



Nichiha USA, Inc.



Nichiha USA Introduces Residential Loyalty Program For Remodelers

See The Difference of Blue; Nichiha Takes Your Business to the Next Level

ATLANTA, GA (May 2012) – [Nichiha USA](#) is proud to announce the introduction of its first-ever residential remodeler loyalty program. Bringing to life its existing core values, Nichiha's exclusive program is designed to work alongside and directly with remodelers to help facilitate the growth of a stronger business and develop a working partnership. The program gives remodelers access to sophisticated tools, training and local market support so remodelers can take their residential re-siding business to the next level. Most importantly the program works hand-in-hand with remodelers to create a personal, individualized relationship, unlike the usual loyalty incentive program.

"The new residential remodeler loyalty program allows us to not only tailor rewards and benefits that best fit our customers' needs and wants, but most importantly it allows us to build one-on-one relationships with remodelers to help them achieve ultimate business success," stated Michael Cobb, vice president of sales and marketing for Nichiha. "As a relationship-driven company, serving our customers is always our top priority, and we want to create a one-of-a-kind program that stands above all in the industry."

The newly implemented program is designed as a value partnership, working alongside remodelers to get the best leads through pinpointing specific households with the greatest project potential. Additionally, the program will target consumer lists through various marketing tools to deliver the highest return on investment. Ultimately, the program will allow for personal relationships with Nichiha.

Nichiha will work alongside remodelers to close the most sales by professionally introducing the Nichiha brand to your potential customers, with newly designed tools like the Nichiha Beautification Kit, a professional tool that allow sales representatives to showcase the fiber cement products and design options offered by Nichiha. Nichiha's online training for marketing, sales and installation will make you and your staff more efficient and profitable.

For more information on the Nichiha Partner Advantage program, please call today (866) 424-4421 or visit nichiha.com/blue.

About Nichiha USA:

Nichiha U.S.A., Inc. was established 1998 and is headquartered in Norcross, Ga. Nichiha, 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.NICHIHA1 or visit our web site at nichiha.com.



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