



*the power of possibilities™*

# NICHHA RETAIL PARTNER PROGRAM

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GET STARTED





## ABOUT US

For over 60 years, architects have turned to Nichiha fiber cement cladding to push beyond the boundaries of the commonplace. Founded in Japan, Nichiha boasts over 2,800 employees and 13 plants worldwide. Our fiber cement Architectural Wall Panels provide state-of-the-art technology with limitless design possibilities. No other cladding provider offers as many options, colors, textures and styles. Whatever your design intent, Nichiha panels have a solution to help you achieve it. This includes the look of metal panel, stone, concrete, wood, brick and much more.

Nichiha is the perfect partner to national brands. With a wide array of products, Nichiha makes it easy for national brands to create a distinct image. Each Nichiha project also has a personal coordinator and the support of our technical team, allowing projects to move from conception to completion with ease.

Watch our video to learn more about Nichiha...



Nichiha products offer benefits other cladding materials simply can't match...



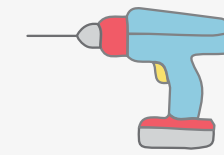
Versatile



Integrated Rainscreen System



Built to Last



Quick Clip Installation



Cost Effective





## PARTNERS WE SERVE

### The Power of Partnerships...

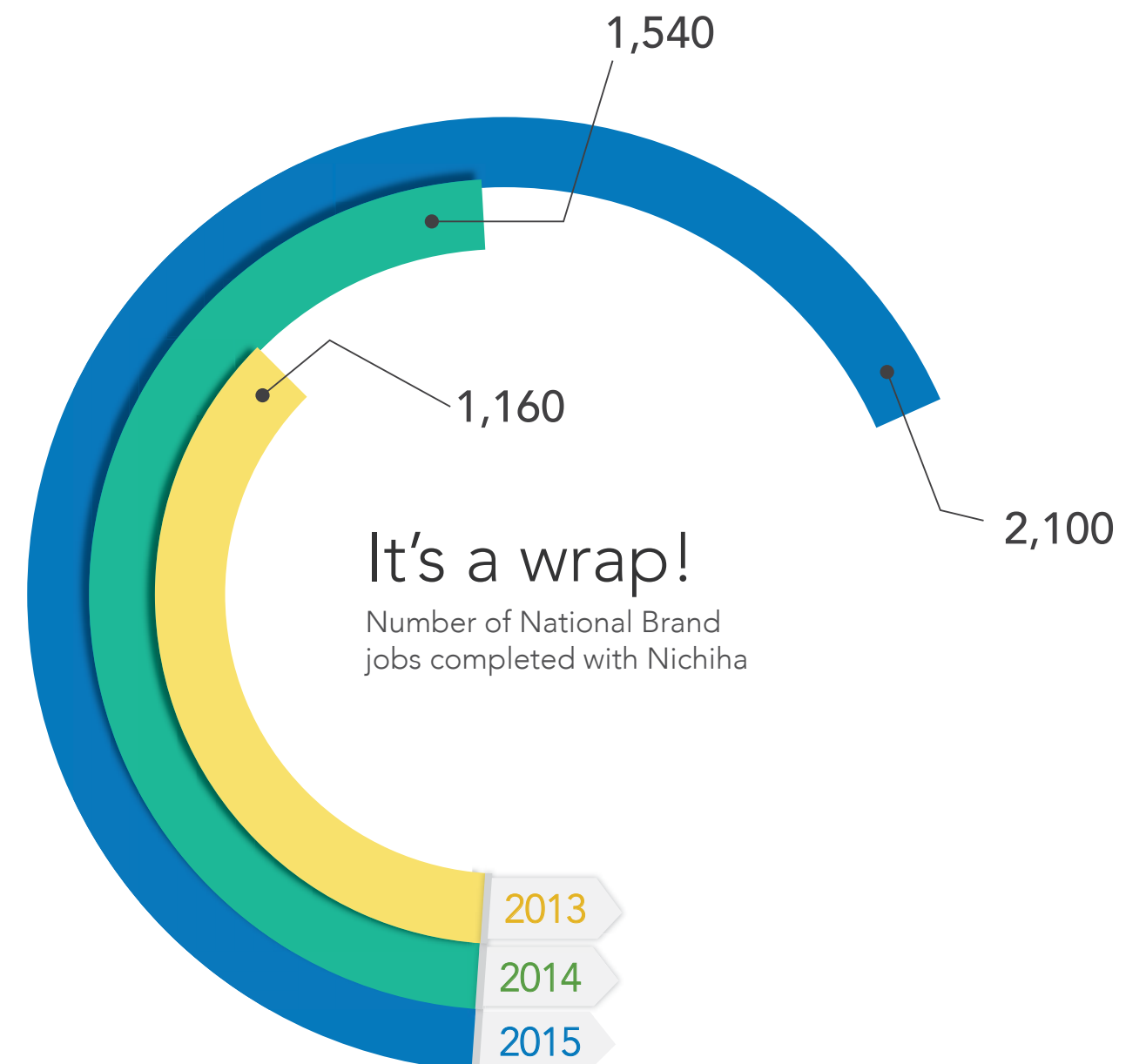
At Nichiha, we believe in the power of partnerships and our customers are our top priority. **We are proud to hold over 100 national brand partner programs.** Nichiha provides a solution to brands who are building or renovating multiple store locations across the country. We are able to provide large volumes of our cutting-edge cladding products that help value engineer the vision for a cohesive brand design. Nichiha Architectural Wall Panels are also easy to install, cutting down on construction time and cost.

