

Perfect Score Tasks: Cemplank and Cemplank Price Fluctuations

This was basically a two-part task. In the first part, the client wanted me to find marketing information about this siding product called 'Cemplank' In the next part, he wanted me to do some research on why the prices for Cemplank fluctuated.

Task 1: Research Cemplank Marketing information

Looks like there are two major manufacturers of the Cemplank product in the US. Cemplank is actually the brand name, and Cemplank was bought by James Hardie Building Products.

Read the article here: <http://www.remodeling.hw.net/business/marketing/hardie-buys-cemplank>

Here is another very short article about Cemplank (fiber-cement siding):

<http://www.ebuild.com/articles/1073112.hwx>

This page has a lot of information about Cemplank – be sure to check out the Reviews tab. Might find some good quotes to use in marketing materials.

<http://www.sidingcompare.com/brands/cemplank.html>

This page is very informative: <http://www.home-style-choices.com/fiber-cement-siding.html> It has information about what fiber cement is, if it's right for your home, and pros and cons.

The other major maker of the this product was CertainTeed (www.certainteed.com) but they recently sold that division to Allura at www.allurausa.com

Once you reach the Allura site, go to resources and scroll down. There are several prepared .pdf files there that have the information that you're looking for.

<http://www.allurausa.com/resources/index.html>

Here's the link to the Plycem fiber cement product:

http://www.allurausa.com/resources/Allura_TrimTrifold_web.pdf

There are also brochures on Allura itself, then several on each of the different forms of siding (Lap Siding, Panel, Shakes & Shingles)

Finally, at the Allura site, check out the news link: <http://www.allurausa.com/news>

The first article on that page talks in depth about fiber cement siding and its impact on house building, and about the demand for the siding is growing.

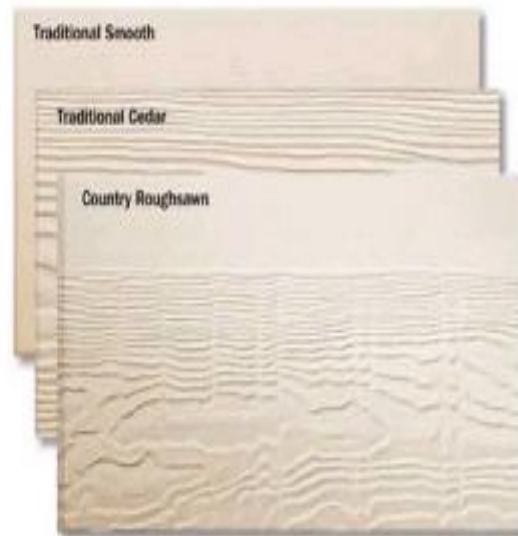
The following links have some blurbs about the siding that could be possible sources of marketing information:

<http://www.shinerroofing.com/siding-northern-virginia/cemplank-fiber-cement-siding.aspx>

Please see the screenshot on the next page for the content at the above link:

Cemplank Lap Siding

Cemplank lap siding is an attractive and durable alternative to vinyl and hardboard siding. The cedar grain texture of Cemplank provides a wood appearance with proven fiber cement performance. The unique formulation resists termites and rotting, is non-combustible and provides long-term durability. With several



The next link and screenshot includes a nice photo plus discusses some of the advantages of fiber cement siding. The article also mentions some makes of the siding.

<http://www.shinerroofing.com/siding-northern-virginia/fiber-cement-siding.aspx>

(Screenshot to follow on next page)

Fiber Cement Siding Professionally Installed in Washington, D.C. & Beyond

Fiber cement siding is a great solution if you are looking for a way to conserve energy and reduce heating and cooling costs while dramatically enhancing the look of your home or commercial structure. Shiner Roofing, Siding and Windows is the home improvement contractor you can trust to do the job right in towns and neighborhoods throughout the Washington, D.C. region.

