



For immediate release

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Think you have to settle for vinyl siding? Think again. Dharma Developments launches a contemporary 29-unit private enclave community that is built exclusively with James Hardie fiber-cement exterior siding.

James Hardie fiber-cement siding resists rotting, cracking, damage from rain, hail and flying debris. Best of all, this siding is non-combustible, with a limited, transferable warranty for up to 50 years. No wonder it's protecting over 3.5 million homes in North America alone.

Powers Enclave will become the first community in Ottawa built entirely with James Hardie fiber-cement exterior siding. This community built by Dharma Developments is a vinyl-free home buyers' dream. "We are extremely impressed with the durability, low maintenance and wonderful aesthetic appeal of this product", says Dharma President Akash Sinha.

James Hardie's fiber-cement technology provides low maintenance siding, but unlike vinyl, doesn't sacrifice the character of a beautifully built community. Ottawa-based James Hardie representative Chris Tessier explains, "Many new homebuyers end up with a traditional brick front and vinyl on three sides of their new house, simply due to lack of alternative choices. Now homebuyers can choose Hardie full protection and long-lasting paint performance for their new home purchase at Powers Enclave."

President Sinha is clear about his priorities, "As home builders, we feel a great sense of responsibility to choose manufactured products that are environmentally safe and durable. We are pleased with this product because it provides the durability that our climate demands in comparison to vinyl siding. From a manufacturing perspective, it is made from 100% recycled materials and is non-toxic to the environment."

James Hardie fiber-cement siding not only resists damage from wind and rain, it is also non-combustible. "That's good news for Powers Enclave home buyers. This siding will lower new homeowner insurance premiums", says Sinha of Dharma Developments. Located at 1829 Stittsville Main Street, Powers Enclave features five blocks of town homes surrounding a central landscaped park. The development is scheduled to begin construction later this year.

Dharma Developments and James Hardie are two companies committed to bringing the highest standards in design, product innovation and technology to homes in Ottawa. Visit www.jameshardie.com/homeowner/prodcomp/ for great information about the quality of this exterior finishing.

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