



frequently asked
QUESTIONS
contractor

1. Why is James Hardie collaborating with Magnolia Home and Chip + Joanna Gaines?

Both the James Hardie and Magnolia Home brands have shared values in the meaning of home and the role both design and quality products play in bringing lasting joy and confidence to life in a home. As longtime fans of Hardie® products, Chip + Joanna Gaines, and their Magnolia Home brand, were a natural fit. Their widespread influence in the home/remodeling space helps extend the James Hardie brand which will help us build awareness on our path to becoming a global consumer company. Through their influence and inherent love and trust their consumer base has in them, their involvement will help accelerate the path to purchase, giving homeowners even greater confidence in making decisions in their re-side process.

2. Why is James Hardie launching the Magnolia Home | James Hardie Collection?

This curated collection is designed to help consumers overcome design paralysis, so they can feel confident in designing their home exterior.

3. When is James Hardie launching the Magnolia Home | James Hardie Collection?

The collection will launch in late August 2022.

4. Where does the Magnolia Home | James Hardie Collection fit within James Hardie's ColorPlus® Technology finished product portfolio? How should I position the Magnolia Home | James Hardie Collection to my customers?

1. The Magnolia Home | James Hardie Collection offers the best of personalized design – giving the homeowner the benefit of a trusted taste-maker and designer (Joanna) curated products, colors and textures.
2. ColorPlus® Technology collection positionings can be described as follows:



5. How much does the Magnolia Home | James Hardie Collection cost compared to Statement Collection™ and Dream Collection™ products?

Please speak to your James Hardie building materials supplier for pricing.

6. Can I place an order for a material profile that is not offered in the Magnolia Home | James Hardie Collection, but in a Magnolia Home | James Hardie Collection color?

The Magnolia Home | James Hardie Collection product and color offering is set at this time, and there are not Dream Collection™ color equivalents. We do not currently have plans to add additional product and color combinations.

7. What resources are available for me to sell the Magnolia Home | James Hardie Collection to homeowners?

The Magnolia Home | James Hardie Collection digital brochure and access to request homeowner samples are available through jameshardie.com/magnolia. Digital brochure and sell sheets may be accessed via jameshardiepros.com as well. For additional physical asset needs, please reach out to your James Hardie sales representative.

8. Are samples available? If yes, what types of samples are available? When/Where can I order them?

We have produced individual samples for homeowners in both Select Cedarmill® and Smooth textures. Homeowner samples will be free and consumers can order up to three at a time. Upon launch, samples will be available for order on jameshardie.com through our typical Request a Sample page: jameshardie.com/forms/request-a-sample.

9. What am I allowed to promote and advertise regarding the Magnolia Home | James Hardie Collection?

This collaboration is unique and requires both James Hardie & Magnolia to follow specific contractual rules. James Hardie and our extended partners must abide by these guidelines when promoting the collection.

1. Only use approved sales tools and assets as provided by James Hardie.
2. Do not make your own sales tools/presentations, adapt materials, or use screen shots of presentations.
3. Do not shorten the name of the collection (full name: Magnolia Home | James Hardie collection) in social media posts.

You may use pre-approved sales tools/ communications provided by the James Hardie team. Creation of other assets, communication or marketing requires review before use, including use of any loose assets (logos, images). This co-branded collaboration is unique in that all collection materials for use in market MUST go through James Hardie marketing and Magnolia for approval.

**10. Where can I find Magnolia Home | James Hardie Collection
branded content and resources?**

Various tools will be available upon launch. Jameshardie.com/magnolia and the jameshardiepros.com will have literature resources available. For additional needs, please reach out to your James Hardie sales representative.

11. Where is the Magnolia Home | James Hardie Collection produced?

In James Hardie's Peru IL and Pulaski VA plants.

12. What are the lead times for Magnolia Home | James Hardie orders?

11-21 days based on location in North America.

**13. Are there minimum order quantities for the
Magnolia Home | James Hardie Collection**

No, all are made-to-order and can be ordered in any quantity. This process is the same as the Dream Collection™ products by James Hardie.

**14. Are there special handling instructions for the
Magnolia Home | James Hardie Collection?**

No, please follow the same handling instructions provided for all ColorPlus® Technology finished products.

15. Does the Magnolia Home | James Hardie Collection require special installation instructions?

No. Instructions will be the same as all ColorPlus® Technology finished products.

16. Are accessory products available for the Magnolia Home | James Hardie Collection? (color matched caulk, metal flashing, etc.)

Yes. All caulk, coil, and touch up paint will be available for this Collection with correct color match.

866-838-8147 | [jameshardie.com/magnolia](https://www.jameshardie.com/magnolia)
