

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
Washington, D.C. 20549

FORM 6-K

**Report of Foreign Private Issuer Pursuant to Rule 13a-16 or 15d-16
under the Securities Exchange Act of 1934**

For the Month of April 2021

1-15240
(Commission File Number)

JAMES HARDIE INDUSTRIES plc
(Translation of registrant's name into English)

Europa House, Second Floor
Harcourt Centre
Harcourt Street, Dublin 2, D02, WR20, Ireland
(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

Form 20-F..X.... Form 40-F.....

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1): Not Applicable

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7): Not Applicable

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Forward-Looking Statements

This Form 6-K contains forward-looking statements. James Hardie Industries plc (the “company”) may from time to time make forward-looking statements in its periodic reports filed with or furnished to the Securities and Exchange Commission, on Forms 20-F and 6-K, in its annual reports to shareholders, in offering circulars, invitation memoranda and prospectuses, in media releases and other written materials and in oral statements made by the company’s officers, directors or employees to analysts, institutional investors, existing and potential lenders, representatives of the media and others. Statements that are not historical facts are forward-looking statements and such forward-looking statements are statements made pursuant to the Safe Harbor Provisions of the Private Securities Litigation Reform Act of 1995.

Examples of forward-looking statements include:

- statements about the company’s future performance;
- projections of the company’s results of operations or financial condition;
- statements regarding the company’s plans, objectives or goals, including those relating to strategies, initiatives, competition, acquisitions, dispositions and/or its products;
- expectations concerning the costs associated with the suspension or closure of operations at any of the company’s plants and future plans with respect to any such plants;
- expectations concerning the costs associated with the significant capital expenditure projects at any of the company’s plants and future plans with respect to any such projects;
- expectations regarding the extension or renewal of the company’s credit facilities including changes to terms, covenants or ratios;
- expectations concerning dividend payments and share buy-backs;
- statements concerning the company’s corporate and tax domiciles and structures and potential changes to them, including potential tax charges;
- uncertainty from the expected discontinuance of LIBOR and transition to any other interest rate benchmark;
- statements regarding the effect and consequences of the novel coronavirus (“COVID-19”) public health crisis;
- statements regarding tax liabilities and related audits, reviews and proceedings;
- statements regarding the possible consequences and/or potential outcome of legal proceedings brought against us and the potential liabilities, if any, associated with such proceedings;
- expectations about the timing and amount of contributions to AICF, a special purpose fund for the compensation of proven Australian asbestos-related personal injury and death claims;
- expectations concerning the adequacy of the company’s warranty provisions and estimates for future warranty-related costs;
- statements regarding the company’s ability to manage legal and regulatory matters (including but not limited to product liability, environmental, intellectual property and competition law matters) and to resolve any such pending legal and regulatory matters within current estimates and in anticipation of certain third-party recoveries; and
- statements about economic or housing market conditions in the regions in which we operate, including but not limited to, the levels of new home construction and home renovations, unemployment levels, changes in consumer income, changes or stability in housing values, the availability of mortgages and other financing, mortgage and other interest rates, housing affordability and supply, the levels of foreclosures and home resales, currency exchange rates, and builder and consumer confidence.

Words such as “believe,” “anticipate,” “plan,” “expect,” “intend,” “target,” “estimate,” “project,” “predict,” “forecast,” “guideline,” “aim,” “will,” “should,” “likely,” “continue,” “may,” “objective,” “outlook” and similar expressions are intended to identify forward-looking statements but are not the exclusive means of identifying such statements. Readers are cautioned not to place undue reliance on these forward-looking statements and all such forward-looking statements are qualified in their entirety by reference to the following cautionary statements.

Forward-looking statements are based on the Company's current expectations, estimates and assumptions and because forward-looking statements address future results, events and conditions, they, by their very nature, involve inherent risks and uncertainties, many of which are unforeseeable and beyond the Company's control. Such known and unknown risks, uncertainties and other factors may cause actual results, performance or other achievements to differ materially from the anticipated results, performance or achievements expressed, projected or implied by these forward-looking statements. These factors, some of which are discussed under "Risk Factors" in Section 3 of the Form 20-F filed with the Securities and Exchange Commission on 19 May 2020, include, but are not limited to: all matters relating to or arising out of the prior manufacture of products that contained asbestos by current and former Company subsidiaries; required contributions to AICF, any shortfall in AICF funding and the effect of currency exchange rate movements on the amount recorded in the Company's financial statements as an asbestos liability; compliance with and changes in tax laws and treatments; competition and product pricing in the markets in which the Company operates; the consequences of product failures or defects; exposure to environmental, asbestos, putative consumer class action or other legal proceedings; general economic and market conditions; the supply and cost of raw materials; possible increases in competition and the potential that competitors could copy the Company's products; compliance with and changes in environmental and health and safety laws; risks of conducting business internationally; compliance with and changes in laws and regulations; currency exchange risks; dependence on customer preference and the concentration of the Company's customer base; dependence on residential and commercial construction markets; the effect of adverse changes in climate or weather patterns; use of accounting estimates; risk and uncertainties arising out of the COVID-19 public health crisis, including the impact of COVID-19 on our business, sales, results of operations and financial condition and all other risks identified in the Company's reports filed with Australian, Irish and US securities regulatory agencies and exchanges (as appropriate). The Company cautions you that the foregoing list of factors is not exhaustive and that other risks and uncertainties may cause actual results to differ materially from those referenced in the Company's forward-looking statements. Forward-looking statements speak only as of the date they are made and are statements of the Company's current expectations concerning future results, events and conditions. The Company assumes no obligation to update any forward-looking statements or information except as required by law.

