

**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 September 2012

1-15240
(Commission File Number)

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

**Europa House, Second Floor
Harcourt Centre
Harcourt Street, Dublin 2, 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 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

[Table of Contents](#)

TABLE OF CONTENTS

[Safe Harbor Statement](#)
[Exhibit Index](#)
[Signatures](#)

3
4
5

[Table of Contents](#)

Safe Harbor Statements

This 6K contains forward-looking statements. James Hardie may from time to time make forward-looking statements in its periodic reports filed with or furnished to the SEC, 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 our 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 that the company's credit facilities will be extended or renewed;
- 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;
- statements regarding tax liabilities and related audits, reviews and proceedings;
- statements as to the possible consequences of proceedings brought against the company and certain of its former directors and officers by the Australian Securities and Investments Commission (ASIC);
- expectations about the timing and amount of contributions to Asbestos Injuries Compensation Fund (AICF), a special purpose fund for the compensation of proven Australian asbestos-related personal injury and death claims;
- expectations concerning indemnification obligations;
- 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 conditions, such as economic or housing recovery, 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" 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 "Risks Factors" in Section 3 of the Form 20-F filed with the Securities and Exchange Commission on 2 July 2012, 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 James Hardie subsidiaries; required contributions to AICF, any shortfall in AICF and the effect of currency exchange rate movements on the amount recorded in the company's financial statements as an asbestos liability; governmental loan facility to AICF; 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; reliance on a small number of customers; a customer's inability to pay; compliance with and changes in environmental and health and safety laws; risks of conducting business internationally; compliance with and changes in laws and regulations; the effect of the transfer of the company's corporate domicile from The Netherlands to Ireland to become an Irish SE including employee relations, changes in corporate governance and potential tax benefits; currency exchange risks; dependence on customer preference and the concentration of the company's customer base on large format retail customers, distributors and dealers; dependence on residential and commercial construction markets; the effect of adverse changes in climate or weather patterns; possible inability to renew credit facilities on terms favourable to the company, or at all; acquisition or sale of businesses and business segments; changes in the company's key management personnel; inherent limitations on internal controls; use of accounting estimates; and all other risks identified in the company's reports filed with Australian, Irish and US securities 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 in 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.

EXHIBIT INDEX

<u>Exhibit No.</u>	<u>Description</u>
99.1	US Overview Presentation
99.2	Manufacturing Presentation
99.3	Supply Chain Presentation
99.4	ColorPlus Presentation
99.5	Market Update Presentation
99.6	Research and Development Presentation
99.7	Organisational Capability Presentation
99.8	Repair and Remodel Presentation

[Table of Contents](#)

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: Wednesday, 12 September 2012

James Hardie Industries SE

By: /s/ Marcin Firek
Marcin Firek
Company Secretary

EXHIBIT INDEX

<u>Exhibit No.</u>	<u>Description</u>
99.1	US Overview Presentation
99.2	Manufacturing Presentation
99.3	Supply Chain Presentation
99.4	ColorPlus Presentation
99.5	Market Update Presentation
99.6	Research and Development Presentation
99.7	Organisational Capability Presentation
99.8	Repair and Remodel Presentation



US Business Overview 35/90

Louis Gries-Charlie, Chief Executive Officer

Investor/Analyst - 10 & 11 September 2012



35/90 KEY ASSUMPTIONS

- Fiber cement grows from current level of ~16% to 35% of North American residential cladding market
- Fiber cement's value proposition:
 - Affordability
 - Wood look
 - Durability
 - Low maintenance
- We expect that:
 - vinyl will decline significantly
 - wood will decline at a slower rate
 - non "wood look" materials will grow some, but not significantly



35/90 KEY ASSUMPTIONS PRODUCT RELATED

The preference for JH fiber cement is driven by:

- 1) Product Design
- 2) Superior maintenance and field performance
- 3) Product quality
- 4) Affordability

The preference for generic fiber cement is driven by:

- 1) It is usually cheaper for the decision maker
- 2) It can be more profitable for the channel
- 3) There are a few products that JH does not offer (i.e., stained products)



KEYS IN A RECOVERING MARKET

- Resource and organize to run all selected initiatives in target markets
- Commit to increased product development, product capability and product capacity to fully enable product mix shift
- Increase organizational capability across the organization
- Update and implement a more sustainable channel strategy



Questions





Manufacturing

Dave Kessner Vice President Manufacturing

Kevin Yelle Director Manufacturing Support

Chris Davis Fontana Plant/Project Manager

Investor/Analyst USA Tour - 11 September 2012





AGENDA

- Fiber Cement History/Evolution – David Kessner
 - Learning
 - Go forward
- Capacity – Kevin Yelle
- Fontana – Chris Davis



Dave Kessner Manufacturing Overview





LONG TERM EVOLUTION

1990: Started with 4 tubs x 4 feet wide sheet machines

- Low throughput (evolved from 40 mmsf to 90 mmsf)
- Manual Handling
 - Interleavers
 - Finishing
 - No Coating

1997: Moved to 6 tubs x 5 feet wide sheet machines

- Higher throughput (90 mmsf to 200 mmsf)
- Automation (No manual handling)
- Primed

2002: Capacity for FC siding with ColorPlus® Technology

- Coatings – Systems developed for sheet machine/finishing

2005: Moved to 9 tubs x 5 feet wide sheet machines

- Higher throughput (250 mmsf) – Not linear
- Automation
- Steel Interleavers

OPERATIONAL PHILOSOPHY

1990 – 2006

- Throughput focused
- Product mix (primarily textured plank)
- Engineering driven
- Single sourced specialty products
- Supply constrained

OPERATIONAL PHILOSOPHY

2007 – 2011 (Housing Market Downturn)

- Excess capacity due to weak market demand
 - Downsized plants
- More complex product mix, increased # of SKUs resulted in shorter production runs
- Cash cost focused – High focus on \$ spent given significant drop in volume
 - Treat all costs (except depreciation, tax and insurance) as variable
 - Minimize waste
 - Cost per hour
 - * Scalable, linear
 - Lowest delivered cash cost to market
- Key Areas of Success
 - Compressible spend per unit remained relatively flat
 - Developed better model for matching supply and demand and allowing flexibility
 - Improved ability to manufacture more complex SKU mix

OPERATIONAL PHILOSOPHY

2011 – Present

- Product mix shift
 - Smooth
 - Thickness
 - Edge details
 - Precision cut
 - Packaging (job packs)
- Regional sourcing – West, Central and East
 - HardieTrim[®]
 - * East Coast
 - * West Coast
 - HardieBacker[®]
 - * SE Capability
 - HardiePlank[®]
 - * HZ10 Plant with HZ5 flexibility

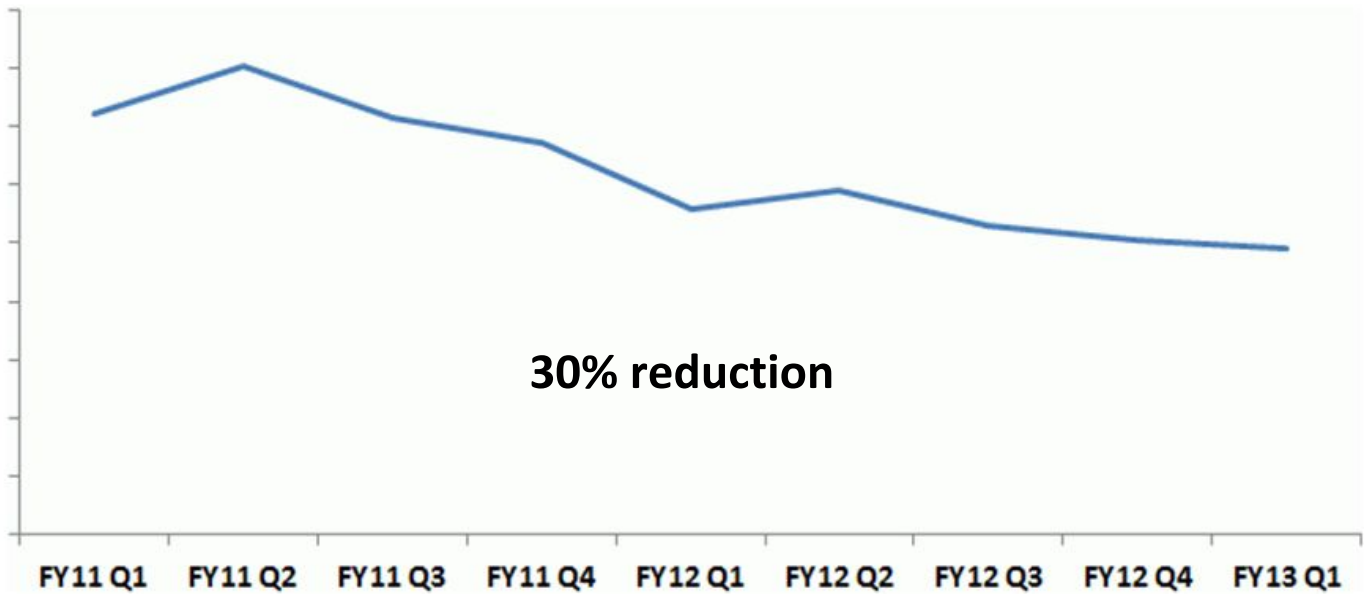


OPERATIONAL PHILOSOPHY

2012 and Beyond

- Peru Project
 - Higher utilization of existing capacity
 - * Duration vs. frequency of delay
 - * Planned stops
 - * Prepare for long continuous runs
 - Maintenance / Production
 - * Working off same game plan
 - * Break work into smaller pieces

Sheet Machine Delay





Kevin YelleCapacity





CAPACITY: 2012045

Capacity ahead of demand

- Ramp up “flex capacity”
- Brownfield restart capacity
- Greenfield capacity



CAPACITY: 2012045

Ramp Up Flex Capacity

- Increase run time on operational lines
- Restart idled lines in operational facilities
 - Example: Waxahachie sheet machine #1



