



*the power of possibilities™*

# NICHHA HOSPITALITY PROGRAM

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INSTALLER NETWORK

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## 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 hospitality brands. With a wide array of products, Nichiha makes it easy for hospitality 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...



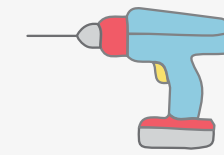
Versatile



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 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.

The Nichiha Hospitality Division specializes in the sales process of hotel projects. We partner with our Technical Division to ensure Nichiha install criteria are met for complex installations. Nichiha's knowledgeable team of professionals works 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.

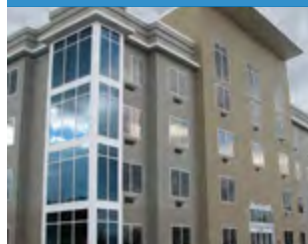
Home 2 Suites  
St. Louis, MO



Hilton Garden Inn  
Boston, MA



Holiday Inn  
Norwood, MA



Four Points  
Sheraton  
Fargo, ND



2015 Featured Hospitality Projects

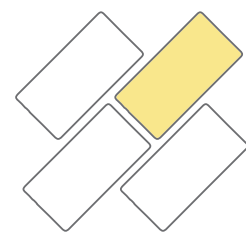
### You're in Good Company

Nichiha currently provides unique solutions for our hospitality division partners. We are proud to serve a wide variety of brands and look forward to building new hospitality partnerships.



Nichiha is happy to serve as a  
**Hilton Approved Vendor.**

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



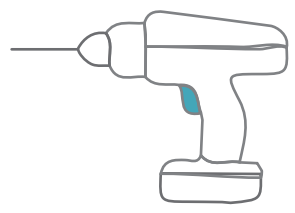
**Multiple Looks, One Source:**  
Our ever-expanding offering of finishes and textures help our hospitality partners bring their visions to life and create a consistent brand image across all locations. We offer multiple styles from one source and can provide the look of metal panel, stone, concrete, wood, brick and much more.



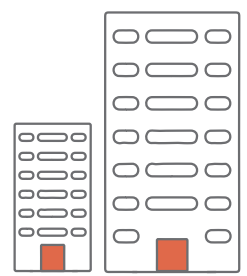
**Budget Friendly:**  
Our Architectural Wall Panels offer budget-friendly pricing and matched with the speed of installation, Nichiha saves time and cuts installation costs. Nichiha also provides architects with consistent pricing for hotel locations across the country, offering the ideal solution when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



**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.



**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. Panels can also be installed in all types of climates and during all seasons of the year.



**Scalability:**  
Nichiha is equipped to assist our hospitality 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.

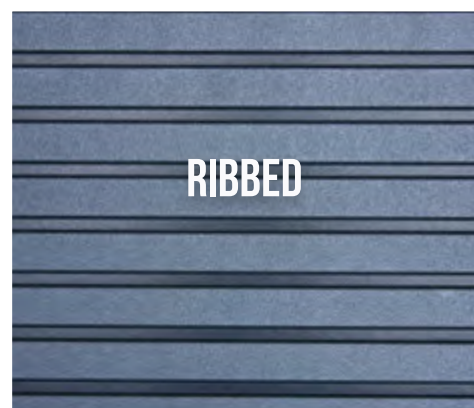
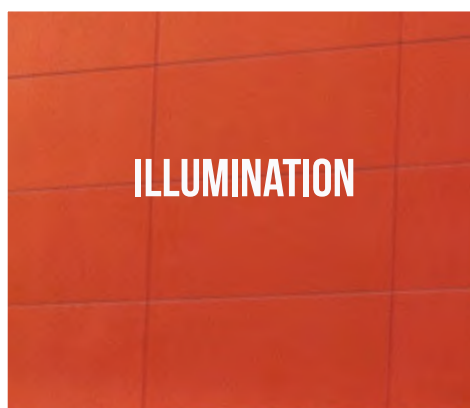




