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**Media Contact:**

Sean McFarland, MA

412-851-3242

sean.mcfarland@bld-marketing.com

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**Nichiha USA to Highlight NichiHome as a Single-Source Cladding Solution
at NAHB International Builders' Show® 2025**

*Holistic Building Envelope System Drives Aesthetics, Durability and Efficiency from One Provider*

**JOHNS CREEK, GA, February 5, 2025** – [Nichiha USA](https://www.nichiha.com/?utm_source=bldnewsroom&utm_medium=referral&utm_campaign=ibs-2025), a leading manufacturer of elegant and resilient building materials solutions, is marking its attendance at the [2025 International Builders’ Show (IBS)](https://www.buildersshow.com/) by showcasing [NichiHome](https://www.nichiha.com/nichi-home?utm_source=bldnewsroom&utm_medium=referral&utm_campaign=ibs-2025), its single-source, comprehensive building envelope solution for residential projects small and large that serves as the convergence of several distinct Nichiha product lines. The annual trade show (February 25-27, 2025, in Las Vegas) is the ideal forum to highlight this total-home cladding approach.

NichiHome serves as a simplified pathway for architects, designers, and homeowners to realize jaw-dropping aesthetics from one supplier via three distinct product lines: [NichiProducts](https://www.nichiha.com/products/nichiproducts), [Premium Siding](https://www.nichiha.com/products/premium-plank-siding?utm_source=bldnewsroom&utm_medium=referral&utm_campaign=ibs-2025), and [Architectural Wall Panels](https://www.nichiha.com/products/architectural-wall-panels?utm_source=bldnewsroom&utm_medium=referral&utm_campaign=ibs-2025) (AWP). With NichiHome, customers can turn to a single provider for everything – the cladding, the installation hardware, soffits, trim, and accessories – at price points to design and build homes with remarkable and lasting curb appeal. The system enables customers to achieve the authentic look of wood, concrete, brick, and more with the reliability of fiber cement siding.

Nichiha cladding is [resilient](https://www.nichiha.com/resilience?utm_source=bldnewsroom&utm_medium=referral&utm_campaign=ibs-2025) and provides superior wildfire protection, which addresses the increasing need for fire-resistant and durable materials in high-risk environments.

“NichiHome drives cutting-edge aesthetics and industry-leading durability for the building exterior while also cutting through the red tape that can result when siding, trim, soffits, and other details are sourced separately,” said Kenny Collins, director of residential sales for Nichiha. “With NichiHome, Nichiha extends its reputation for elegant and resilient cladding products to each element of a home’s exterior. It’s a simplified ordering experience that also extends lasting peace of mind through a single warranty partner.”

Nichiha’s showcase of NichiHome follows the brand’s compliance with the [Build America, Buy America (BABA)](https://www.nichiha.com/blog/nichiha-products-confirmed-to-be-build-america-buy-america-baba-compliant?utm_source=bldnewsroom&utm_medium=referral&utm_campaign=ibs-2025) requirements of the Infrastructure Investment and Jobs Act of 2021. The measure demonstrates that a manufacturer’s products are made in the United States. IBS 2025 will also be the first major trade show since Nichiha achieved [Environmental Product Declarations (EPD)](https://www.nichiha.com/blog/nichiha-achieves-environmental-product-declarations-epds-for-both-us-factories-embracing-sustainability-transparency?utm_source=bldnewsroom&utm_medium=referral&utm_campaign=ibs-2025) from the International EPD® System, one of the most widely recognized third-party vetted sustainability efforts. Nichiha attained the designation for both of its Georgia facilities.

“We continually strive to assure that a choice in Nichiha is one rooted in confidence,” added Collins. “NichiHome, our BABA certification, and our EPD achievements demonstrate how Nichiha is a true ally when it comes to custom designs that are built to last, are transparent in their environmental impact, and are made in America.”

IBS attendees can interact directly with Nichiha’s most popular products at Booth C1549, near the entrance of the [Central Hall](https://nahb.ungerboeck.net/prod/app85.cshtml?aat=584e6a7a765a55554c6a68712b567a716b6e436739526a5835654b78624c2b6461756e384a644d586134553d) of the Las Vegas Convention Center.

*EDITOR’S NOTE: A host of Nichiha subject matter experts are available for interviews during IBS at Nichiha’s booth. To secure an appointment, please contact Sean McFarland at* *sean.mcfarland@bld-marketing.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 3,200 people across 13 locations worldwide. In the U.S., Nichiha operates two manufacturing facilities in Macon, Georgia, and employs approximately 600 people. Nichiha creates long-term value for architects, builders, and contractors through innovative building material solutions that offer durability, a wide range of colors, styles, and textures, and customized support to meet any specification—helping customers get the most out of their projects. To learn more, visit [www.nichiha.com](https://www.nichiha.com/?utm_source=bldnewsroom&utm_medium=referral&utm_campaign=ibs-2025).