CAPACITY: 2012045

Brownfield Startups

- Use regional supply/demand model to determine which plants/when
- Fontana, CA options
- Summerville, SC options
- Provide additional flexibility
- Support regional product mix concept
 - Examples
 - * East Coast HardieTrim®
 - * South East HardieBacker®



CAPACITY: 2012045

Greenfield Plants

- Use model to determine where and when
- North options
- Midsouth options
- Pacific Northwest options



Chris DavisFontana





FONTANA

1990 – 2007

- Roofing
- HardieBacker®, HardiePanel® and HardiePlank® support for out of market geographies
- Manual handling
- Inputs high – utilities, labor, raw materials



FONTANARESTART

Fontana: 2014 and Forward

- Make Fontana healthy longer term
 - Be competitive in local market
 - Natural West Coast backer market, panel supplier for West Coast
 - Lead the business in low headcount operations
 - * Multi skilled workforce
 - * Automation
 - * Culture of continuous improvement & work elimination
 - R&D Development Plant
 - Experiment with operational models
 - Leverage Fontana site resources



Questions





Supply Chain

Steve Conaway Supply Chain Manager
Ryarr Kilcullen Supply Chain Engineer

Investor/Analyst USATour - 10 & 11 September 2012





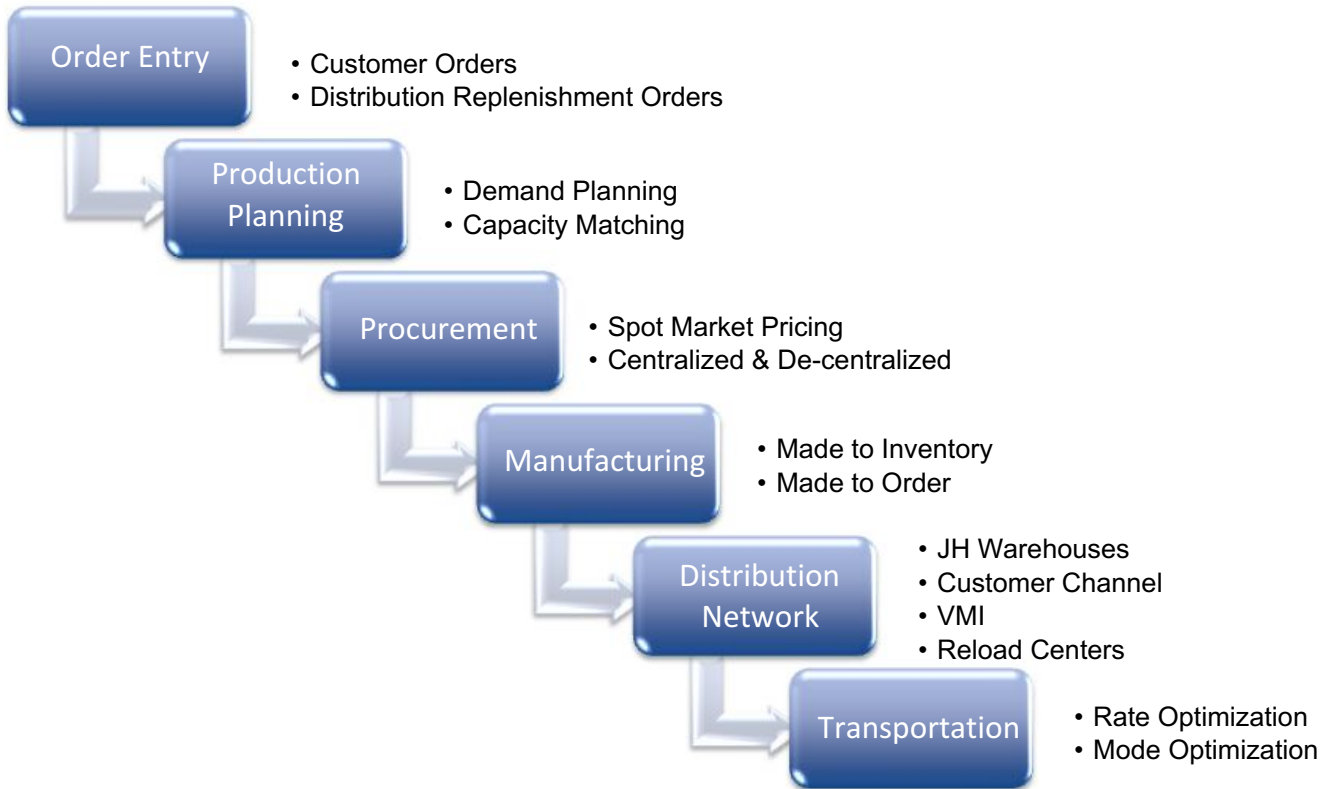
AGENDA

- Supply Chain Overview – Primed and ColorPlus® Models
- Evolution of Order Entry
- Production Planning
- Manufacturing Models
- Distribution Network
- Transportation Optimization



SUPPLY CHAIN

Supply Chain Structure





SUPPLY CHAIN

Lower
Complexity
Supply Chain



Higher
Complexity
Supply Chain

Primed Supply Chain

- Relatively small SKU set
- Low complexity orders
- Made to inventory
- 14 day lead times
- Full pallet orders
- 7 manufacturing locations

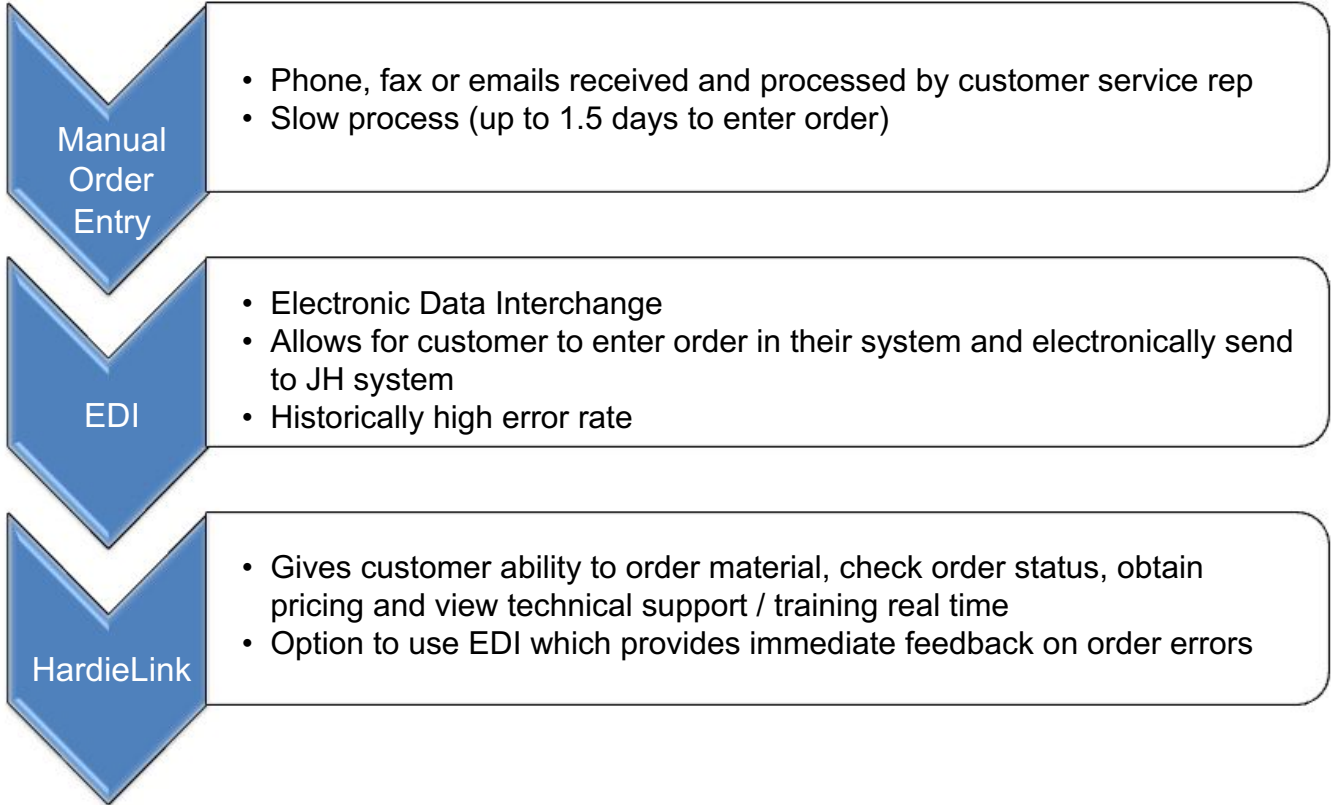
ColorPlus® Supply Chain

- Large SKU set
- High complexity orders
- Made to order
- 8 day lead times
- Orders to the piece
- 4 manufacturing locations



SUPPLYCHAIN-ORDERENTRY

Evolution of Order Entry



Demand Planning





SUPPLY CHAIN PRODUCTION PLANNING

Production Planning

- Capacity Planning Processes
 - Advanced Planning and Optimization (APO)
 - Made to order model
 - Products utilizing ColorPlus® Technology
 - VMI replenishment
 - Core inventory planning method
 - Made to inventory model
 - Flat sheets planning method



JH FLAT SHEET PRODUCTION PLANNING & SCHEDULING

The JH business model continues to evolve from a primed model to a model featuring ColorPlus® Technology and a more differentiated product offering

This has impacted our production planning in the following ways:

- Shorter customer lead times
- Increased number of SKUs
- Increased complexity in changeover set-ups
- Greater disaggregation of our inventory

While still using our “primed” model production planning logic, we began to see concerning trends in our network:

- Inconsistent on-time service performance
- Sub-optimal production sequencing on our manufacturing lines
- Regional imbalances in short-term manufacturing capacity



CHANGING OUR APPROACH

A current-state gap analysis was conducted and identified two primary drivers of our problems:

1. We were running a completely centralized model when significant efficiencies could be gained from local control
2. We lacked a robust system to react quickly to regional changes in short-term capacity

A pilot program was designed and implemented at one of our manufacturing sites to address these deficiencies