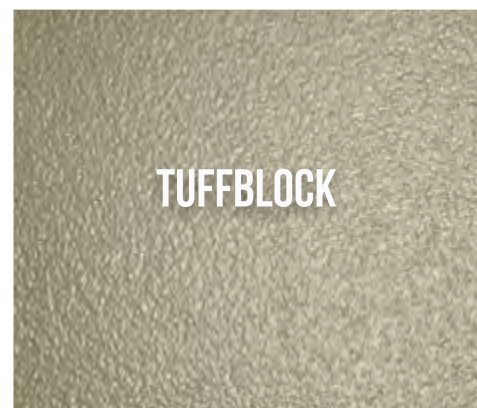
# PRODUCTS



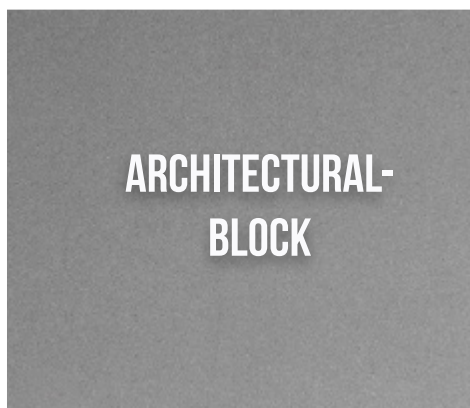
ILLUMINATION



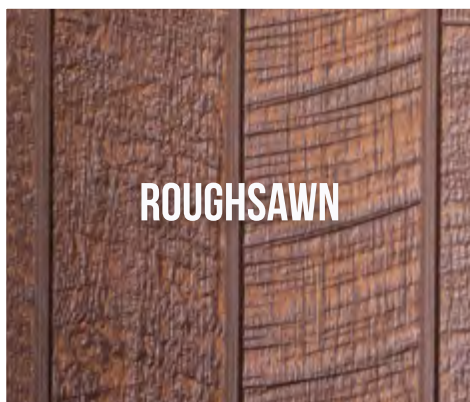
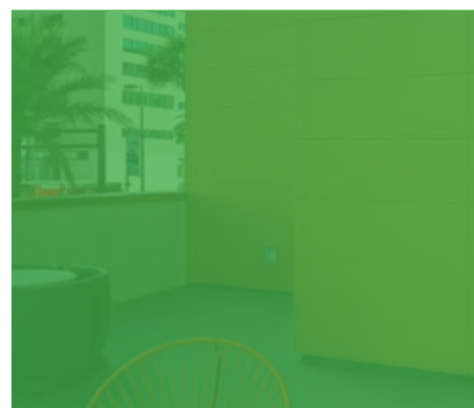
RIBBED



TUFFBLOCK



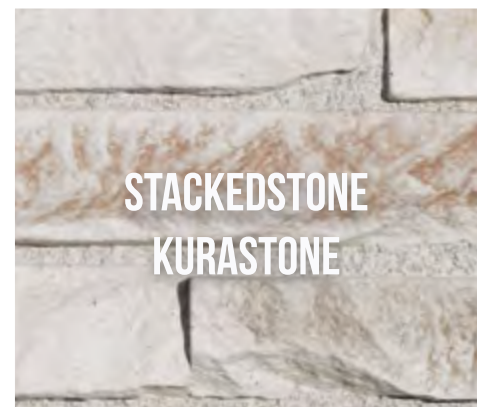
ARCHITECTURAL-  
BLOCK



ROUGHSAWN



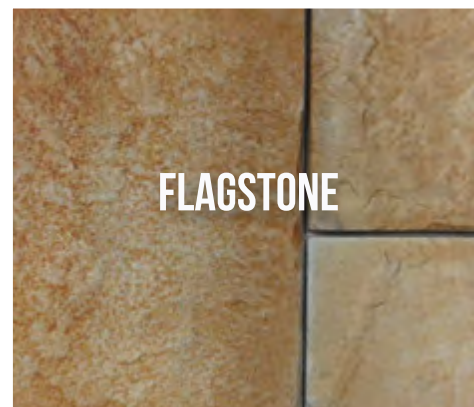
VINTAGEWOOD



STACKEDSTONE  
KURASTONE



LEDGESTONE  
KURASTONE



FLAGSTONE



EMPIREBLOCK



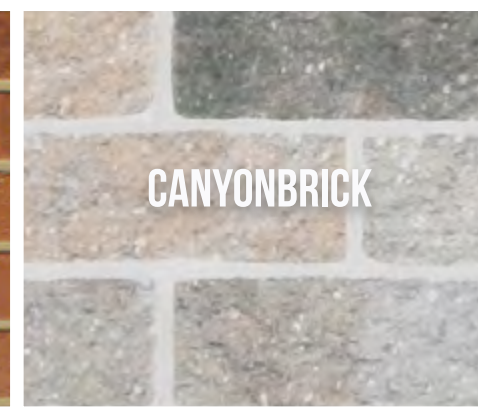
INDUSTRIAL-  
BLOCK



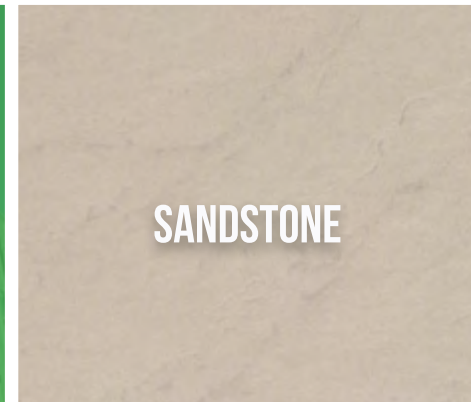
VINTAGEBRICK



PLYMOUTH-  
BRICK



CANYONBRICK



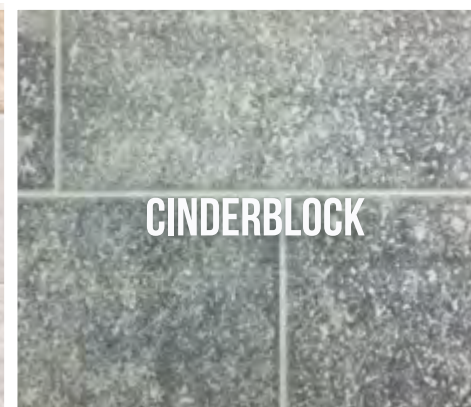
SANDSTONE



FIELDSTONE



QUARRYSTONE



CINDERBLOCK



Visit our website for more in-depth product information

[LEARN MORE](#)





