



Fiber Cement at Its Best!™

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## **NEW NICHISHAKE™ CEDAR PANELS OFFER ENHANCED CURB APPEAL**

### **AN ENVIRONMENTALLY SUSTAINABLE CHOICE FOR CAPTURING THE TIMELESS CHARM OF CEDAR SHAKE**

**ATLANTA (January 2008)** – Obtaining the classic charm of authentic cedar shake on the exterior of a home without the material’s inevitable maintenance hassles is now available with NichiShake™ from Nichiha USA. Part of the new NichiProducts™ fiber cement product line, NichiShake individual shake boards emulate the deep grain of genuine cedar and create a durable, well-appointed exterior cladding.

“Weather conditions in the Southeast present a major concern for builders. With the introduction of the NichiShakes, we sought to offer a high impact, price competitive solution for this region,” comments Michael Cobb, vice president of residential sales for Nichiha. “NichiShake eliminates the need for continual replacement, upkeep and re-staining that normally goes hand in hand with traditional wood shakes.”

Nichiha is a strong advocate in the production of environmentally conscious products with the use of recycled pulp fiber, fly ash (a waste material produced from electric coal burning plants), and recycled fiber cement products. During the manufacturing of NichiShake, Nichiha applies the cedar texture with more than one million pounds of pressure to create deeper, more authentic texture. Backed by a lifetime warranty, NichiShake panels are face primed and available in 6 ¼ inch, 8 ¼ inch and 12 inch widths.

For more information visit [www.Nichiha.com](http://www.Nichiha.com) or call 1.86 NICHHA 1.

#### **Company Background**

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,

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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.