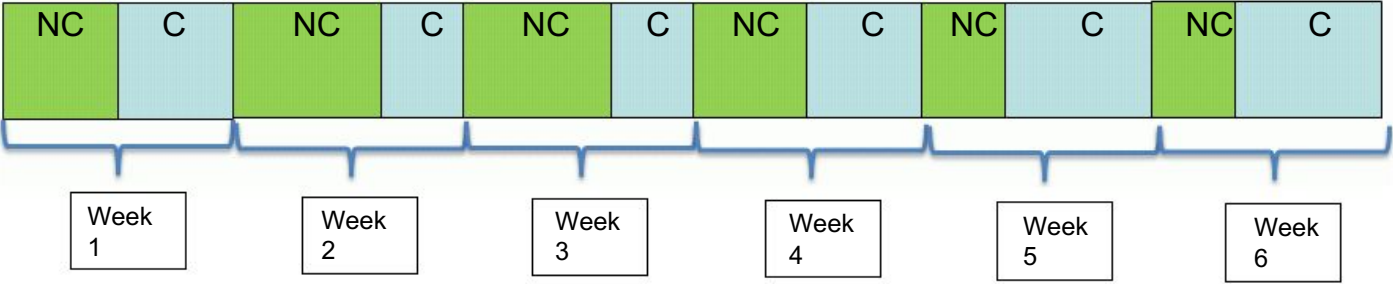
Production scheduling was decentralized to the plant-level to achieve the following benefits:

- Faster response to changes in demand trends with continuous planning
- Optimal production sequencing with a greater understanding of manufacturing costs
- More forward looking planning tools to enable the plant to better manage labor and scheduled production hours

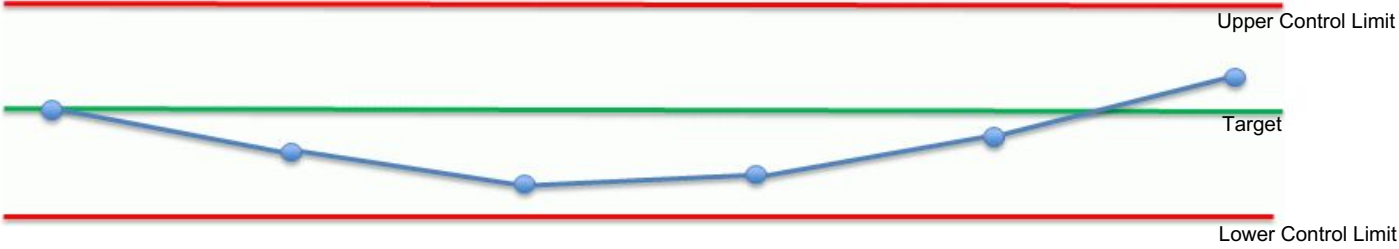
A proactive approach to short-term capacity management was developed

- Variation in week-to-week demand is buffered by “core” SKUs
 - This enables consistent production schedules with minimal inventory buffer
- Regional capacity is managed via capacity control charts with established action limits that trigger capacity moves

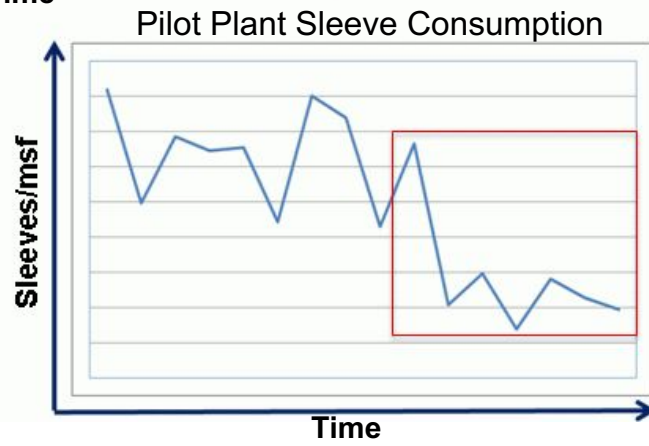
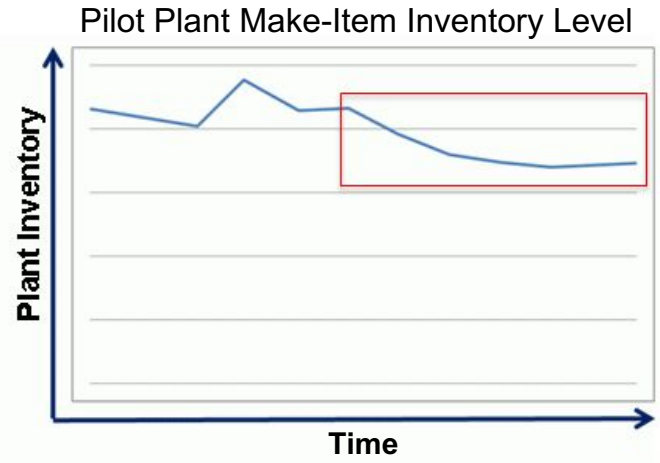
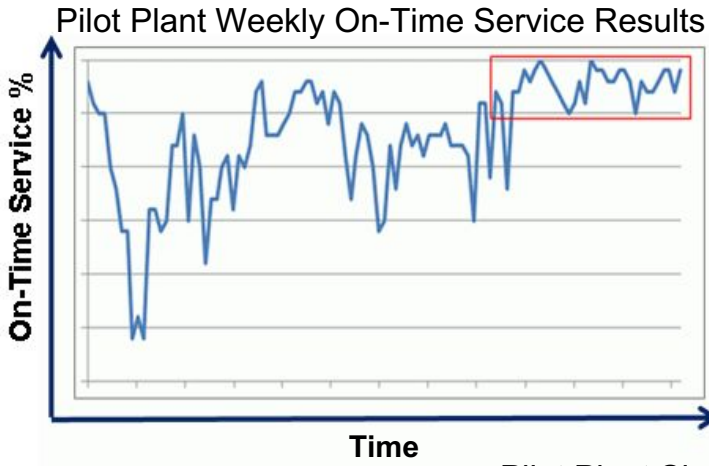
Manufacturing Block Schedule



Capacity Control Chart



A SAMPLE OF PILOT PROGRAM RESULTS





MANUFACTURING PLANNING NEXT STEPS

- We are currently implementing the plant production scheduling program in all plants
- We are capacity control charting all flat sheet plants
- Next steps:
 - Develop line-specific control charts where necessary
 - Implement control charting in non-flat sheet manufacturing processes



MANUFACTURING SUPPLY CHAIN

- Made to Inventory Model
 - Primed Model
 - 14 day lead times
 - Full pallet orders
 - Single sourced products

- Made to Order Model
 - ColorPlus® Model
 - Orders to the piece
 - 8 day lead times



DISTRIBUTION NETWORK SUPPLY CHAIN

- 7 Manufacturing Locations (4 with ColorPlus® Technology)
- Vendor Managed Inventory Sites (VMI)
 - Enables ColorPlus® Technology business by improving customer access to product and full SKU range
 - Improved demand signal
 - Improved line of sight on end sales data
- Reload Centers
 - Enables freight optimization
 - Reduces lead time on customer orders and distribution replenishment



TRANSPORTATION SUPPLY CHAIN

Primed Products

- 7 Manufacturing Locations
- Full Truck Loads
- <500 mile shipping radius

ColorPlus® Technology Products

- 4 Manufacturing Locations
- Less Than Full Truck Loads
- >500 mile shipping radius
- Multi-stop loads
- Higher rate lanes / regions
- Cross-docking

Rail and Truck



Truck, Rail, Intermodal

- Utilize rail/intermodal for long distances to reload distribution centers
- Truck to customers
- Cross dock to minimize necessary inventory at reload distribution centers

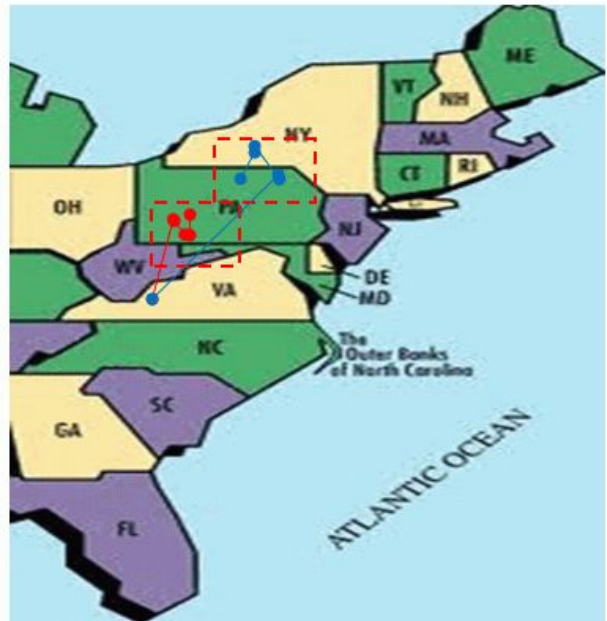


MULTI-STOP OPTIMIZATION SUPPLY CHAIN

Bead Approach



Lollipop Approach





SUMMARY SUPPLY CHAIN

- Increased supply chain complexity with ColorPlus® Technology
- Utilize supply chain to provide value to channel
- Order entry process has evolved with order complexity
- Planning process focused on long, mid and short term demand
- Change to core inventory planning method
- Optimize transportation and distribution to minimize cost



Questions





ColorPlus[®]Technology

Ryan Sullivan Director of ColorPlus Business

Tyler Hart ColorPlus Engineering Manager

Investor/Analyst USA Tour - 11 September 2012





AGENDA

- Business Organization
- R&D Update
- Market Update
 - Job Pack Review
 - VMI Review
 - HardieLink®
 - Product Expansion
- Manufacturing
 - Challenges
 - Future State