Nichiha offers a knowledgeable team of professionals who work hard to provide a positive customer experience from the start of design until the last panel goes on the wall. We work with your team of architects and contractors throughout the entire building process to ensure the highest quality finished product.



### Growth that can't help but be noticed

Our formula works with our National Brand business growing year over year. We are proud to deliver the results our partners are searching for and work hard to continue exceeding their expectations.



# WHEN TIME IS MONEY, WE SAVE YOU ON BOTH...

## Install made quick and easy

With Nichiha Architectural Wall Panels, installation is quick and easy. **National Brand locations typically install 2,000-5,000 square feet of our product. The average timeframe to put up the material is 3 to 5 days.**

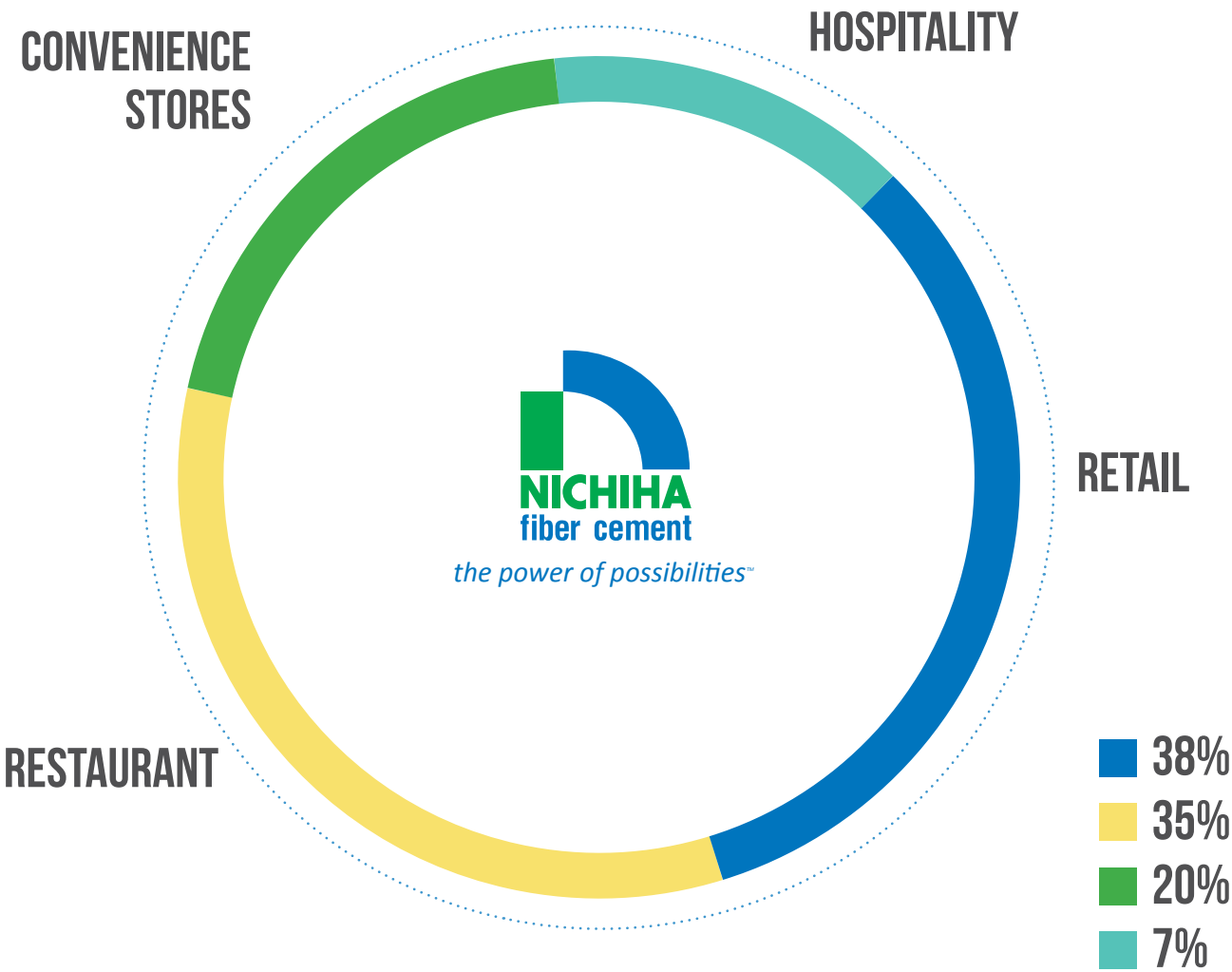
A quick install means that your new store will have the doors open sooner to begin generating revenue. For stores undergoing a re-image program, our quick install system often allows you to keep your doors open and your cash registers up and going.



