



NICHIHA Fiber Cement at Its Best!™

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**THE NEW FLEUR-DE-LIS CONDOMINIUMS SHOWCASE AESTHETIC APPEAL AND SUSTAINABILITY WITH
NICHIHA'S CUSTOM COLORS ARCHITECTURAL BLOCK**

Condos are first to incorporate the new Metallic Finished Fiber Cement Siding by Nichiha

ATLANTA – (October 2009) The skyline in Louisville, Kentucky recently expanded with the new upscale Fleur-de-Lis condominiums, a multi-family, mixed-use 82 condo complex located in the heart of the city. Opened recently, Fleur-de-Lis is the first building in North America to install Nichiha's custom colored Architectural Block panels, a new eco-friendly fiber cement panel offered in a metallic custom finish.

"In construction, metal panels tend to be very costly and add considerably to the overall price tag of a building; but after being introduced to the Nichiha Architectural Block panels – I was amazed at the lower price of the fiber cement while still offering the same sleek look," stated Henry Potter, AIA of Potter & Associates architects and the driving force behind the Fleur-de-Lis project.

The project's contractors used Nichiha's Architectural Block panels in several areas of the building including the balcony sections and rear exterior wall. Local fiber cement supplier, Dixie ICF assisted Potter in obtaining Nichiha's materials and ensuring that his design stayed true to the original concept.



"At the onset of the project, we worked with Nichiha to develop a custom anodized aluminum color that was applied to the rear wall," described Tim Hamilton, project manager with Dixie ICF. "The panels are so aesthetically close to traditional metal paneling it is hard to tell the difference."

Nichiha's Architectural Block panels are available in grey and sand, and custom colors can be developed for specific orders offering significant design possibilities for any architect, contractor or builder. Additionally, the panels are a sustainable solution earning LEED credits for a building, and the materials complement a variety of Nichiha trim products.

Fleur-de-Lis is a residential and commercial development with residential units ranging from \$280,000 to \$500,000 in price and has availability of 20,300 square feet of commercial space. The complex features two interior courtyards with water features, secured underground parking for residents, exercise room, party room, and rooftop terrace with spectacular views of the Louisville skyline.

The newest downtown commercial development is well-suited for the surrounding areas high-end architecture while showcasing the Nichiha latest custom products.

About Nichiha USA, Inc.

In 1998, Nichiha U.S.A., Inc. was established in Norcross, Ga., as a joint venture of the Nichiha Corporation of Japan and the Sumitomo Corporations of Japan and North America. Nichiha, an international leader in fiber cement technology for more than 30 years, 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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