Business Organization





ORGANIZATIONAL STRUCTURE

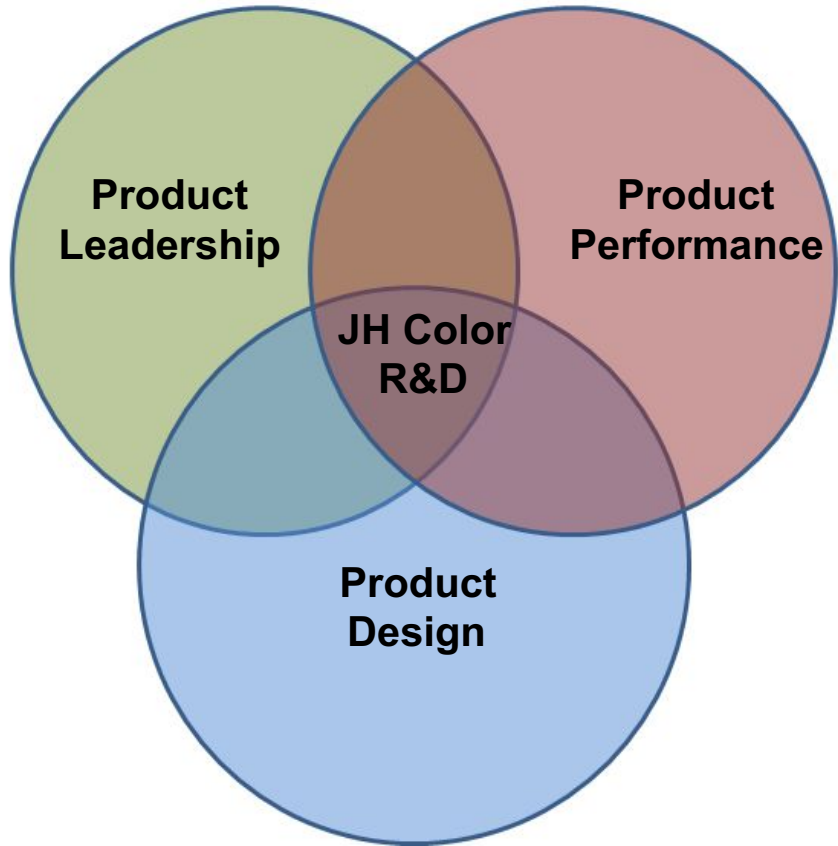
- James Hardie has a dedicated business management team that is responsible for setting strategy for ColorPlus® Technology and interfacing with other functions within James Hardie.
- The ColorPlus® Technology team consists of:
 - Manufacturing
 - Supply Chain
 - Product Management
 - R&D
 - Future State Engineering
 - Channel Interface
 - Finance



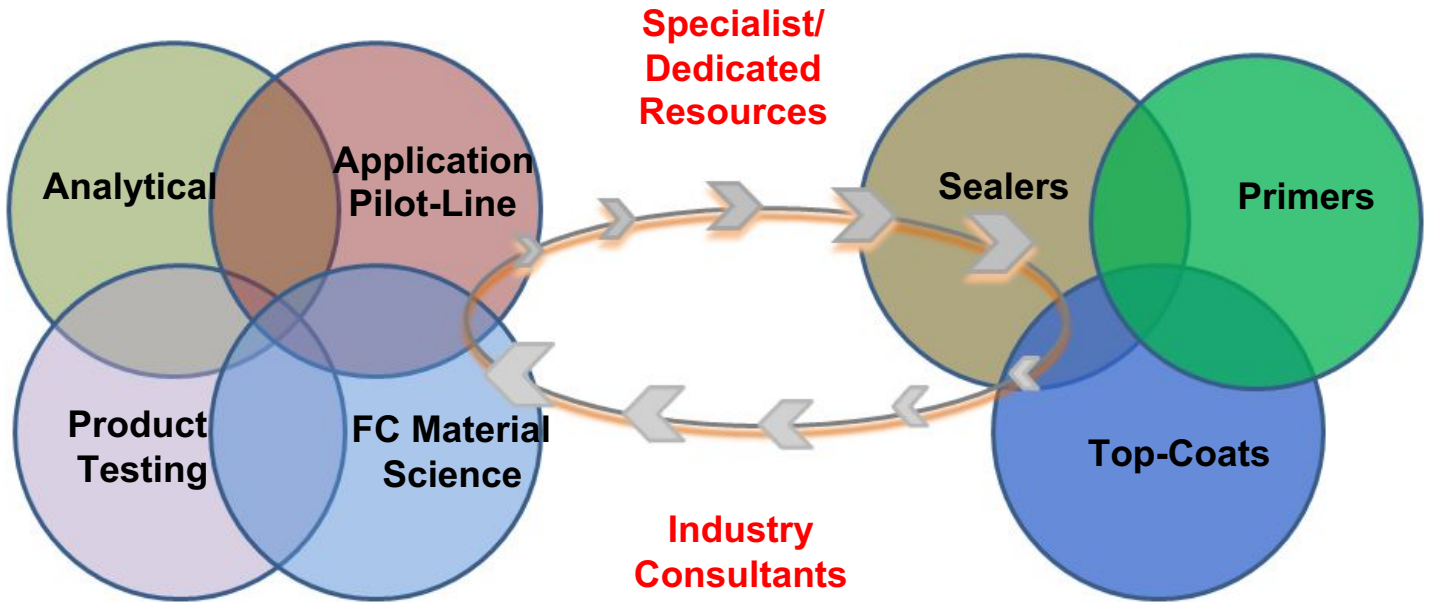


ColorPlus[®]Technology R&D





R&D CAPABILITIES





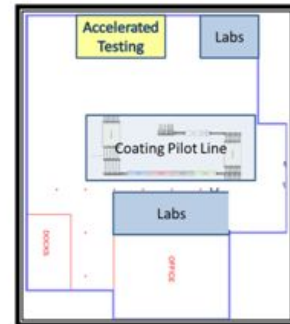
R&D CAPABILITIES

- Research Center – Chicago
 - 65,000sf R&D facility: operational from Q3 FY13



- Resources
 - 10 scientists/engineers dedicated towards ColorPlus Technology R&D: paint specialists, polymer scientist, application engineers

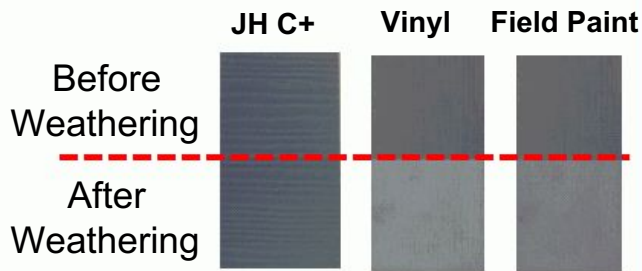
- Equipment Capabilities
 - State of the art analytical equipment, testing & application pilot-line; industry leading R&D investment



Current Focus
Ramp-up Internal Capabilities

Areas of Focus

- Facilities ramp-up
- Resources
- Science behind paint
- Competitor bench-marking



Future Focus
Autonomous Color Expertise

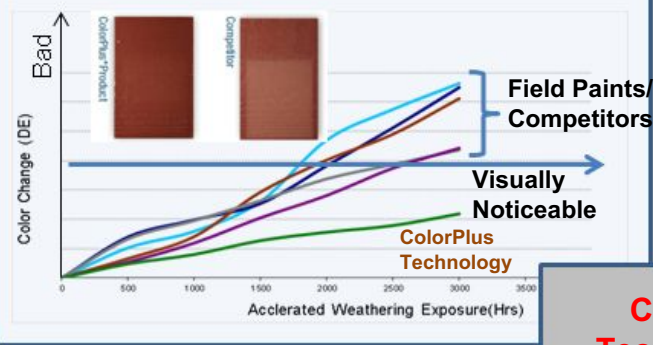
Areas of Focus

- Internal color expertise
- Color R&D/Innovation to propel JH's growth
- Science behind paint/performance based design

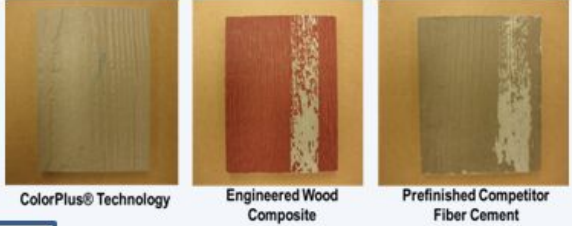


COLORPLUS TECHNOLOGY PERFORMANCE

Better Fade Resistance than Field Paint & Competitors



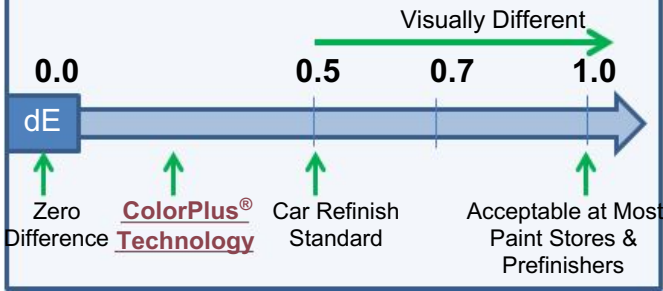
Better Paint Adhesion than Field Paints and Prefinished Competitor Fiber Cement



Paint Adhesion – Freezing Wet Conditions (Effect of Tape Pull Test)

