

NICHHA INTRODUCES NEW NICHIFRONTIER SIDING

ATLANTA, GA (June 2011) – [Nichiha USA](#), a leading manufacturer of [fiber cement siding](#) and cladding, announces the release of its newest shake product, NichiFrontier. Designed to complement Nichiha’s Sierra Premium Shake product at a lower price point, the 7/16 inch boards are nine and a quarter inches in height and eight feet length, provide a sophisticated and distinguished look.

“Due to the vast success of Nichiha’s Sierra Premium Shake boards, we understood that there was room in the market for a similar product at a different price point,” stated Darrin Haugan, senior vice president of Nichiha USA. “Made in our Macon, Georgia plant, the NichiFrontier boards offer the same great benefits as our other NichiProducts that include over 50% recycled content and lifetime limited warranties while offering builders and architects another viable option.”



Featuring the aesthetic appeal of cedar shakes, NichiFrontier boards are ideal for residential or commercial properties. Available July 2011, NichiFrontier boards are factory primed and available in four colors, including Terra, Hazelnut, Shadow and Prairie. Ensuring long term quality, the NichiFrontier pre-finished boards come with a 15 year finish warranty.

“More often than not, renovation projects consist of removing old, rotted out cedar planks, and replacing them with a product with stronger durability and less maintenance,” stated Jeff Shea, General Manager of The Siding Doctor. “Most recently we have utilized NichiFrontier due to the durability, thickness of the boards and beautiful aesthetics, resulting in happy customers who are satisfied with their choice. Visually, there is no difference between NichiFrontier and cedar planks, but the benefits of fiber cement greatly outweigh those of true wood siding in longevity, maintenance and cost.”

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](#).

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.NICHIHA1 or visit our web site at nichiha.com.

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