



Fiber Cement at Its Best!™

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Nichiha is announcing a new incentive program for certified installers for both categories; NichiProducts and Specialty Panel. This new program is designed to differentiate certified installers by the amount of square footage they install and to reward the certified installers with items of greater value as they reach specified levels. The change in the program is an effort to increase cooperation and collaboration between Nichiha and specialized installers.

Carolina Albano, technical manager for Nichiha states, "The changes in the program are a part of a long term strategy to insure the best installation of our products. We feel that everyone involved benefits from this change, especially the customer as they can now have confidence that our products will be installed according to our best practices and guidelines."

The original program was created in 2008 and since, over 500 contractors and installers throughout the United States and Canada have been trained for certification.

"The program has been in process now for two months and the reception from the certified installers has been extremely positive," says Lee Croteau, technical training coordinator. "Our installers have benefited by receiving additional marketing support which is helping them grow their business. By achieving the next level of certification these installers have become more proficient in their installations, have higher online visibility on the Nichiha website and obtained valuable installation equipment."



Company Background

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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