



Fiber Cement at Its Best!™

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7-ELEVEN HELPING TO REVIVE A LOCAL COMMUNITY IN BALTIMORE

ATLANTA (January 2010) –The city of Baltimore welcomes a new 7-Eleven, the world’s largest convenience retail chain, into its community after years of having an establishment that was not welcome in the neighborhood. 7-Eleven along with Nichiha and Construction Ahead, Incorporated - the green installation company hired by Nichiha to handle the project, embarked upon a major renovation to turn an “adult-themed” store into a family-friendly, local convenience shop in Baltimore, Maryland.

“Construction Ahead, Inc. is the only National Certified Installation Firm for Nichiha's wide range of products. We offer Nichiha to our customers because their products offer an affordable, sustainable alternative while still providing the look and feel of our traditional exteriors such as brick and wood siding,” stated Jerry Halbmaier, president for Construction Ahead, Inc., the Midwest office in Woodstock, IL.

In 2009, when approaching the construction remodel, 7-Eleven corporate was looking for a way to update the store’s exterior with new brick without having to tear the existing building down and start from scratch. 7-Eleven selected Nichiha to supply all the exterior products for the renovation.

“Nichiha fiber cement products are perfect for a project like the recent 7-Eleven renovation. Our products are easy to install over existing surfaces and showcase a sustainable, sophisticated looking building,” commented Jim Wueste, national accounts manager for Nichiha. “It’s nice to know the Nichiha Panel and lap products offer a retail store like 7-Eleven the opportunity to improve communities in need.”

During the renovation of the existing store, the contractors were able to retrofit the building above the existing brick as well as apply the siding over the furring strips. Nichiha’s Fiber Cement products provided a cost-effective alternative the aesthetics of real brick. The corporate office of 7-Eleven selected Nichiha’s Canyon Brick in Shale Brown. Halbmaier suggested this type of product due to the material’s clean cut symmetrical surface with the rough texture of natural brick. The new 7-Eleven provides the community with an upscale building without the expensive price.

The 7-Eleven’s corporate mission is to provide their customers servant leadership and commitment to them. With the help of high-quality, low-cost construction elements and products, like Nichiha, the company was able to spread their mission and services to a reviving part of Baltimore.

Company Background

Nichiha, U.S.A. based in Norcross, Ga., is a leader in fiber cement technology. Nichiha markets distinct patterns of fiber-cement products in the U.S. The company has been manufacturing fiber cement products for more than 30 years and posts annual revenues of \$850 million in Japan. Operating out of eleven production facilities in Japan, Nichiha is ISO 9001 certified, with an annual production of over 650 million square feet of fiber-cement products. For more information, call 1.86.NICHHA1 or visit our web site at www.nichiha.com.

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