



NEWS RELEASE

# James Hardie Announces The Magnolia Home | James Hardie Collection, Curated by Joanna Gaines

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*A collection of home exteriors that will stand the test of time, The Magnolia Home | James Hardie Collection of siding is now available nationwide in a variety of nature-inspired colors, styles, and textures*

*The collaboration with James Hardie, a world leader in fiber cement home siding and exterior design solutions, marks Chip and Joanna Gaines' entrance into exteriors, the next frontier in home design*

*Every home has a story to tell: James Hardie and Magnolia Home aim to inspire homeowners to transform their home's curb appeal with long-lasting beauty and durability*

CHICAGO, Aug. 24, 2022 /PRNewswire/ -- [James Hardie Industries plc \(ASX: JHX; NYSE: JHX\)](#), a world leader in fiber cement home siding and exterior design solutions, and Chip and Joanna Gaines, founders of Magnolia, announce a collaboration launching today with an exclusive collection of Hardie® siding and accessories: [The Magnolia Home | James Hardie Collection](#).

Experience the full interactive Multichannel News Release here: <https://www.multivu.com/players/English/9078051-the-magnolia-home-james-hardie-collection-curated-by-joanna-gaines/>

MAGNOLIA HOME





Meticulously curated by Joanna Gaines, The Magnolia Home | James Hardie Collection features a palette of beautiful, earthy colors in a variety of classic siding products, styles, and textures. With the launch of this Collection, James Hardie and Magnolia Home hope to inspire homeowners to conquer the next frontier in home design, while simplifying the process of choosing quality products that homeowners can trust.

"One of the most important things for any home is exterior curb appeal," said Joanna Gaines. "With our collection with James Hardie, I know we are creating a collection of beautiful products that will stand the test of time."

The Magnolia Home | James Hardie Collection is available in the most popular Hardie® siding styles – plank, shingle, and board-and-batten – as well as trim and soffit products to help complete the exterior. All products are pre-finished with James Hardie's proprietary [ColorPlus® Technology](#) finishes.

Chip Gaines has long preferred Hardie® siding due to its long-lasting beauty and durability – fiber cement siding is noncombustible, holds no appeal for pests, and helps to provide protection against severe weather.

"Hardie® is a brand that we trust for its quality and durability – we have been using it on our exterior renovations for more than 20 years," Chip Gaines said.

Sean Gadd, President of James Hardie North America, said: "With the launch of this Collection, we are making it easier than ever for homeowners to transform and personalize their home's exterior. We're proud to provide products to achieve the designs they are looking for, while helping protect against the elements, like fire and harsh weather, for added peace of mind. We are honored to kick off this long-term collaboration with Chip and Joanna Gaines, a couple who have revolutionized the home design industry."

## Product Details

The Collection's sixteen ColorPlus® Technology finishes feature a variety of natural, earthy tones, including greens, beiges, and greys. ColorPlus® Technology finishes are James Hardie's proprietary coatings which are baked onto the board to create a vibrant, consistent finish that is engineered to resist fading or discoloration from UV rays, with a 15-year limited finish warranty.

With a variety of siding styles and textures, the Collection makes it easy to combine carefully thought-through design elements to bring a wow factor to any home. The Collection is available in three classic Hardie® siding styles in the United States and Canada:

- Lap siding: [Hardie® Plank](#) in Select Cedarmill® or Smooth textures (sizes: 8.25, 7.25, 6.25 and 5.25)
- Shingle: [Hardie® Shingle](#) Straight Edge Panel
- Board-and-Batten: [Hardie® Panel](#) in Select Cedarmill® or Smooth textures (size: 4 x 10), paired with Hardie® Trim batten available in Rustic Grain or Smooth textures

To learn more and explore the personalized possibilities of The Magnolia Home | James Hardie Collection, visit [JamesHardie.com/Magnolia](https://www.jameshardie.com/Magnolia).

### **James Hardie**

James Hardie is a global leader in premium building solutions that offer lasting beauty and endless design possibilities with trusted protection and low maintenance. The world's #1 producer and marketer of high-performance fiber cement and fiber gypsum building solutions, James Hardie offers siding and accessories for every style. Hardie® products empower homeowners and building professionals to achieve the home of their dreams. The company pioneered the technology of fiber cement building products made from sustainable raw materials and continues to invest in innovation to transform the way the world builds. James Hardie operates with an inclusive company culture, and an unwavering commitment to Zero Harm. James Hardie employs a diverse global workforce of approximately 5,200 employees across operations in North America, Europe, and Asia Pacific.

For more information and media resources, visit [JamesHardie.com](https://www.jameshardie.com) and [JamesHardie.com/about-us/media-resources/about-us/media-resources](https://www.jameshardie.com/about-us/media-resources/about-us/media-resources). For investor information, please visit [ir.jameshardie.com.au](https://ir.jameshardie.com.au).

### **Magnolia Home**

Magnolia is a Waco, Texas-based home and lifestyle brand founded by Chip and Joanna Gaines. What started in 2003 as a tiny home decor shop has since evolved into a national portfolio of businesses spanning retail, media, hospitality and real estate, including Magnolia Market at the Silos, Magnolia Journal, Magnolia Table, Magnolia Network -- a joint venture between the Gaineses and Warner Bros. Discovery -- and Silos Baking Co., among others.

### **Forward-Looking Statements**

This Media Release contains forward-looking statements and information that are necessarily subject to risks, uncertainties and assumptions. Many factors could cause the actual results, performance or achievements of James Hardie to be materially different from those expressed or implied in this release, including, among others, the risks and uncertainties set forth in Section 3 "Risk Factors" in James Hardie's Annual Report on Form 20-F for the year ended 31 March 2022; changes in general economic, political, governmental and business conditions globally and in the countries in which James Hardie does business; changes in interest rates; changes in inflation rates; changes in exchange rates; the level of construction generally; changes in cement demand and prices; changes in raw material and energy prices; changes in business strategy and various other factors. Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those described herein. James Hardie assumes no obligation to update or correct the information contained in this Media Release except as required by law.

This media release has been authorized by Mr. Jason Miele, Chief Financial Officer.

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SOURCE James Hardie

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