



SIERRA
Premium Cedar Shakes



**Case
Study:**

Sierra Premium™ Cedar Shakes
EDISTO ISLAND, SOUTH CAROLINA

case study

Sierra Premium™ Cedar Shakes Provide Premium Coverage for Beach House

Jim Timms, president of J. Timms and Company, Inc., and Kevin Coursey, project manager, had a specific project in mind when they traveled to the International Builders Show in Atlanta in February 2001. They needed to find a cedar shake product able to withstand the high winds of coastal living and one that had the authentic look of cedar shakes. What they found was Nichiha's Sierra Premium™ Cedar Shakes, which offer the charm and distinctive classic look of traditional cedar shakes with the advantages of fiber cement technology.

"We were sold on finding a shake product," said Timms. "We wanted to give the house a New England look."

The house is a three-level, 7,000-square-foot beach home in Jeremy Cay on Edisto Island, south of Charleston, SC. The house has six bedrooms, six baths, and sits right on the beach. Ground breaking began in early Spring 2001.

"We liked the product the first time we saw it in Nichiha's booth," said Timms. "We watched the demo, spoke to several people from Nichiha, and we were ready to go."

The folks at Nichiha USA, Inc. were thrilled to have the opportunity to work on this project. Introducing the cedar shake profile at the International Builders Show was exciting, as they knew it was a quality product.

"This project was an unbelievable opportunity for us," said Glenn Lanning, regional sales manager for Nichiha. "The location, size of the house, and the fact that they wanted to use it on the entire exterior was exciting. J. Timms and Company has a solid reputation for quality workmanship, and the team is very easy to work with and extremely knowledgeable."



Jim Timms, President
J. Timms and Company, Inc.
Greenwood, SC

J. Timms and Company, Inc. is located in Greenwood, SC, between Columbia, SC and Greenville, SC. Timms wanted a product that he was happy with and also one that would appeal to the upscale buyer. The product comes with a 30-year warranty and is ISO 9001.

"We compared Nichiha's Sierra Premium Cedar Shakes to other shake products and felt it offered more," said Timms. "The panels are 1/2" thick for a dense and durable product and are factory sealed on all six sides to allow less water penetration than other shake panels."

Especially important to the Timms' location, the product will withstand winds exceeding 110 mph when blind nailed. The panels are rot-resistant, termite-resistant and low-maintenance. Sierra Premium Cedar Shake panels are factory primed to accept paint or stain, and install easily with any standard nail gun.



"I'm very pleased with the product and service, and am considering another project using Nichiha's cedar shakes," said Timms. "I also have some projects in mind in the Greenwood area for Nichiha's brick and stone profiles."

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 US 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** or visit our Web site at www.n-usa.com.