# FUELED BY PARTNERS

## National brand segments who keep Nichiha driving forward

We service all types of National Brand accounts and are excited to continue growing each segment.

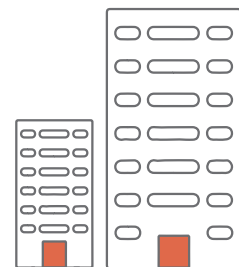


# PROVIDING THE POWER OF POSSIBILITIES TO OUR RETAIL PARTNERS...



## Budget Friendly:

Our Architectural Wall Panels offer budget-friendly pricing and matched with the speed of installation, Nichiha saves time and cuts installation costs. Nichiha also provides architects with consistent pricing for store locations across the country, offering the ideal solution when working on multiple projects. Nichiha is a great value and extremely cost effective.



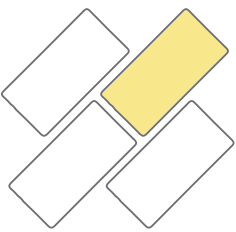
## Scalability:

Nichiha is equipped to assist our retail partners who have a multitude of projects across the nation. Whether it is 1 or 100, we have you covered. Our sales, technical and customer service representatives will work with you every step of the way to ensure each project is completed to perfection.



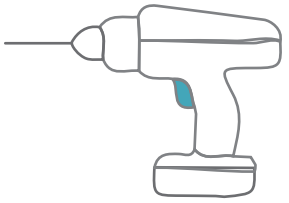
## Performance:

Our fiber cement cladding is engineered for performance and built to last. All products are resistant to rotting, warping, delamination and falling victim to pests. They also offer a state-of-the-art rainscreen system for moisture management.



## Multiple Looks:

Our ever-expanding offering of finishes and textures help our retail partners bring their visions to life. We offer multiple styles from one source and can provide the look of metal panel, stone, concrete, wood, brick and much more.



## Quick Installation:

Our simple clip installation system allows projects to be completed on time and within budget. All panel styles are installed with the same system and require only one type of installer. Nichiha panels eliminate the need for specialized masons or other trade labor.

