

## Two of Connecticut's Leading Builders Are Sold on James Hardie



John Ricci is a highly knowledgeable, hands on builder with 30 years of experience constructing custom homes, residential developments and commercial buildings. His Cheshire based company, Ricci Construction Group, has won industry awards for its custom and remodeled homes, and both industry and town recognition for its green commercial construction.

Fifteen years ago, John Ricci noticed a new exterior siding at a Home Show exhibit.

That's when John began using James Hardie fiber cement siding, and over the past 15 years, he has used a wide range of James Hardie products from HardiePlank® Lap Siding and HardieShingle® Siding to HardiePanel® Vertical Siding, HardieTrim® Boards & HardieSoffit® Panels. See Old Saybrook home above.

### The James Hardie Product vs. Vinyl Advantage

When John Ricci is explaining to a client why he or she should consider a little more upfront cost in exchange for total value when siding his home or commercial building with James Hardie, he mentions five key advantages Hardie offers when compared to vinyl:

1. James Hardie products are built to withstand strong winds. They're more rigid, so there's no waviness over time like you may find with vinyl siding. Vinyl is also susceptible to cracking.
2. Hardie siding looks and feels similar to natural wood, while vinyl may have a more plastic-like appearance.
3. Hardie siding is available prefinished, lasting 10-15 years before beginning to fade, while vinyl siding may fade rather quickly, especially on the side directly exposed to the sun.
4. James Hardie products are considered sustainable (green) in part because of their durability, termite resistance, and ability to handle water, heat and UV radiation.
5. James Hardie siding is classified as noncombustible when tested in accordance with ASTM E136. It has a flame spread index of 0 and a smoke-developed index of 5 when tested in accordance with ASTM E84.

"James Hardie products won't burn," John explained.

When a church garage in Cheshire recently burned down, Ricci chose James Hardie products to side the new garage. He used the same striking red Hardieplank® Lap siding for a 30,000 sf commercial building he recently completed, and Ricci was commended by the town for the building's appealing exterior, which is reminiscent of Cheshire's traditional New England architecture.



## Irresistible charm THAT RESISTS THE ELEMENTS.

James Hardie® fiber cement products are Engineered for Climate®. For uncompromising performance, our HZ5® siding and trim are specifically designed to resist shrinking, swelling and cracking even after years of wet or freezing conditions. A James Hardie exterior can help keep your homes looking beautiful longer – no matter what nature brings.

### TOUGHER THAN THE ELEMENTS



Stands up to storms and harsh weather



Water resistant to protect against swelling, warping and cracking; also resists mold damage



Won't be eaten by animals or insects



Fire resistant



Helps reduce time and money spent on maintenance

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(continued)



### Installing James Hardie siding

John Ricci considers the application of Hardie siding very similar to traditional siding.

“Color-matched flashing is installed behind the seams. Make sure to keep it 2” off the roof and seal any exposed field-cute edges with touch-up paint,” John explained. “There’s even color-coded caulk available for around windows and doors.”

Jarrett Kravitz, owner of Advantage Contracting, is an innovative young builder with a reputation for problem solving and building high performance custom homes. Back in 2005, Jarrett was looking for a cutting edge product that would separate and brand him as a quality builder, so he used James Hardie products on the first home he ever built.

“Over 10 years later, it still looks like the day I built it,” said Jarrett.



### The Advantage strategy

Jarrett described his approach to convincing customers of the merits of James Hardie siding.

“I give my clients what I call ‘the 4-5 year tour’ to show them how older James Hardie sided homes I’ve built have fared over the years. I tell them that you spend a little more for Hardie siding over vinyl, but it’s like purchasing an insurance policy on your house. And it’s great for resale.”

Jarrett has won several HOBI awards over the years for his beautifully built homes – all sided with James Hardie products. Jarrett builds along the coastline, and he wanted a product that would last when exposed to coastal wind and damp sea air. He says, “James Hardie fiber cement products have nice breathing space, and require so little maintenance.

Jarrett Kravitz recently completed the renovation of an 1840’s farmhouse in Clinton that is so stunning and energy-efficient, James Hardie used it in a television commercial. Jarrett has received 4-5 leads a week from this very effective marketing vehicle, that has reinforced his brand and expanded his exposure as a quality, high performance builder. You can view the video at [www.connecticutbuilder.com](http://www.connecticutbuilder.com). ■