ColorPlus® Technology vs. Field Applied Paints & Competitor Siding

Better Color Consistency than Field Paints & Prefinishers



Better Paint Application when Compared to Field Applied Paint





ColorPlus® Technology Market





MARKET CONFIGURATION PROGRESS

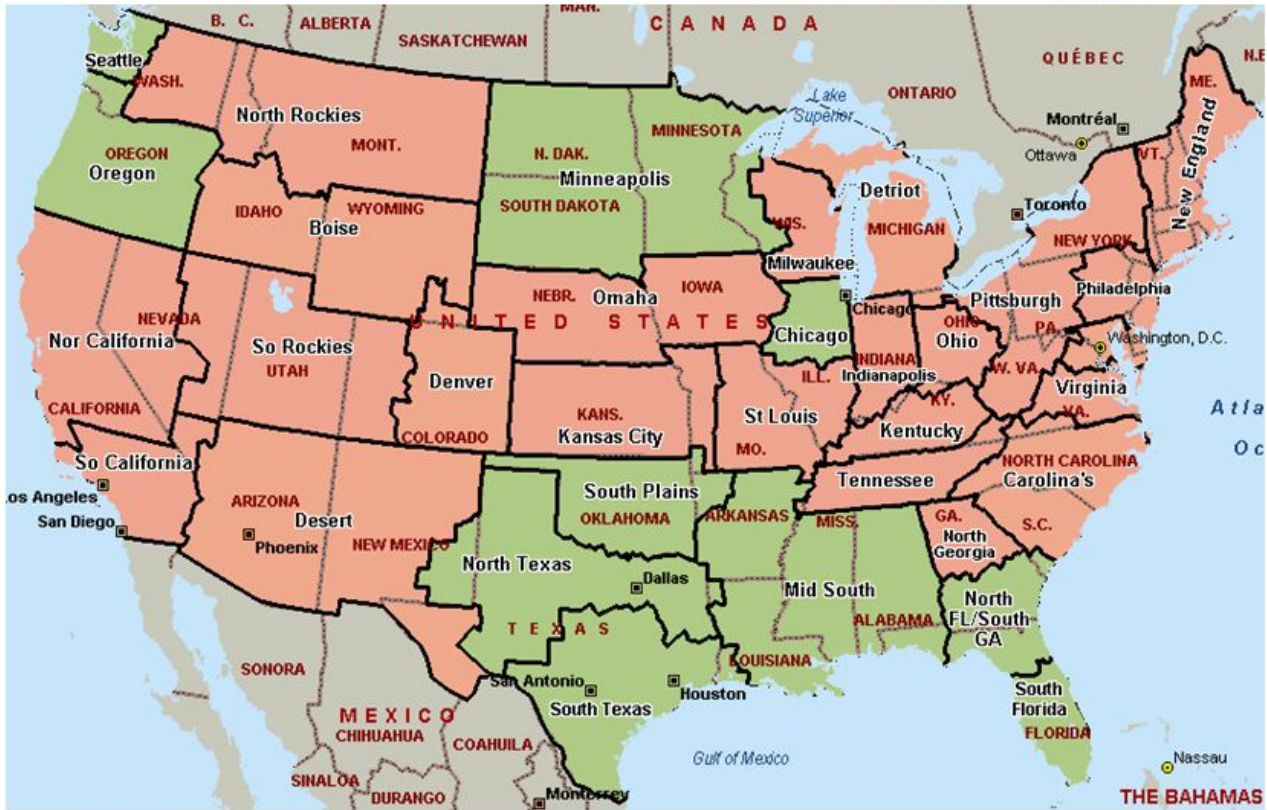
Last year we said we would deliver on four key programs:

- Open additional Job Pack markets
- Vendor Managed Inventory (VMI) network expansion
- Channel Interface launch – HardieLink[®]
- Manufacturing capability enhancements for ColorPlus[®] Technology

We have made significant progress on all of these programs and more.



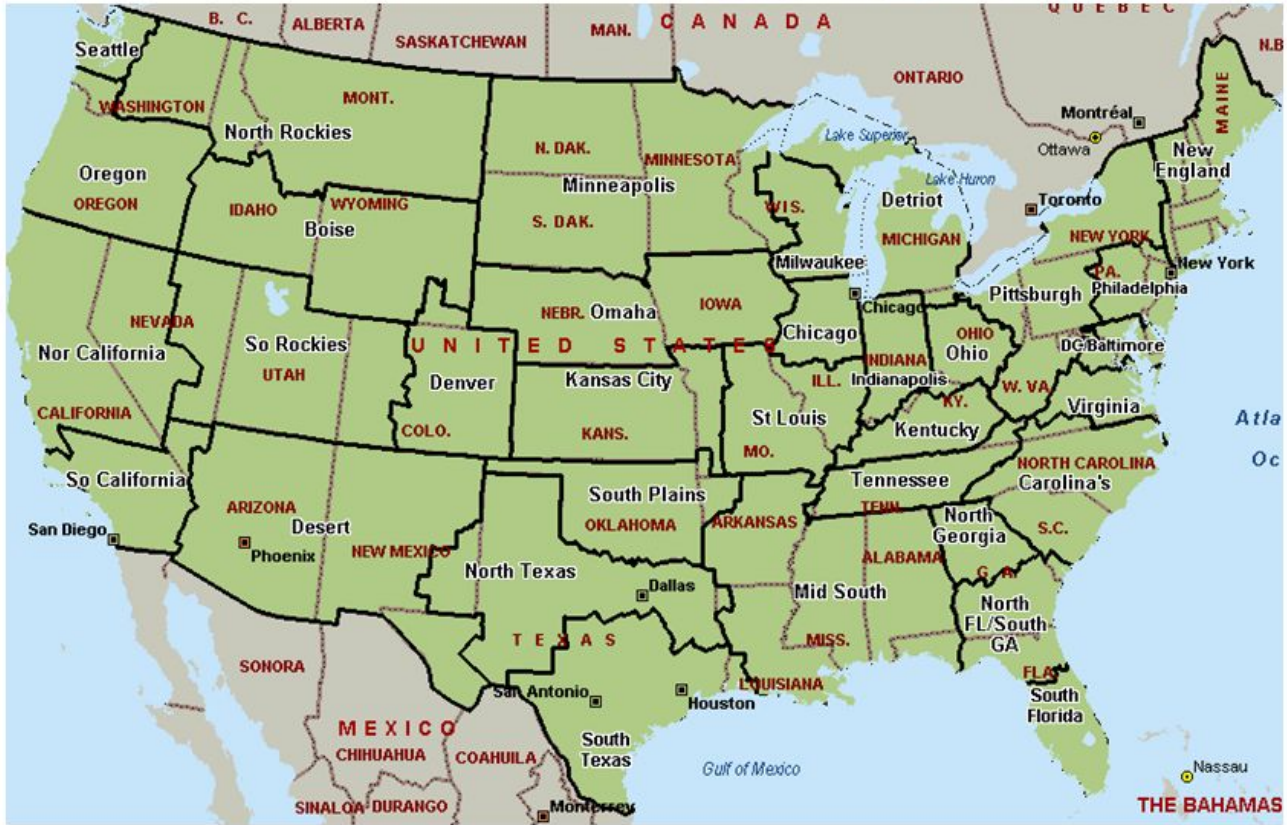
JOB PACK MARKETS CY2011



 Job Pack Markets

 Non-Job Pack Markets

JOB PACK MARKETS CY2012



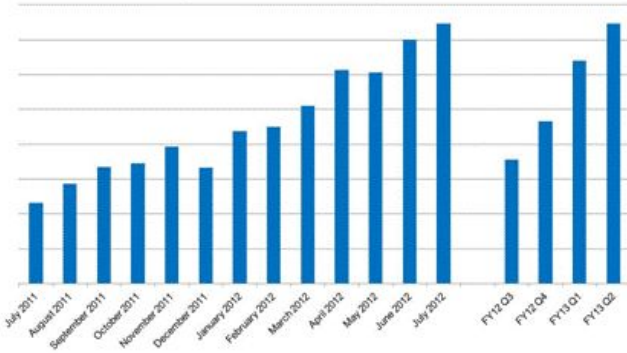
 Job Pack Markets



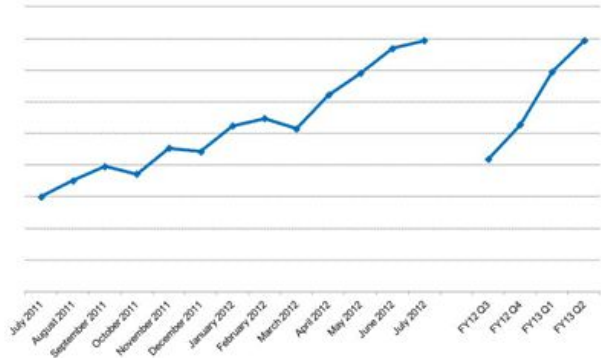
JOB PACK PERFORMANCE

Job Packs continue to grow significantly.

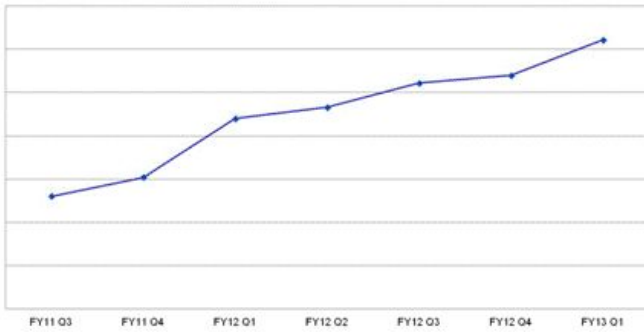
Unique Customers Ordering Job Packs



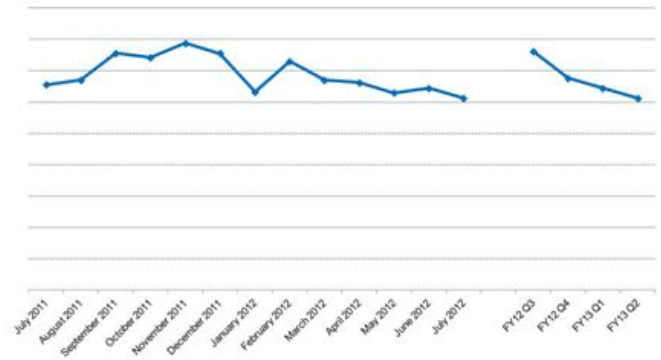
Job Pack Volume as a Percent of Total C+ Sales