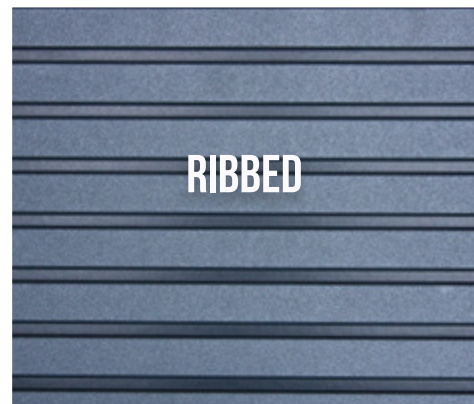




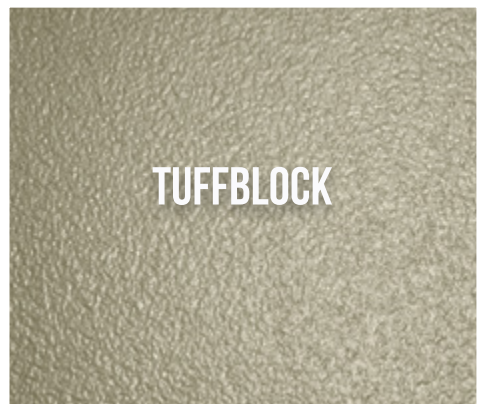
# PRODUCTS



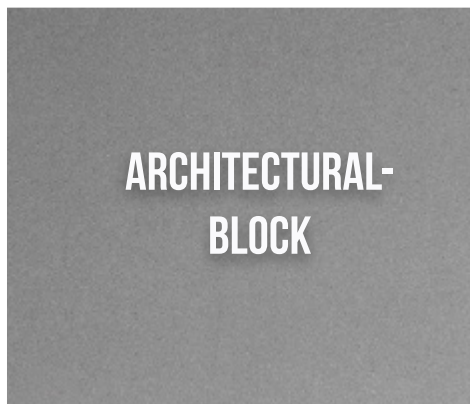
ILLUMINATION



RIBBED



TUFFBLOCK



ARCHITECTURAL-BLOCK



ROUGHSAWN



VINTAGEWOOD



STACKEDSTONE  
KURASTONE



LEDGESTONE  
KURASTONE



FLAGSTONE



EMPIREBLOCK



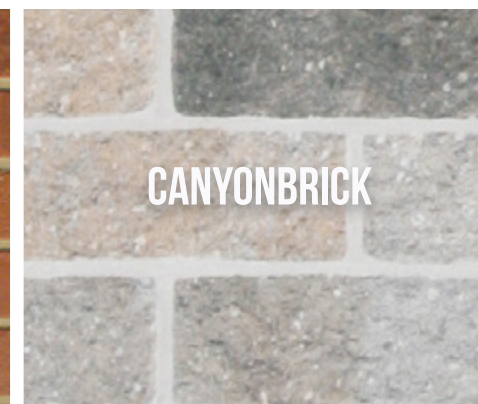
INDUSTRIAL-BLOCK



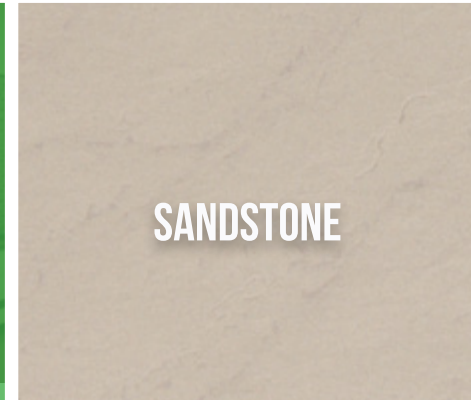
VINTAGEBRICK



PLYMOUTH-BRICK



CANYONBRICK



SANDSTONE



FIELDSTONE



QUARRYSTONE



CINDERBLOCK



Visit our website for more in-depth product information

[LEARN MORE](#)