## SOLUTIONS AND SYSTEMS

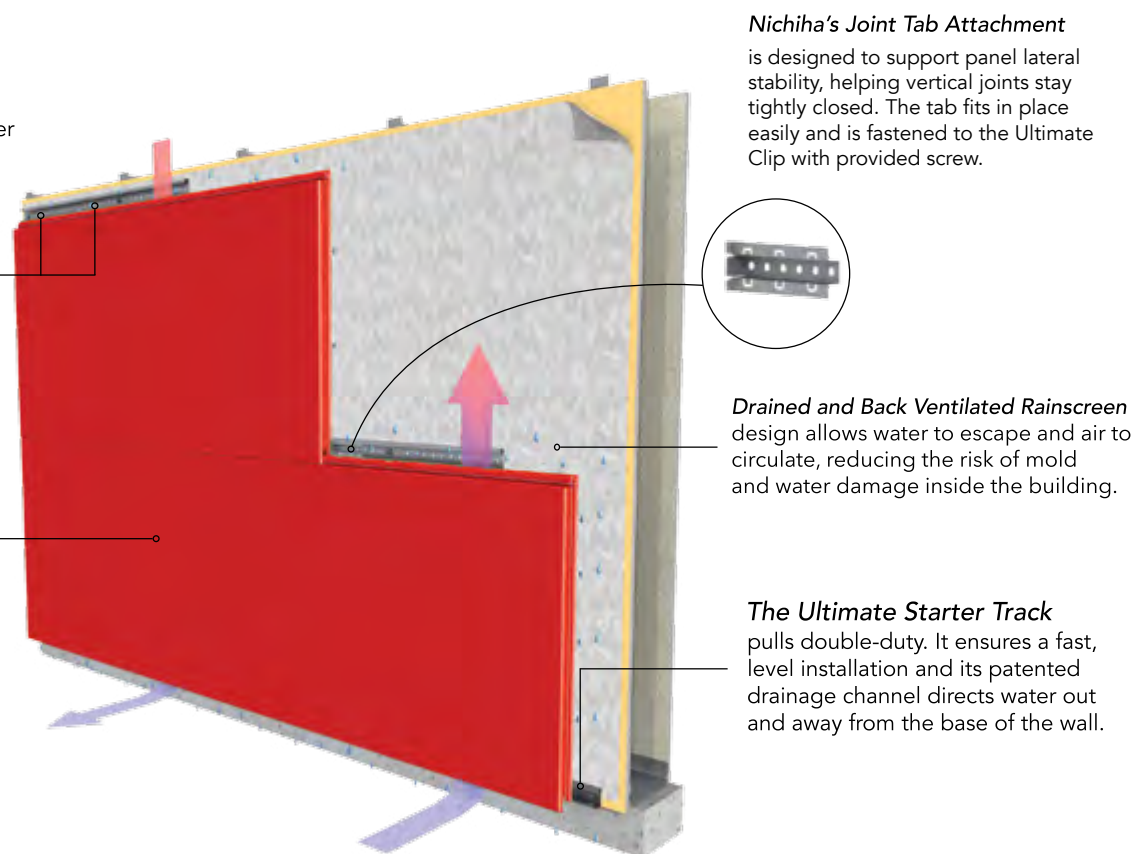
### Behind our Architectural Wall Panels is some serious technology...

#### 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  
**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.



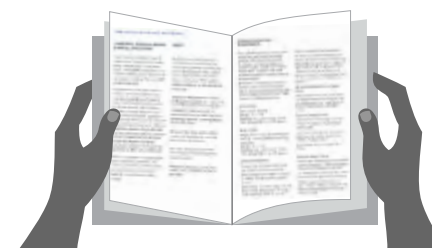
## Installation System

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

### VALUE ENGINEERED

#### When time is money, we save you on both...

Nichiha Architectural Wall Panels offer a value engineered exterior cladding option to our hospitality partners. This allows hotels to achieve the look they are after at a fraction of the cost. Matched with our ease of installation, Nichiha also saves time, contributing even further to cost savings.



## WHY DESIGN WITH NICHIIHA?

Designing with Nichiha allows the building process to be quick and easy. Nichiha offers a cladding product that is as versatile as it is strong. It is the perfect fit for hospitality brands and assists in turning design intent into reality.



*the power of possibilities™*



When hotel projects are applying for permits through local planning and zoning committees, Nichiha's product offering helps brands suggest a variety of exterior styles, textures and colors backed by the durability of fiber cement.



Nichiha Architectural Wall Panels are an ideal solution for incorporating brand color scheme and design consistency.



Nichiha offers brands a standard material cost that becomes important as new programs are rolled out with a 3-5 year build cycle.





## GET STARTED

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Nichiha offers a direct purchase program to our hospitality 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.