**FOR IMMEDIATE RELEASE**

June 1, 2023

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**Photos:** <https://www.bldpressroom.com/nichiha/hierromat-partnership>

**Nichiha Partners with Hierromat Development, Provides Cladding for
Prototype Home at 2023 Innovative Housing Showcase**

*Three-Day, Government- and Industry-Backed Showcase to Focus on Innovative,*

*Resilient, and Affordable Solutions for American Families*

**JOHNS CREEK, GA, June 1, 2023** – [Nichiha USA](https://www.nichiha.com/), a leading manufacturer of fiber cement cladding for residential and commercial construction, is playing a key role in the creation of a prototype affordable housing solution created by [Hierromat Development](https://www.hierromat.com/), an industry leader in sustainable and affordable housing solutions, that will be on display at the [Innovative Housing Showcase](https://www.hud.gov/Innovative_Housing) in Washington D.C. this spring (June 9-11, 2023). Show attendees can tour the home and see how innovative building materials can be applied to American homes in affordable ways.

Nichiha is proud to announce its generous donation of high-performance architectural wall panels (AWP) to Hierromat, the designers and builders of the Cold Formed Steel penalized prototype home. These panels will be utilized as the primary exterior cladding, showcasing Nichiha's commitment to excellence and pushing the boundaries of sustainable construction practices.

“Nichiha is glad to partner with Hierromat on this endeavor as Hierromat gains momentum in finding new ways to create affordable housing for Americans,” said Jason Monday, vice president of sales and marketing at Nichiha. “Fiber cement is a highly resilient cladding medium that offers reliable protection against the elements while also affording a highly customizable aesthetic. Taken together, this makes Nichiha cladding a solid investment when cost and longevity are paramount priorities, something that is always part of the equation in affordable housing endeavors. This event is a stellar opportunity to demonstrate these key differentiators in partnership with Hierromat Development.”

Presented by the U.S. Department of [Housing and Urban Development](https://www.hud.gov/) (HUD) and the [National Association of Home Builders](https://www.nahb.org/) (NAHB), the Innovative Housing Showcase area featuring Hierromat and Nichiha will be located on the National Mall in front of the National Air and Space Museum in Washington D.C. More than 40,000 guests are expected to attend, including policymakers, housing industry representatives, media, and the public. The show will include more than a dozen exhibits open for touring and interaction that address affordability, resilience, and the future of housing.

For more information on Nichiha, visit [www.nichiha.com](http://www.nichiha.com/).

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**About Nichiha USA**

Nichiha USA, a subsidiary of Nichiha Corporation, is a leading manufacturer of high-functioning cladding for commercial and residential building applications. Founded in Japan in 1956, Nichiha now employs over 2800 employees at 13 locations worldwide. Nichiha creates long-term value for architects, builders and contractors through building material solutions that are durable and available in a breadth of colors, styles and textures, with customized support to meet any specification and help customers get the most out of their projects. To learn more, visit [www.nichiha.com](https://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.nichiha.com&esheet=52571229&newsitemid=20220201005108&lan=en-US&anchor=www.nichiha.com&index=4&md5=88454861d853bbcb839db9054b0bf745).

**About Hierromat**

Hierromat Development is a leading innovator in sustainable housing solutions, dedicated to pushing the boundaries of construction practices and advancing the field through cutting-edge technology and design. With a strong commitment to sustainability, efficiency, and quality, Hierromat Development strives to create environmentally friendly and resilient housing solutions for the future. For more information, visit [www.hierromat.com](http://www.hierromat.com).