## SOLUTIONS AND SYSTEMS

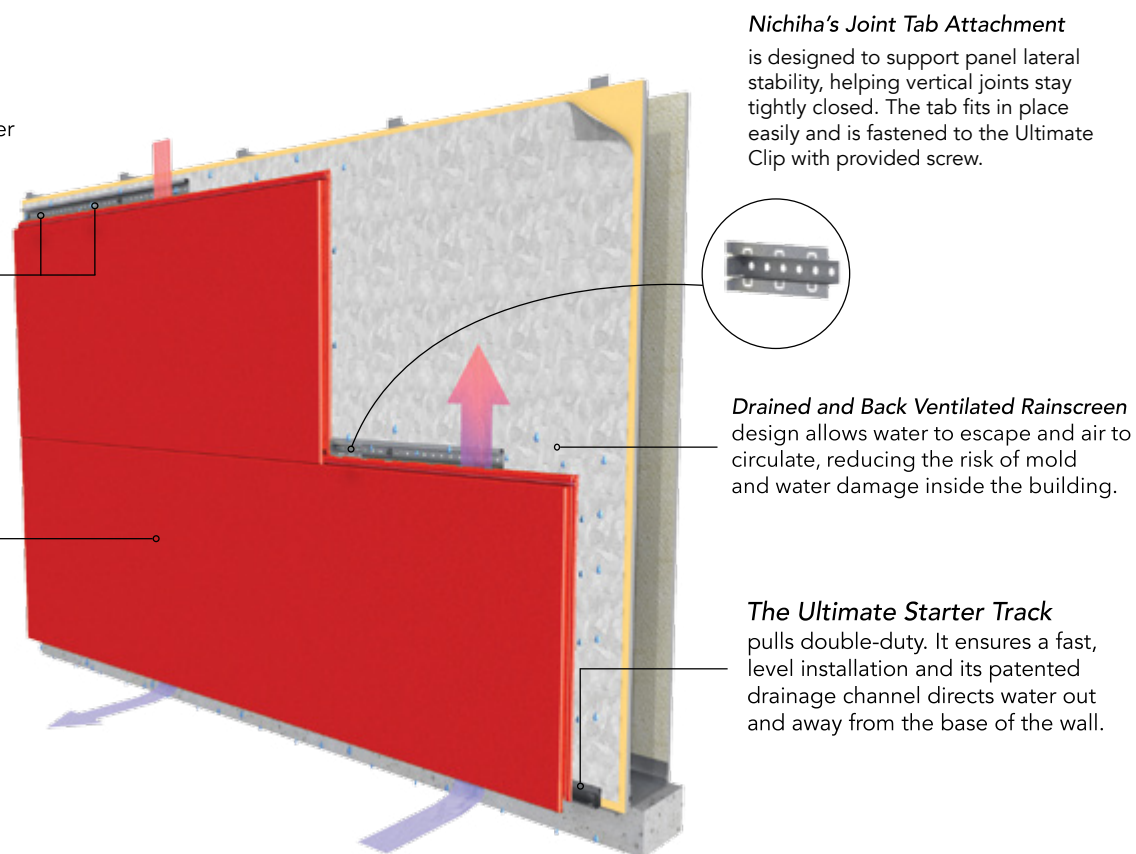
### Behind our Architectural Wall Panels is some serious technology...

#### RAINSCREEN SYSTEM

Nichiha Architectural Wall Panels offer an integrated, state-of-the art rainscreen system that provides a vertical drainage point for air and moisture to exit.

*The Ultimate Clip* creates a hidden fastening system that all but eliminates face fastening. Installation is quick and easy and never requires specialty subcontractors.

*Nichiha Architectural Wall Panels* are lightweight, easy to handle and available in a virtually endless color palette and a diverse offering of textural finishes. They're also backed with the industry's strongest warranty.



#### ULTIMATE CLIP INSTALLATION SYSTEM

Our award-winning installation technology saves time and money. The Ultimate Clip installation system allows panels to go up quickly and easily, helping projects be completed on time and within budget. This high-performance solution not only streamlines installation, but also reduces labor and hardware needs.

[Learn more](#)

Architectural Products Magazine's  
**PIA'15**

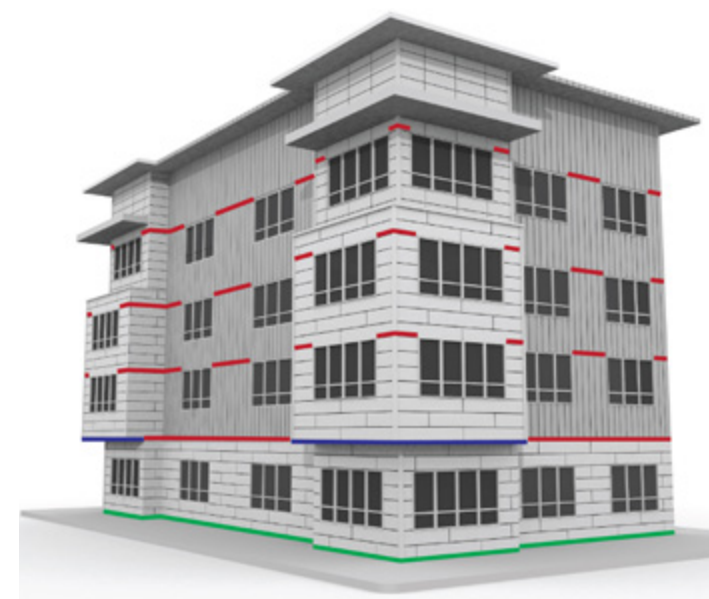
#### AWARD-WINNING INSTALLATION SYSTEM THE ULTIMATE CLIP



#### ESSENTIAL FLASHING SYSTEM

The Essential Flashing System includes Nichiha accessories needed to complete the system and ensure a clean, polished look. In order to achieve your design intent, it is important to consider the smallest of details. Our Essential Flashing System allows you to easily complete your project with the highest level of precision. Nichiha provides a complete system with a one-stop-shop for all your building needs.

