

ARTISAN® V-RUSTIC

Premium Exterior Siding

Redefine architectural integrity:

HISTORIC DESIGN + MODERN TECHNOLOGY

The design and architecture of Northern California pulls from a rich history of homes and the natural environment while demanding the superior performance and innovation engrained in the minds of the area's residents.

Add interest and dimension with Artisan V-Rustic siding's engaging shadows and clean, contemporary lines. With Artisan V-Rustic, you can create a look that elegant but casual and inviting – Northern California minimalism with timeless appeal.

JamesHardieCalifornia.com

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MODERN TECHNOLOGY

With Artisan V-Rustic premium exterior siding products, you can achieve the historic look and beauty of V-Rustic siding best known in the Bay Area without concern for the drawbacks of cedar or wood siding performance.



Innovative substrate engineering for superior performance

Artisan premium exterior siding products by James Hardie feature HZ10® technology. James Hardie HZ10 products contain the highest quality raw materials. Our unique formulation, combined with innovative product design and manufacturing processes, create a substrate that is specifically engineered to resist moisture intrusion, cracking, shrinking and swelling for increased durability and workability. When Bay Area homes are subjected to the demands of Mother Nature, Artisan premium exterior siding resists damage from heavy moisture, damaging sea air, sunlight and penetrating winds.

Unlike wood based siding products which may rot, curl, warp or split from extended exposure to moisture, Artisan premium exterior siding products resist the harshest weather conditions, prolonging the life of the siding. Plus, Artisan premium exterior siding products resist the spread of flame, providing greater security from fire than wood and plastic-based siding products.



New Lock Joint™ enables faster, cleaner installation

The innovative Lock Joint system, only from James Hardie, enables a blind nail application which saves contractors time and money while also offering homeowners a beautiful seamless aesthetic. Plus, the absence of visible nail holes gives the home improved protection from moisture.

Advanced primer enables lasting finishes

Because Artisan premium exterior siding products resist cracking, shrinking and swelling, they hold paint for a long time, creating annual cost savings and minimal maintenance. While the paint on wood-based siding products has a tendency to crack and fade, Artisan siding products feature a distinctive, climate-tested primer that is engineered to enhance the performance of paint on James Hardie fiber cement siding products. It helps to provide consistent, long-lasting paint adhesion in even the most demanding conditions.

BROUGHT TO YOU BY AN INDUSTRY LEADER

Artisan® V-Rustic premium exterior siding is brought to you by James Hardie — the pioneer of fiber cement technology. With more than 5.5 million installations, James Hardie continues to set the standard in premium, high-performance exterior cladding. Its products deliver uncompromising durability and finish quality for a beautiful, lower maintenance exterior.

With one of the world's largest R&D facilities devoted exclusively to fiber cement technology, James Hardie is committed to advancing both the technology behind siding performance and the design behind the profiles, widths and finishes to accurately capture any home design.

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