



Fiber Cement at Its Best!™

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NICHIHA USA LAUNCHES NICHITRIM™ BOARDS

FIRST IN THE INDUSTRY TO OFFER A FIBER CEMENT PRE-FINISHED CORNER BOARD

ATLANTA (January 2008) – Nichiha USA introduces NichiTrim™ boards, a low maintenance alternative to traditional wood trim, ideal for a multitude of exterior trim applications. For optimal use, the boards are designed to be used in conjunction with NichiBoard™ lap siding, NichiShake™ individual shake panels, NichiPanel™ vertical siding and NichiSoffit™ panels. The boards are available in a classic profile with a choice of smooth or cedar texture providing greater consistency, affordability and ease-of-use.

“The NichiProducts Collection utilizes advanced technology designed to withstand the harsh elements that commonly affect the exterior of a home,” comments Michael Cobb, vice president of residential sales for Nichiha. “NichiTrim boards are resistant to moisture, rot and termites offering homeowners ease and little maintenance requirements. This is the superior choice for builders and homeowners, especially in the Southeast.”

Backed by a 25-year product warranty, NichiTrim boards provide the perfect finishing touch for enduring curb appeal. NichiTrim boards are available in thicknesses of 1 inch, 3/4 inch and 7/16 inch, and 6 widths. Made in Nichiha’s first U.S. manufacturing plant in Macon, Ga., NichiProducts further demonstrate the company’s corporate responsibility with sustainable manufacturing systems.

For more information visit 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, an international leader in fiber cement technology for more than 30 years, markets distinct

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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.