Color+ SKU's Sold - Mid-South Region



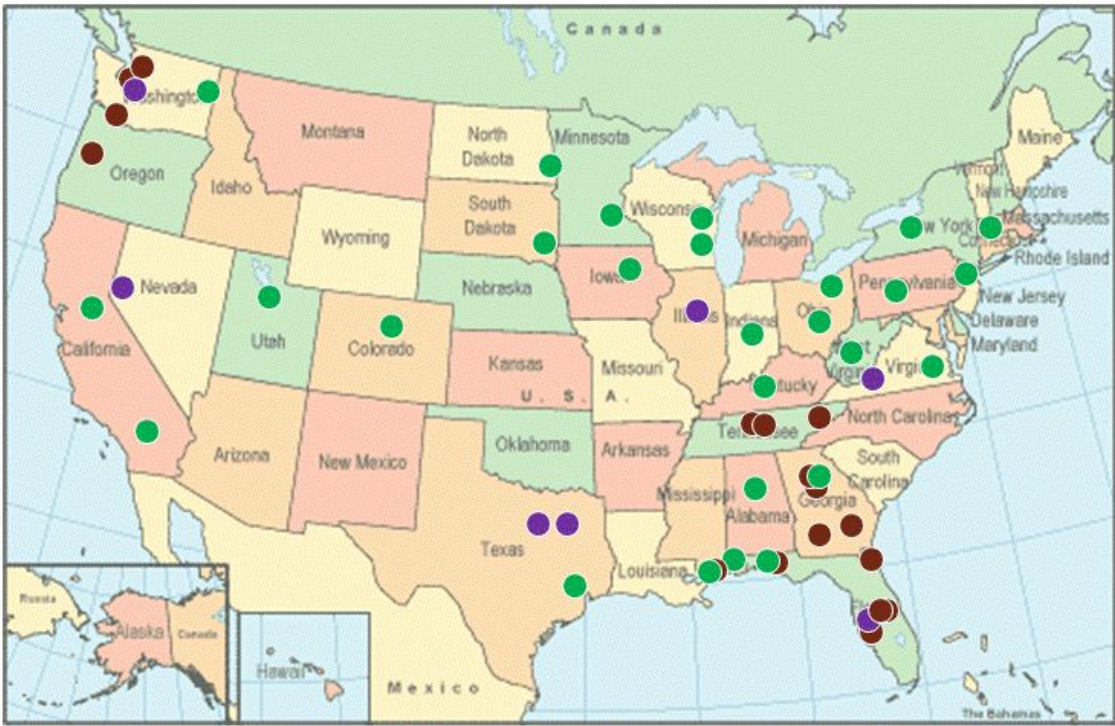
Percent of Fill-In Orders





- VMI - Color
- VMI - Cem only
- JHBP Plants

VMI's CY2012



- VMI - Color
- VMI - Cem only
- JHBP Plants



James Hardie

CHANNEL INTERFACE HARDIELINK®

- Create Quotes
- Generate Proposals
- Submit Orders

- View/Print Price Pages (w/Markup)
- Download Pricing

- Access Marketing Library



- Order Status
- Shipping Status
- Material Status

- Access Training Modules

- Hardie News
- Industry News

- Sales Representative
- Install Representative
- Customer Service
- Technical Service

My Customer Service
 My Sales Representative:
 Michael Stoudt
 JH Account Rep 1
Mike.Stoudt@Jameshardie.com
 Tel: 663/847-9349
 South Florida

James Hardie Technical Services
 Installation:
 James Hardie Building Products
info@jameshardie.com
 Tel: 800-942-7343
 26300 La Alameda
 Mission Viejo, CA 92691

James Hardie Customer Service:
 James Hardie Building Products
customer.service@jameshardie.com
 Tel: 888-888-8888

Central customer communication hub



HARDIELINK ADOPTION

29%

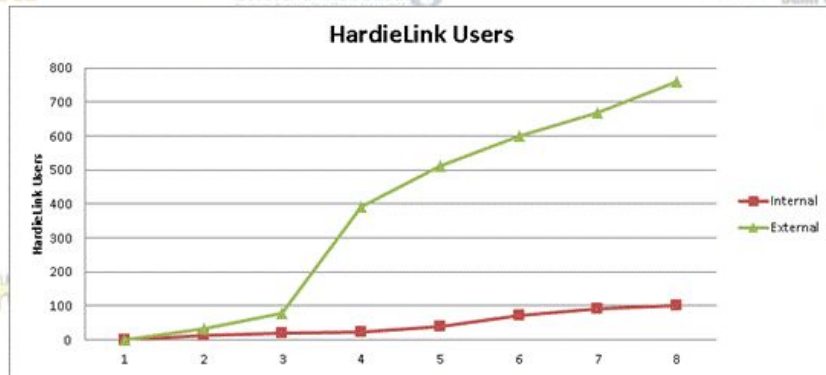
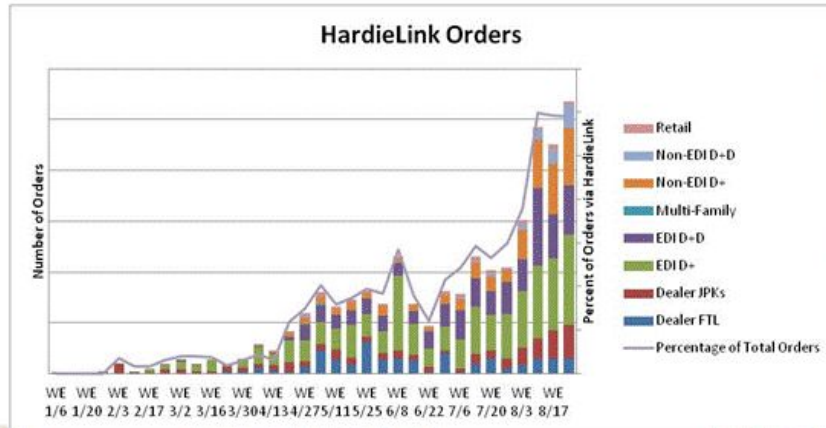
Of Orders

350+

Order Entry Locations

800+

HardieLink Users

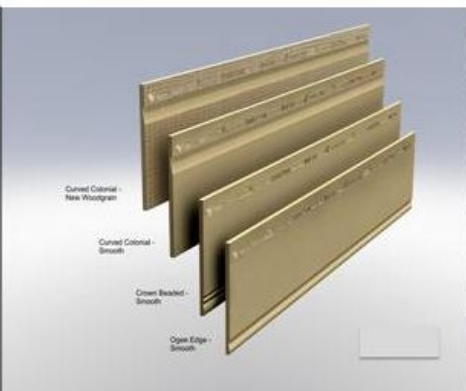




EXPANDED PRODUCTS FOR FULL WRAP

Continue to expand products with ColorPlus® Technology to drive the full wrap in all segments:

- Artisan®
- Shaped Trim
- Differentiated Planks





ColorPlus® Technology Manufacturing





Manufacturing Challenges with ColorPlus® Technology:

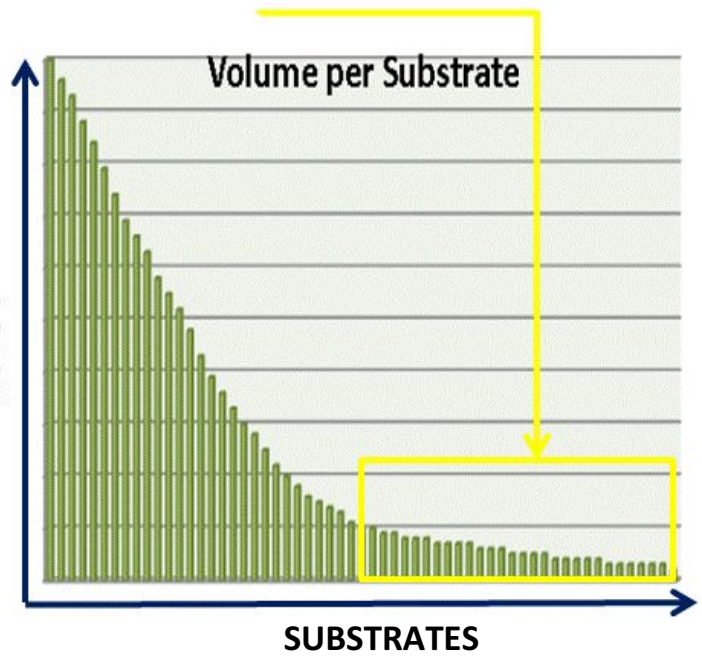
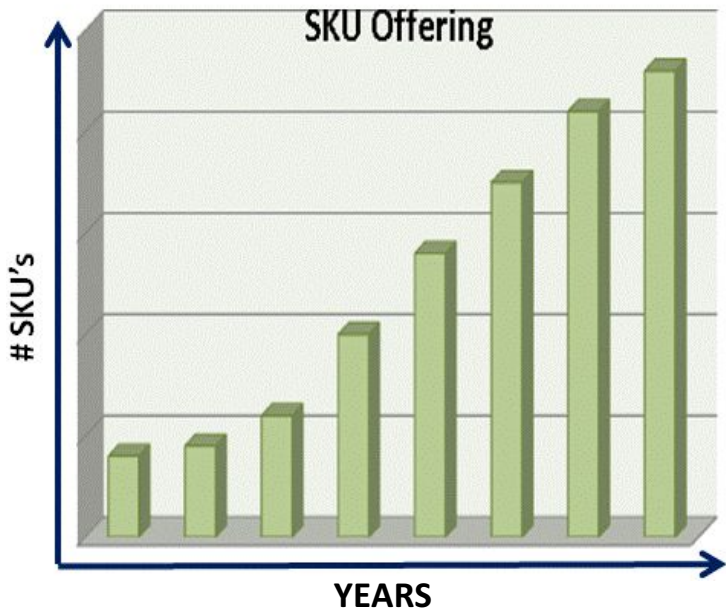
- Product Scope
- Service Offering

Future State Manufacturing:

- Pulaski Job Pack Stacker
- Multi Line Plants

Product Scope

- Increased Color Offering
- Increased Substrate Offering
- Sales moving toward tail end products



MANUFACTURING CHALLENGES

Service Offering – Job Packs

What is a Job Pack:

- Order products with ColorPlus® technology to the piece
- Job Packs are sold to Channel Partners and cross docked to end-user

Why do we do it:

- Shorter Lead time: Previously a Made To Order (MTO) product would take four weeks for a delivery.
- Allows customers access to our full range of products without penalties
- Less Cost: Added costs are put into the product when it is stacked down or has additional stops in the channel
 - JHBP can do this on line with greater efficiency:
- End result is higher customer satisfaction and less waste



These 5 pallets reflect an order for a house based on fulls, mids, and minis. Fixed pallet quantities resulted in excess material on job sites and delivery time of up to four weeks.