EXHIBIT INDEX

Exhibit No.	Description
99.1	Q4 FY2021 Results Notification
99.2	James Hardie Debuts Global Integrated Marketing Campaign

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Date: 30 April 2021

James Hardie Industries plc

By: /s/ Joseph C. Blasko

Joseph C. Blasko

General Counsel, Chief Compliance Officer
and Company Secretary

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26 April 2021

The Manager
 ASX Market Announcements
 ASX
 20 Bridge Street
 Sydney NSW 2000

Dear Sir/Madam,

James Hardie will conduct a management briefing on its 4th Quarter FY2021 results on Tuesday 18 May 2021.

A teleconference and webcast will be available for analysts, investors and media, as below:

Time: 9.00am (AEST)
Teleconference Registration: <https://s1.c-conf.com/diamondpass/10013759-prn8qg.html>
Webcast URL: <https://edge.media-server.com/mmc/p/aeqt82mb>

All participants wishing to join the teleconference will need to pre-register by navigating to <https://s1.c-conf.com/diamondpass/10013759-prn8qg.html>. Once registered, participants will receive a calendar invitation with global dial-in numbers and a unique PIN which will be required to join the call.

Yours faithfully,

Jason Miele
 Chief Financial Officer

This announcement has been authorised for release by the Chief Financial Officer, Mr Jason Miele.

James Hardie Industries plc is a limited liability company incorporated in Ireland with its registered office at Europa House 2nd Floor, Harcourt Centre, Harcourt Street, Dublin 2, D02 WR20, Ireland.

Directors: Michael Hammes (Chairman, USA), Andrea Gisle Joosen (Sweden), David Harrison (USA), Persio Lisboa (USA), Anne Lloyd (USA), Moe Nozari (USA), Rada Rodriguez (Sweden), Suzanne B. Rowland (USA), Dean Seavers (USA), Nigel Stein (UK), Harold Wiens (USA).

Chief Executive Officer and Director: Jack Truong (USA)

Company number: 485719
ARBN: 097 829 895

James Hardie Industries Debuts Global Integrated Marketing Campaign: It's Possible™

The world leader in fiber cement exterior building solutions launches global marketing campaign

James Hardie expands into consumer-driven, homeowner-focused advertising strategy

James Hardie Industries plc (ASX: JHX; NYSE: JHX), the world's #1 producer and marketer of high-performance fiber cement building solutions, launches *It's Possible™*, a campaign that seeks to empower homeowners to realize their dream home. The campaign is inclusive of television commercials, programmatic digital, social media, public relations, influencer and dynamic media partnerships, and more. Starting 30 April 2021, James Hardie television commercials will begin airing in major metro markets across the United States and mark the global launch of the *It's Possible™* campaign.

"The launch of this campaign marks our brand extension into a consumer-focused brand that inspires homeowners to achieve their dream exterior with endless design possibilities," said Dr. Jack Truong, Chief Executive Officer of James Hardie. "Our category-defining building solutions also deliver lasting beauty and trusted protection. We are excited to communicate this message through an extraordinary campaign that brings our brand to the forefront of homeowners' minds like never before."

This new consumer marketing approach is yet another exciting step forward in the company's strategic transformation. Through the power of emotional storytelling, the *It's Possible™* hero commercial illustrates the meaningful ways a family finds comfort, connection, joy, long-lasting beauty and protection from their James Hardie home over the years.

In an industry where marketing heavily focuses on the trade and B2B community, this new consumer marketing approach from James Hardie comes at an opportune time, with home renovations, remodels and sales rising significantly. According to Harvard University Joint Center for Housing Studies' Leading Indicator of Remodeling Activity, the United States home remodel market is valued at \$352 billion in 2021, up from \$290 billion in 2017. The U.S. Census Bureau's American Housing Survey indicates that the median U.S. home was built in 1974, meaning that the average American home is now 40 years and older.

Andy Main, Global CEO of Ogilvy, added, "As companies look to grow in the next normal, they have to look for ways to challenge the status quo and push new boundaries to meet consumers' unmet needs. As a trusted industry leader, James Hardie is doing just that by innovating in its sector by engaging directly with consumers, unlocking endless design possibilities for the home. We are thrilled to be using Ogilvy's borderless creativity to help James Hardie show homeowners what is possible."

Dr. Truong concluded, "As we continue our transformation to a high-performance global company, it was important to partner with a best in-class global advertising company to help us extend into a consumer-focused brand. We are excited to partner with Ogilvy, their team led by Andy Main, Global CEO, have engaged closely with myself and the global James Hardie team to create what we believe is an exceptional campaign that will enable the homeowner to see the endless possibilities to create the home of their dreams with James Hardie building solutions. With James Hardie, It's Possible."

To learn more about James Hardie and the *It's Possible™* campaign, and to watch the television commercial visit www.jameshardie.com.

Media Release

30 April 2021 Sydney, Australia

29 April 2021 Chicago, USA



Forward-Looking Statements

This Media Release contains forward-looking statements and information that are necessarily subject to risks, uncertainties and assumptions. Many factors could cause the actual results, performance or achievements of James Hardie to be materially different from those expressed or implied in this release, including, among others, the risks and uncertainties set forth in Section 3 "Risk Factors" in James Hardie's Annual Report on Form 20-F for the year ended 31 March 2020; changes in general economic, political, governmental and business conditions globally and in the countries in which James Hardie does business; changes in interest rates; changes in inflation rates; changes in exchange rates; the level of construction generally; changes in cement demand and prices; changes in raw material and energy prices; changes in business strategy and various other factors. Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those described herein. James Hardie assumes no obligation to update or correct the information contained in this Media Release except as required by law.

This media release has been authorized by Mr. Jason Miele, Chief Financial Officer.

END

Investor/Media/Analyst Enquiries:

Anna Collins

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Email: media@jameshardie.com.au

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