest house in Devine, built in 1912, suffered major exterior damage.

Originally sided with wood siding, the house was resided with vinyl fifteen years ago. Though already warped and buckling away from the wall in some places, the vinyl siding was completely destroyed after the intense hailstorm. The homeowners, Dana and Tim Palmquist, knew they would have to reside their home, but didn't want to use vinyl again.

**Project Name:**

Devine House Renovation

**Project Description:**

1912 custom-built home

**Project Date:**

1998

**Project Location:**

Devine, Texas, outside of San Antonio

**Remodeler:**

Southwest Exteriors

**Project Situation:**

Homeowner experienced wind, hail and rain damage resulting in a real desire to find durable and attractive siding products that would withstand the ravages of nature.

**Project Solution:**

8 1/4" Hardiplank® Beaded Cedarmill lap siding with 7" exposure, Harditrim® planks – 4", 6", 8", 10", 12", and Hardisoffit® Smooth 4' x 8' panels.

**Finish Details:**

Super-Cote™, a pure acrylic finish coat manufactured by Textured Coatings of America, was used over the Hardiplank lap siding.





Tim then heard Tom Tynan, a radio personality for a local San Antonio radio station, promoting Hardiplank® lap siding from James Hardie® Building Products and, after some more researching, decided it was the perfect siding product to use on his house.

"Compared to vinyl, Hardiplank lap siding is a big difference," Palmquist said. "If we have another storm of this magnitude, the James Hardie siding will be able to hold up." He also liked the 50-year warranty that backs Hardiplank lap siding and felt it would add market value to his house if he ever decided to sell.

Pat Ekstrum, partner with Southwest Exteriors, the company that installed the James Hardie siding on the house, said that if Hardiplank lap siding had originally been used, the house wouldn't have needed to be resided after the storm. He explained that most homeowners don't fully understand their siding alternatives when residing.

Scott Barr, also a partner with Southwest Exteriors, agreed, "When vinyl siding was put on the house the Palmquist's thought it was the right answer—but in reality it wasn't."

Ekstrum said that when they approach a homeowner about replacement siding they explain the advantages of Hardiplank lap siding. "We really compare Hardie to other siding products and show the homeowner the durability of Hardiplank lap siding—the fact, that it won't burn, that termites don't like it, that it's warranted not to delaminate or warp, and that it's dimensionally stable and won't expand and contract like ordinary wood or vinyl products," Ekstrum said.

He said that the majority of homeowners residing are replacing wood or wood-composite sidings that are warped or rotten, have suffered moisture infiltration or are coming apart at the nail heads and seams.

"Any homeowner who has any understanding of these problems is able to see that James Hardie siding can really solve them," Ekstrum said. "And they also want that genuine wood look and realize that they're not going to get that with vinyl."

Barr agreed, "My favorite thing about Hardiplank lap siding is the aesthetics—the way it looks and the way it feels. It's the closest thing you're ever going to get to wood. It's such a close resemblance you can't tell the difference."

Ekstrum said that most homeowners are also looking for a product that they won't have to repaint every few years. "James Hardie siding gives you tremendous life, even with a standard 100% acrylic paint."



*"We show homeowners the durability of Hardiplank lap siding – the fact that it won't burn, that termites don't like it and that it's warranted not to delaminate or warp."*



*Though already warped and buckling away from the wall in some places, the fifteen-year-old vinyl siding was completely destroyed after an intense hailstorm.*

*The weather-damaged home was completely renovated using Hardiplank® Beaded lap siding, Hardisoffit® panels and Harditrim® planks.*



Southwest Exteriors offers extended warranties with James Hardie® siding (contact Southwest Exteriors for specific details).

"We wouldn't be able to do that on any other product besides Hardiplank lap siding," Ekstrum said. "It offers the substrate that we need to ensure our warranty. We've been using coating products for years, but never with the confidence and longevity that we can offer a customer once we apply it over James Hardie siding."

Barr agreed, "The beauty of Southwest's offer is that, with our coating over Hardiplank lap siding, we can provide a homeowner the durability they want and give them a finishing warranty they appreciate."

Another advantage Southwest Exteriors offers is complete removal of the existing siding. Ekstrum said a lot of times a siding contractor will not remove the old or damaged siding when using vinyl. This encapsulates the house, which may trap moisture and cause further wood rot problems. With Southwest, the old siding is completely torn off and the interior wall cavities can be inspected.

"Vinyl siding offers a cosmetic change where as James Hardie siding is really an exterior renovation product. You're going to do the job right rather than cover it up with band aids," Ekstrum said.

On the Devine house, Southwest Exteriors installed Hardiplank Beaded Lap siding. They also used Hardisoffit® panels for the overhangs. Harditrim® planks for all windows, corners, doors, columns and fascia.





Southwest Exteriors installed their first Hardie® siding job in November 1997 and have been using James Hardie siding products exclusively ever since. They switched after seeing the popularity Hardiplank® lap siding was experiencing in new construction. "Hardie is a huge part of our future," Ekstrum said. "If we can get a jump start and make our name synonymous with Hardie outside of the new construction market, I think we'll have a big edge on the competition when they realize what's waiting for them."

Ekstrum said that it's not just builders who are realizing the advantages Hardiplank lap siding offers, but that more and more consumers are actually driving brand awareness of the product.

"The awareness of Hardiplank lap siding is becoming greater and greater as time goes on. People are realizing the benefits that James Hardie siding

products offer and are now requesting it by name," Ekstrum said.

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