We are often asked to explain the benefits and composition of the products we provide our customers, and fiber cement siding is no exception. It is a strong, durable exterior covering (cladding) material composed of sand, cement, and cellulose fibers. It is often produced as overlapping boards, but also made in large sheets. This type of siding:

- Requires very little maintenance
- Provides impact resistance
- Is not susceptible to termites or other destructive insects
- Will resist rotting, fading, warping, and other age-related deterioration for the life of the building

As one of the top fiber cement siding installers in Northern Virginia, Shiner has long-standing relationships with some of the most reputable manufacturers in the industry. We are proud to offer siding products from CertainTeed, including CertainTeed Carolina Beaded™, Monogram 46™, Cedar Impressions™, and CedarBoards™ Insulated. We also proudly offer the warm, attractive appearance of Alside vinyl siding products, which won't split, peel, or rot. And, our inventory includes siding from one of the world leaders in fiber cement siding, James Hardie. Also, Cemplank.



The next link has very short product information section that may be helpful.

<https://shop.mccoys.com/building-materials/siding/concrete-fiber-siding/concrete-fiber-plank-siding/p.2370#Reviews>

Product Information

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Cemplank fiber cement siding is a great alternative to wood siding products. It has the look of cedar siding without the insect and fire hazards. The outstanding weather-ability and low maintenance make Cemplank a great siding product that is attractive and durable.

Features

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- Primed fiber cement siding
- 5/16" T x 8 1/4" W x 12' L
- 7" Exposure
- 15 Pieces per square (100 sq ft)
- Use 100% acrylic latex water-based paint
- Cut with circular saw, shears or scoring knife
- 24" Maximum on center
- Use corrosion resistant fasteners
- Flame, rot, impact, termite & moisture resistant
- Flame spread index is 0
- Minimum 6" soil clearance
- Qualifies as rock/brick with most insurance companies
- 25 Year express limited mfg's warranty

Specifications

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Filter By:	Concrete Fiber Lap Siding	Species	Cedar
Nominal Size (W x L)	8-1/4" x 12'	Thickness	5/16"

The next link is a set of frequently asked questions about cemplank that you might find useful as well.

<http://www.cemboardsiding.com/faq.shtml>

Finally, here are two sites that have the same information about cemplank, even the pictures are the same. It definitely looks like marketing material!

<http://truebuilt.com/learn-about-cemplank-lap-siding/>

<http://www.cemboardsiding.com/performance.shtml>

<http://www.cemboardsiding.com/faq.shtml> - faqs that you might find helpful

Major distributors sites:

www.allurausa.com (which was sold off by www.certainteed.com)

www.cemplank.com (which was acquired by www.jameshardie.com)

Task 2: Why does Cemplant pricing fluctuate?

The following link talks about the items used to manufacture the fiber cement siding.

<http://fhands.com/oNR6xD0> (costhelper.com)

Fiber cement siding is made from cement, wood fiber (cellulose), sand, and other products.

Since it is made up of cement, I looked a little at price fluctuations of cement and found a few articles.

First article: Although it is about cement in India, the introduction states this:

Cement is a binder, a substance which sets and hardens independently, and can bind other materials together. It is also the second most consumed material on the planet (WBCSD 2002). Indian cement industry occupies prominent position in the Economy due to its vital role in creation of infrastructure like building, ports, roads, power plants; etc. India is the second largest cement producer in the world next to China.

<http://fhands.com/wcdc8v9> (iaeme.com)

Since India is the second largest cement producer in the world, I believe that price fluctuations in production in India would impact prices worldwide.

This article: <http://fhands.com/pckJtS8> (thehindubusinessline.com) states that the prices fluctuate so much that they must build their own manufacturing plants in India.

Here is an article that discusses the price fluctuations of cement and steel in Malaysia:

<http://fhands.com/BBx1YzZ> (amazonaws.com)

Another article talking about the price fluctuations of cement in the United Arab Emirates:

<http://fhands.com/Qh8FOQw> (cmguide.org)

Wood fiber prices also fluctuate.

One cause is due to weather conditions: <http://fhands.com/e92SDnl> (risiinfo.com)

This article states that wood fiber prices are highly cyclical.

<http://fhands.com/Hnzj4cQ> (wikinvest.com)

And one last article on fluctuating wood fiber prices:

<http://fhands.com/gXDLT6h> (biomassmagazine.com)

Sand is rarer than you would think.

This is article talking about the unstable cement and sand prices in India:

<http://fhands.com/HPe2dCb> (thehindu.com)

The last article talks about sand and how its supply fluctuates as the demand increases, which makes the prices change.

<http://fhands.com/U611ihO> (unep.net)