



Fiber Cement at Its Best!™

Media Contact: Kate Griffin  
kgriffin@kleberandassociates.com  
770.518.1000

6659 Peachtree Industrial Blvd. Suite AA, Norcross, GA 30092  
(866) 424-4421, (770) 805-9466, Fax (770) 805-9467  
nichiha.com

## **NICHHA INTRODUCES SIERRA PREMIUM™ SHAKE PLUS BOARDS**

**ATLANTA (May 2010)** – Nichiha USA, leading producer of [fiber cement siding](#) and accessories, unveils a longer version of its popular shake siding option with the new Sierra Premium™ Shake Plus Boards. Designed for a hassle-free and fast installation, the 1/2 inch boards are nine inches in height and nine and a quarter feet long providing a cleaner, more sophisticated look.



“We are proud to take a high quality product like Sierra Premium Shake and make it even better for the marketplace,” commented Darrin Haugan senior vice president of Nichiha. “The new plus boards have the same distinct look as the original but with extra length making installation easier and faster.”

Featuring the aesthetic appeal of cedar shakes, Nichiha *Sierra Premium™ Shake Plus* boards utilize a deep cedar grain, which is ideal for residential and commercial properties. Sierra Premium Shake Plus boards are factory primed and sealed on six sides. Available summer 2010, the boards are available in seven different colors including the new Sequoia, Moss, Saddle, Nantucket, Honey and Dusk along with the traditional Macadamia. Ensuring long term quality, the prefinished stained boards come with a 15 year warranty.

For more information visit [www.Nichiha.com](http://www.Nichiha.com) or call 1.86 NICHHA 1. Also for daily updates, follow Nichiha on Twitter [@nichiha](#) or become a fan on [Facebook](#).

### **Company Background**

Nichiha, U.S.A. based in Norcross, Ga., is a leader in fiber cement technology. Nichiha markets distinct patterns of fiber-cement products in the U.S. The company has been manufacturing fiber cement products for more than 30 years and posts annual revenues of \$850 million in Japan. Operating out of eleven production facilities in Japan, Nichiha is ISO 9001 certified, with an annual production of over 650 million square feet of fiber-cement products. For more information, call 1.86.NICHHA1 or visit our web site at [www.nichiha.com](http://www.nichiha.com).

# # #