



Fiber Cement at Its Best!™

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NICHIHA ANNOUNCES THE INTRODUCTION OF THE PLYMOUTH BRICK PANEL

ATLANTA (January 2011) – Nichiha, the world leader in [fiber cement](#) technology and products, is pleased to unveil the Plymouth Brick panel as the latest addition to its growing selection of eco-friendly, fiber cement products. Emulating the visual appeal of brick, Nichiha's Plymouth panel is made of fiber cement providing an affordable and sustainable product that is designed for a hassle-free and efficient installation.



“Our Plymouth Brick panel showcases a clean-cut and sophisticated look while allowing our customers to have a wider variety of brick panel options to make their businesses or homes sustainable. Our customers can have the traditional look of brick with all the installation, economical and sustainable benefits of fiber cement,” stated Darrin Haugan, senior vice president for Nichiha.

The Plymouth Brick panels are universal for all climates, hot or cold, and are ideal to add to areas of interest in any home or business. The prefinished panels come in a standard size of 18 inches in height, 72 inches in width and 5/8 inches thick. The first color option in this series is Crimson. To ensure long term quality, the panels are warranted for 50 years.

Available Winter 2011, the Plymouth Brick Panel will be introduced at the upcoming 2011 International Builders' Show (IBS) held on January 19th in Orlando. For more information about Nichiha visit www.Nichiha.com or call 1.86 NICHHA 1. Follow Nichiha on Twitter [@nichiha](#) or become a fan on [Facebook](#) for daily updates.

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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