



SIERRA
Premium Shakes



**Case
Study:**

Sierra Premium™ Shakes
BRIDGEMILL—WOODSTOCK, GA

case study

Nichiha's Sierra Premium™ Shakes Bring Unique Style to BridgeMill

Brinton Haymore, of Haymore Contractors in Woodstock, Ga., always used brick on the houses he built. He decided to try something new and different, and selected Nichiha's Sierra Premium™ Shakes, an innovative specialty product representing the latest in fiber cement technology, to differentiate both himself and the house.

The timing was perfect. He was getting ready to build a 4,000 square foot home in the luxurious BridgeMill neighborhood, northwest of Atlanta, when he received a fax from Nichiha regarding the fiber cement shake product. He called Nichiha representative Frank Nordel, looked at another home in the Atlanta area that used the cedar shake, and was sold on the product.

fiber cement shake product on other homes, including those million dollar homes.

“Builders who build in the ‘platinum section’ (high-end homes, upwards to \$1 million plus) are always looking for ways of differentiating themselves,” said Haymore. “Using Nichiha’s Sierra Premium Shakes allows us to offer an innovative, quality



product that is good for the builder and homeowner. People are happy with what they see.”

Nichiha's fiber cement shake is ½" thick and eight feet long for a durable, rot-resistant, termite-resistant and low-maintenance shake



product. Factory sealed on all sides, the fiber cement shake allows less water penetration than other shake products. The shake overlaps and is blind nailed for a tight fit and can be installed easily with a nail gun and compressor.

Haymore Contractors, a 22-year-old family business based in Woodstock, Ga., builds homes

in the northern metropolitan Atlanta area.

Nichiha USA, based in Atlanta, Ga., is a subsidiary of Nichiha and the Sumitomo Corporation, and markets the Nichiha line of fiber cement products in the U.S. and Canada. Nichiha is a technologically advanced worldwide fiber cement company driven by innovation with over \$700 million in annual revenues. Nichiha operates three production facilities, all ISO 9001 certified, with an annual production of over 500 million square feet of fiber cement products. For more information, call **1-86-NICHIHA 1 (1-866-424-4421)** or visit our Web site at **www.nichiha.com**.

“Quality is the most important issue for me when building a home,” said Haymore. “Nichiha’s product offered the quality I wanted, as well as an attractive price for an alternative to real cedar.”

Haymore quickly secured and received Nichiha's fiber cement shake through his regular supplier. The installation time was minimal, using his installer who had already installed Nichiha's product on another house.

“It cuts easily and is thick—½" thick,” said Haymore. “We used the product on three sides and painted it Nantucket gray, which has some green hues. It looks great and has a Cape Cod feel to it.”

Haymore Contractors' homes are in the \$400,000 to \$1 million range, and he is considering using Nichiha's

For more information about Nichiha fiber cement products, please write or call:
Nichiha USA, Inc. • 2625 Cumberland Parkway, Suite 450 • Atlanta, GA 30339
Toll Free: 1-86-NICHIHA 1 (1-866-424-4421) • 770/805-9466 • 770/805-9467 fax
Visit the Nichiha USA Web site at: **www.nichiha.com**

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