



Nichiha USA, Inc.

Nichiha Introduces New Beautification Kit

Professional Tool Kit allows for Siding Visualization on Home

ATLANTA (October 2011) – Nichiha USA, a leading manufacturer of fiber cement siding and cladding, introduces its new Beautification Kit, a professional tool neatly packaged to allow sales representatives to showcase the fiber cement products and design options offered by Nichiha.

“We are committed to giving remodelers and general contractors professional tools to assist them; and with the introduction of this professional tool kit we provide a tremendous value for homeowners to see and touch our products prior to making a purchasing decision. Homeowners will be able to foresee the look and feel of their home with the provided within the kit,” coordinator at Nichiha USA. providing our representa-

The Beautification Kit in- following Nichiha products: TM - Smooth, NichiPanelTM Cedar, Sierra PremiumTM - Smooth, NichiFrontierTM Product Brochure, Nich- gered/Straight/Individual.



vast array of siding samples stated Melba Garris, marketing “It is all about customers and tives with the tools to close a

cludes samples of the NichiBoardTM - Cedar, NichiBoard- - Stucco, NichiSoffitTM – Vented – Shake Plus, Sierra PremiumTM - Terra, NichiTrimTM - Reversible, iShakeTM Product Flyer – Stag-

Registering for the Beautification Kit is simple, and Nichiha will give one kit away to the first 300 who register, at no charge (limited one per person and two per company). Register to receive a Beautification Kit by visiting <http://www.nichiha.com/beautify>. For more information about Nichiha fiber cement products, visit www.Nichiha.com, or call 1.86 NICHHA 1. For daily updates, follow Nichiha on Twitter @Nichiha or become a fan on Facebook.

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.NICHHA1 or visit our web site at nichiha.com.



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