[Learn more](#)





## INSTALLER NETWORK

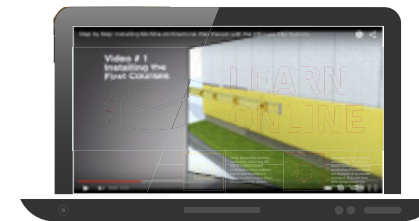
### Our team is ready to help...

Nichiha offers a network of preferred installers and a technical team for job start-up training. Nichiha installation is fast and simple, requiring only one type of installer. No specialized trade labor and less equipment is needed.



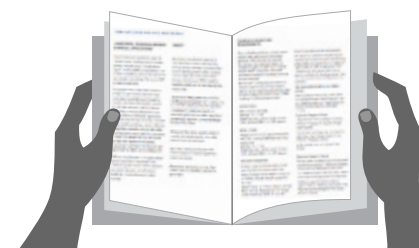
## Installation System

With Nichiha Architectural Wall Panels, installation is quick and easy. Our website offers a comprehensive collection of technical information, installation videos, Architectural details, in-depth specifications and everything you need to know about installing Nichiha products.



Watch our installation instructions come to life – check out our installation videos today! [nichiha.com/commercial/install](https://nichiha.com/commercial/install)

Our in-house technical team is here to assist. If you have questions, comments or concerns, call us at 1-866-424-4421 or email us at [technicalservices@nichiha.com](mailto:technicalservices@nichiha.com).



Take an even deeper dive and download our in-depth installation guides. [nichiha.com/resources/installation](https://nichiha.com/resources/installation)

Nichiha products are easy to install... you just need a few basic tools to get started.\*



LEVEL



RUBBER Mallet



ELECTRIC DRILL



CORROSION RESISTANT FLATHEAD SCREWS



SAW WITH FIBER CEMENT BLADES

\*Visit [nichiha.com](https://nichiha.com) for comprehensive installation requirements for each product.



# WHY NICHIIHA?

Nichiha offers a cladding product that is as versatile as it is strong. It is the perfect fit for retail brands and assists in turning design intent into reality. Nichiha also helps brands overcome unique challenges with our products. See how we helped the following two retail brands overcome specific challenges they were facing.



## Partner Success Stories

### CVS

**CHALLENGE:** CVS currently builds about 240 new stores per year. They were facing a problem with cities rejecting the CVS prototype about half the time, leaving only a fraction of new stores being built to their original prototype specs. This caused challenges for the architect team because they had to redraw project plans, wasting time and money.

**SOLUTION:** With Nichiha’s vast offering of finishes and textures, CVS architects are able to create several prototype specs using the same cladding manufacturer. That way if the first prototype is rejected, other options can easily be introduced.

**RESULTS:** Using Nichiha cladding saved CVS time and money. They are now able to present several prototype options to the city, eliminating the time needed to redraw plans if the first prototype is rejected. Having the ability to offer multiple prototypes through one manufacturer offers huge cost and time savings to architects.

### Family Dollar

**CHALLENGE:** Family Dollar’s core business model is to provide value to customers at their discount locations. In order to do this, they look for ways to save money during their store building process. Family Dollar architects seek to spec affordable cladding materials that meet city requirements. They also need a product that will save money during install so that they can continue to provide their customers with cost savings.

**SOLUTION:** Nichiha offers Family Dollar the affordable cladding price they need to maintain their business model. Nichiha also gives Family Dollar the

versatility of offering several products that all use the same installation system. This means they can achieve the look of several styles while only needing one installer to complete the job.

**RESULTS:** Family Dollar has benefited greatly from using Nichiha, saving time and money during the building process. Family Dollar was so satisfied with their initial results that they continue completing 300 stores per year with Nichiha. They appreciate the consistent, clean look of our panels and the fact that Nichiha is able to handle the large scale of new Family Dollar builds while still providing personalized customer service.

You’re in Good Company ...



Plus 92 additional partners and counting...



## GET STARTED

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Nichiha offers a direct purchase program to our retail brands and direct to jobsite delivery. Each brand has a dedicated account rep who assists in making ordering our products a simple process. The direct purchase program eliminates the middle man from the 2-step distribution process, offering additional savings on the product.