



# Nichiha USA, Inc.



## NICHIIHA USA INTRODUCES LEDGESTONE

*Nichiha Expands KuraStone Product Family*

**ATLANTA, GA (May 2013)** – Nichiha is proud to announce the unveiling of its innovative and technologically superior stone cladding product at the upcoming American Institute of Architects (AIA) convention. Nichiha will showcase the expansion of its KuraStone line with their latest fiber cement stone panel design, LedgeStone, at the June 20th-22nd convention. LedgeStone embodies the classic elegance of stacked large stones and deep, rich textures with the added value of a meticulously engineered rainscreen system that effectively manages air flow and moisture. This system eliminates the potential moisture problem commonly encountered during the installation of other stone products.

“For the past 8 years we’ve seen the KuraStone product line take off with the height of its success in 2012 with a sales growth exceeding 436% from the previous year,” said Thomas Wingard, Director of Business Development. “With the upcoming release of LedgeStone, we’re excited about its potential for further success, while providing our partners with the most attractive stone product we’ve ever created. LedgeStone is long awaited - with over 3 years of R&D. During the development of this product we stacked on an amazing amount of innovation and advanced technology all into an attractive engineered wall system.”

LedgeStone is unmatched in depth and detail, containing rich colors designed to create the awe-inspiring look of authentic stone. With outstanding performance qualities, the product does not require a scratch coat, metal lath or mortaring. Rather, it’s designed with a hidden clip system that facilitates a faster and more cost-effective installation process. The KuraStone product line is an ideal match for any residential, commercial, hospitality or retail application. The KuraStone family of products comes with corner and border pieces, along with a newly introduced Sill transition piece to give a finished look inside and out.

“Our goal as a manufacturer is to be committed to innovation -- to listen to our customers -- and most importantly, to provide them with quality products that give them a distinct advantage. LedgeStone was created in response to the architectural community’s demand for a larger stone profile designed with the superior Nichiha engineering they’ve come to expect. I’m confident that we delivered,” says Michael Cobb, vice president of sales and marketing.

For more information on Nichiha USA and its newest product, LedgeStone, visit [www.nichiha.com](http://www.nichiha.com).

### About Nichiha USA:

Nichiha U.S.A., Inc., a subsidiary of Nichiha Corporation, was established 1998 and is headquartered in Norcross, Ga. Nichiha Corporation, an international leader in fiber cement technology for more than 35 years, has 13 plants worldwide and markets distinct patterns of fiber cement siding products in the U.S. In 2007, Nichiha opened its first U.S. manufacturing plant in Macon, Ga., responding to an increase in demand for fiber cement products in the Southeast market. For more information, call 1.86.NICHIIHA1 or visit [nichiha.com](http://nichiha.com).



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