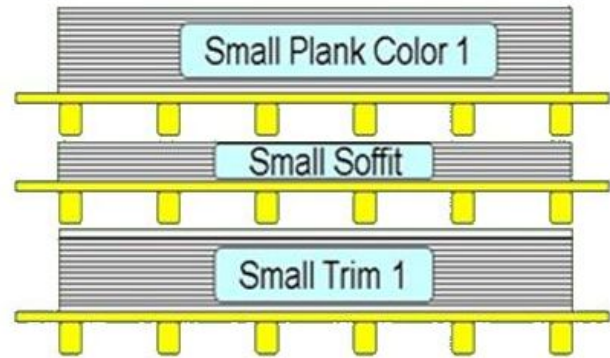
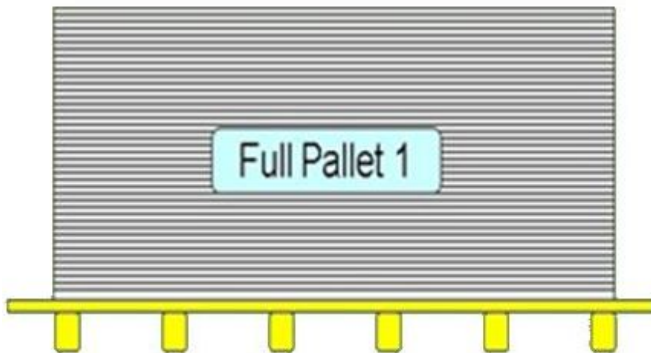
This shows same order based on the new job pack program with minimal waste and delivery time under two weeks.



MANUFACTURING CHALLENGES

Service Offering – Job Packs

- Higher Material Cost
- Lower Labor Efficiency
- Lower Line Efficiency



Original Business Model

- 2000sqft
- 1 product - 1 pallet
- Minimum Labor Touches

Current Business Model

- 2000sqft
- 3 product - 3 pallets
- Multiple Labor Touches



FUTURE STATE COLORPLUS TECHNOLOGY

The situation in ColorPlus manufacturing has changed:

1. Higher operational cost – Job Packs:
 - Labor
 - Materials
 - Efficiency

Pulaski Job Pack stacker:

- Line rate improvement
- On line packaging

Simulation



FUTURE STATE COLORPLUS TECHNOLOGY

The situation in ColorPlus manufacturing has changed:

2. Performance and engineering gaps:

- Line rates don't match mix and/or complexity

Two Line Model

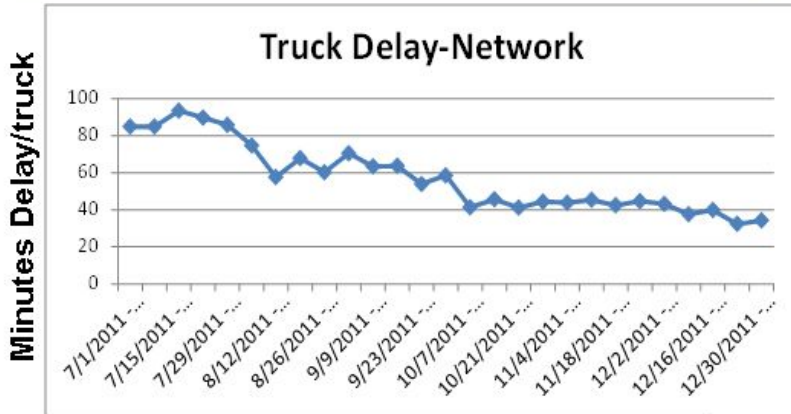
Made To Inventory (MTI/CORE) Line – high capacity

- Long runs on single products and single colors
- Highly efficient on product mix
- Highly efficient on material yields

Made To Order (MTO) Line – lower capacity

- Highly flexible to color cycle and substrate demand
- Very good at lower volume products
- Labor utilization on par with MTI Line

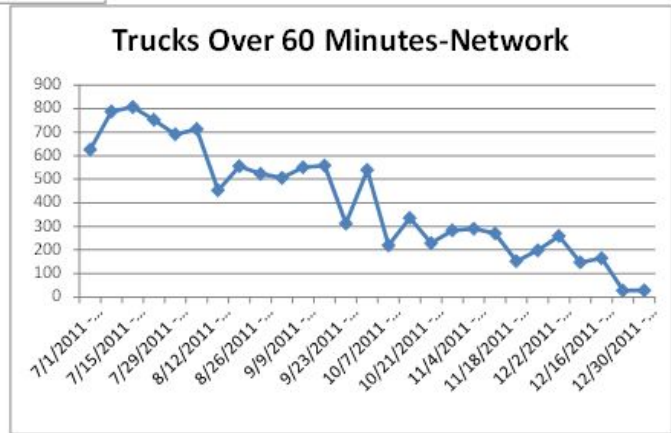
PLANT PROCESS REDESIGN



- Network overall is showing sustained improvement
- Non-C+ Facilities are still holding good times
 - Implementing truck validation in Plant City, Tacoma and Waxahachie plants

- C+ Facilities are continuing to show progress with average delay under 60 min for 13 weeks
- Investigating better visibility for staging with APO technology

Trucks over 60 minutes





Questions





West and Canada Review

Sean Gadd Vice President Western USA and Canada

Investor/Analyst Total & 11 September 2012



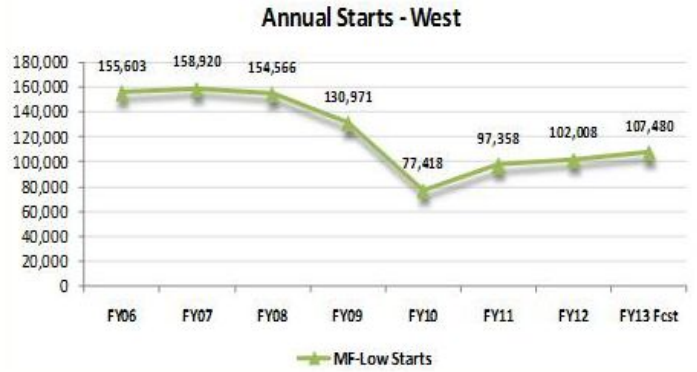


AGENDA

- Western USA and Canada macro environment
- Western USA and Canada housing starts and market standards
- West strategic growth strategy
- Current comparative market share
- Pacific Northwest opportunities
- Pacific Northwest game plans
- Questions



- Housing permits this year are up slightly
- Housing starts are showing signs of slow organic growth
- Multi-family starts continue to increase with increased demand for rental properties
- Labor and input costs increasing as supply tightens
- Builders beginning to put money back into their homes as they look to differentiate and grow as the market returns
- Repair and remodel will continue to be strong as homeowners put money into their homes



US Starts Source: Dodge, McGraw-Hill Construction Residential Dwelling Units Report, 2012 Q3 Release

- Housing starts are showing signs of slow organic growth
- Multi-family increasing at a faster rate than single-family new construction



WESTERN US AND CANADA REGIONS





WEST STRATEGIC GROWTH STRATEGY

Strategy:

- Grow and defend our overall market position in all market segments with our channel partners
- Offer differentiated products with superior value to that of our competitors

Strategic Stretch Goal:

- Grow fiber cement to high share position
- Maintain market share for James Hardie by best meeting the needs of the market



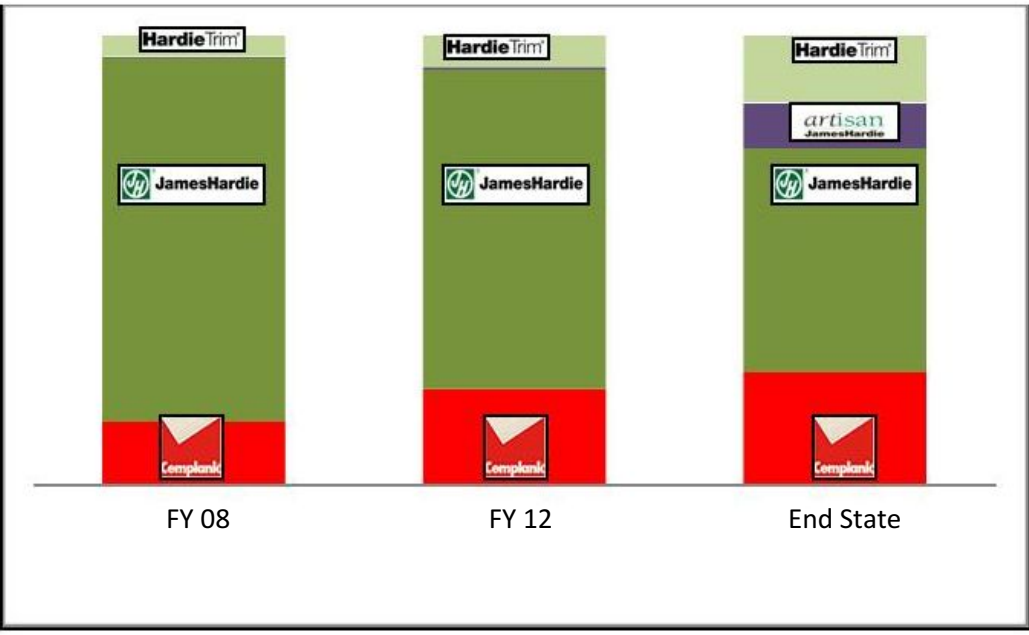
CURRENT STAT MARKET SHARE

Potential Size of Fiber Cement Market	High	British Columbia Colorado Northern California Alberta Saskatchewan Manitoba	Oregon Washington
	Low	Ontario Quebec Southern California Idaho, Montana, Wyoming, Nevada, Phoenix, New Mexico	
		Low	High

Market Share

- Washington & Oregon are in-line with both our category share and market share targets
 - Still room to grow
 - Need to defend our category share
- Move the market from a basic primed plank to a differentiated full wrap solution.





