



Fiber Cement at Its Best!™

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NEW LEED-NEIGHBORHOOD DEVELOPMENT ENHANCED WITH NICHHA FIBER CEMENT SIDING

ATLANTA – (July 2009) For decades, the coastal city of Savannah, Georgia has been known for the area’s mossy trees, downtown squares and southern charm. Fortunately, now with the development of a new multi-use, mixed housing community - Sustainable Fellwood - Savannah will also be recognized as having one of the most environmentally-friendly, forward-thinking neighborhoods in the nation.



Located downtown on 27 acres, Sustainable Fellwood is part of a stringent new pilot program developed by LEED, called LEED Neighborhood-Development or LEED-ND seeks to establish sustainable guidelines not only for individual buildings but for the community as a whole.

In order to meet the rigorous LEED standards, the builders, Catamount Constructors needed a siding company that would hold up to the sustainability challenge. R&B Construction, the siding contractor, presented four siding companies to include Nichiha, Hardie Plank, Certainteed and GAF, knowing they wanted to use fiber cement because of its inherently long-lasting features. Bob Bellone, of R&B Construction, stated, “the break down showed Nichiha’s pricing was right in the middle, it was the product’s quality and warranty that made them superior.” Bellone

also noted Nichiha uses less carbide blades which can get very expensive; and due to Nichiha’s chemical composition less dust flies into the air when cutting to size.

Nichiha contains over 50 percent fly ash, a post-consumer waste material generated at coal-burning, electric generating facilities. In addition to diverting over 66,000 tons of fly-ash out of landfills each year, Nichiha manufactures their products in state-of-the art manufacturing facilities around the world. They produce little to no waste and recycle over 95 percent of the run off water back into the manufacturing process. What do they do with the other five percent? They treat it and discharge it back into the waste water system.

The Sustainable Fellwood specifiers knew that not only were they getting a superior quality product with affordable pricing, they were getting the absolute most sustainable fiber cement siding they could place throughout the community. Other sustainable materials included on the development’s exterior are: local brick, framing lumber sourced from the southeast and panelized construction helped to significantly decrease waste. Sustainable Fellwood envisions creating a positive social impact on the community through the development of beautiful affordable housing, while minimizing its impact on the environment. The design maximizes green surfaces and will implement technologies to reduce stormwater runoff. Water usage will be minimized through native and xeriscape landscaping outside and low-flow fixtures inside. Energy costs will be reduced by maximizing natural day lighting with thermally-efficient windows and exteriors, highly-reflective roofs, and EnergyStar appliances throughout.

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.NICHHA1 or visit our Web site at nichiha.com.

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