- James Hardie® siding and trim for second move-up and semi-custom homes in single-family segment
- Artisan® with Artisan® Trim for the top of the single-family segment and repair and remodel segment
- James Hardie® siding and trim with ColorPlus® technology in the repair and remodel segment⁹



PACIFIC NORTHWEST OPPORTUNITIES

- Provide the market with the desired wood look without the maintenance through a full wrap solution
- Increase the paint cycle of the home, ensure the home looks better longer through our ColorPlus® technology
- Increase the value to the builder and homeowner
- Market needs to be educated as it takes time to bear out
- Reference product is HardiePlank®, wood trim with open eaves

REFERENCE PRODUCT



HardiePlank® with wood trim and open eaves



HardiePlank® with HardieTrim®





PACIFIC NORTHWEST CHANNEL GAME PLAN

- Restricted 2-step distribution
- Support and work with our channel partners to enable product and segment growth
- Both Washington and Oregon are highly fragmented, making distribution involvement and alignment critical
- Job packs to the piece to enable smaller dealers to participate competitively and profitably
- High service model to support low inventory in market



PACIFIC NORTHWEST DEALERS

- Dealer segmentation to best align our goals with their business models
- Educate the dealer on how to purchase and profitably promote James Hardie® fiber cement siding with ColorPlus® technology
- Educate and convert contractor and builder to a full wrap solution with our channel partners
- Provide the dealer partners with tools to educate the market

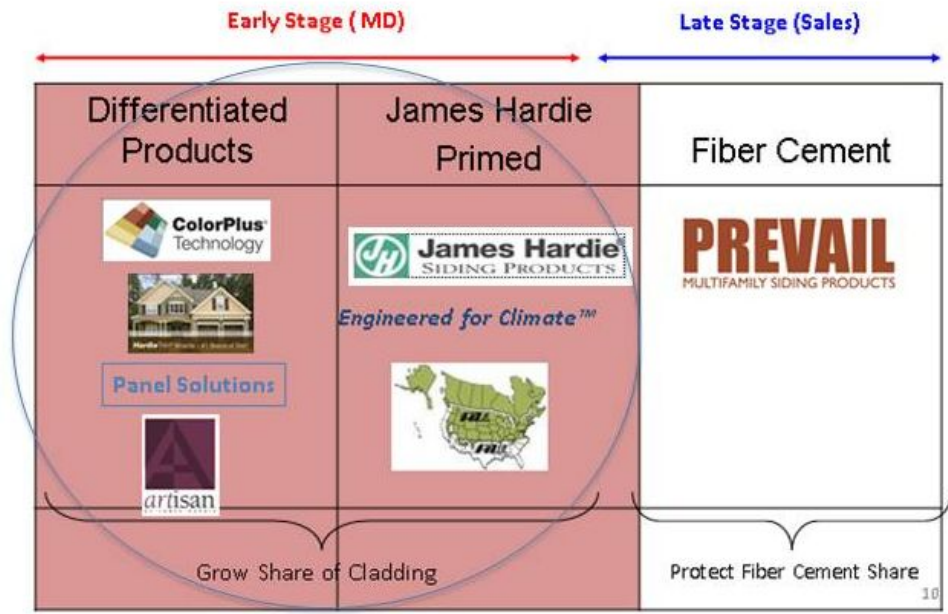


PACIFIC NORTHWEST SINGLE FAMILY GAME PLAN

- Need to educate builders around the significant value that we bring to their customers, enabling them to sell their homes for more money or sell their homes faster
- Education is important
 - There is a price premium versus the market standard and
 - It requires some changes to sequencing of their job site
- Thus we follow a market development approach
 - Segmentation
 - Model home marketing and leveraging



PACIFIC NORTHWEST MULTI FAMILY GAME PLAN



- Life cycle costs, particularly for long term owners
- Protection for the owner
- ColorPlus® is generally the lowest installed cost
- Long-term aesthetics and design flexibility



- Repair and remodel follows the new construction market standard
- We educate the homeowner through the contractor
- Partnering with contractors by providing business building tools to help them grow their business with us
- Working with contractors in specific neighborhoods to shift the market standard to James Hardie® siding with ColorPlus® technology full wrap



SUMMARY

- Markets experiencing organic growth
- Grow and defend our overall market position in all market segments with our channel partners
- Offering differentiated products with superior value to that of our competitors
- Achieve this with the help of our channel partners, both 2 step distribution and our dealers, and
- Having clear game plans for all market segments



Questions





Research and Development

Mike Murtagh Director R&D

Investor/Analyst USA Tour - 10 & 11 September 2012





AGENDA

- R&D Overview – US and Australia
- FC Technology
 - Product Performance
 - New Products
 - Platform Development
- Non-FC Technology
- Summary/Key Takeaways



Research and Development Overview





TECHNOLOGY ORGANIZATION

Three Research Centers – US and Australia

- Development: Focused organization around implementing new technology products
- Research: Core understanding of technologies and the science behind them

Resources

- Diverse workforce of 130 technologists
 - Fontana R&D
 - Sydney R&D (Rosehill)
 - Chicago R&D (Non-FC Development) → Q3 FY13
 - Mfg. Services/Engineering
- Diverse mix of scientists/engineers (30% PhD, 30% Masters, 40% Bachelors degrees)
- >70% with greater than 5 years service



Fontana – USA



Rosehill – Australia



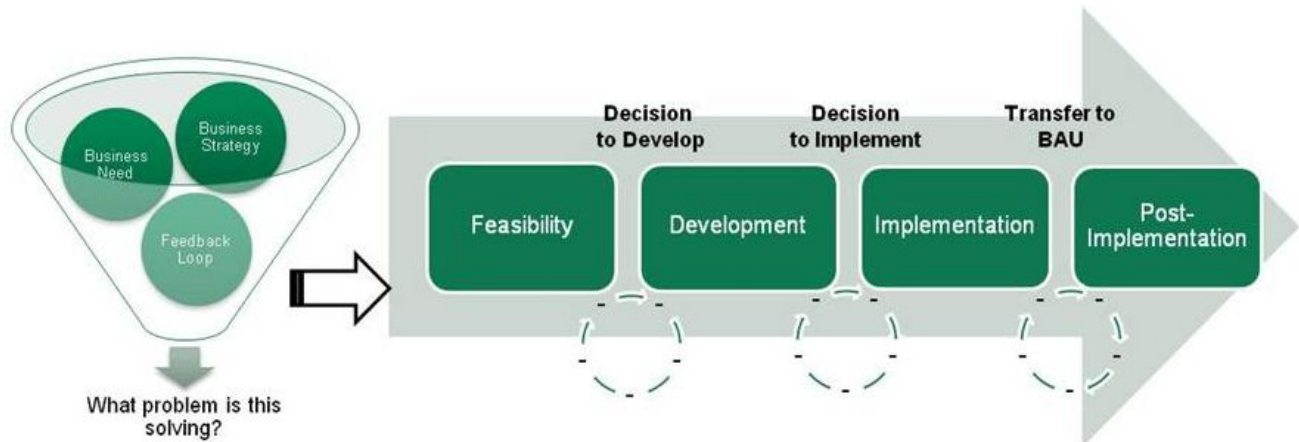
TECHNOLOGY STRATEGY

Enable James Hardie Product Leadership Strategy

- Provide a continuous pipeline of innovative new products and technologies with sustainable advantages to achieve our category and market share goals
- Our role is to act as the technology pipeline for the organization

TECHNOLOGY FUNCTIONS

Enable effective development and implementation of key initiatives





Fiber Cement Research and Development



FC STRATEGIC PRIORITIES

Product Performance

- Substrate Development
- Coatings Development
- Raw Materials Formulation
- Test Method Development
- Competitive Intelligence

Technical Support

- Best Practices/Install
- Raw Material Sourcing
- Manufacturing Process Optimization
- Zero-to-Landfill

Platform Development

- Product Smoothness
- Product Flatness
- Embossing
- Advanced Finishing
- Concealed Fastening

ENABLERS →

New Product Development

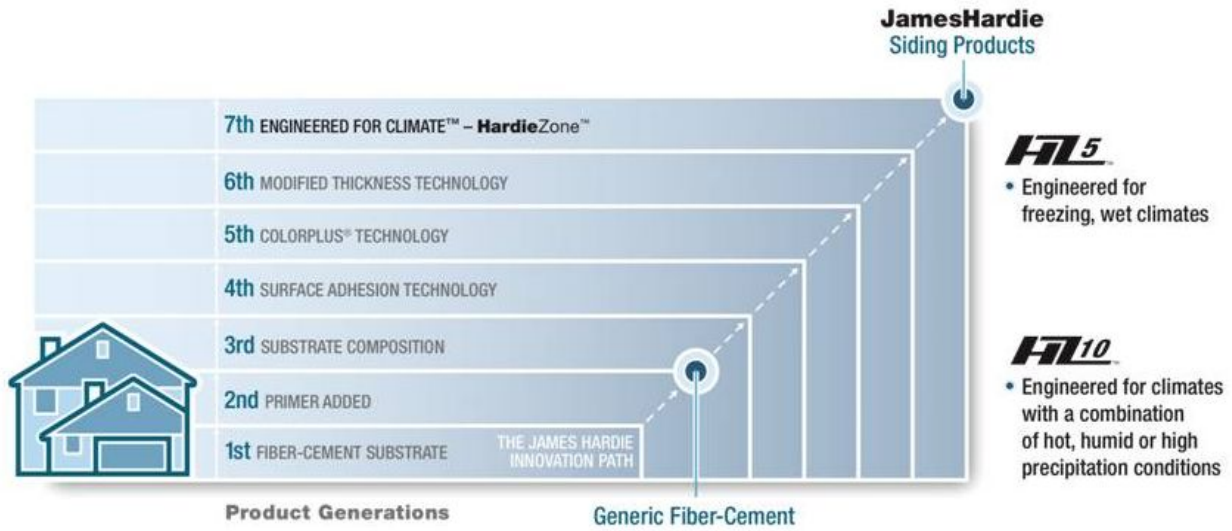
- Trim/Crown Moulding
- Differentiated Plank
- Reveal
- Wide Stria/Axon
- Oblique



Fiber Cement Product Performance

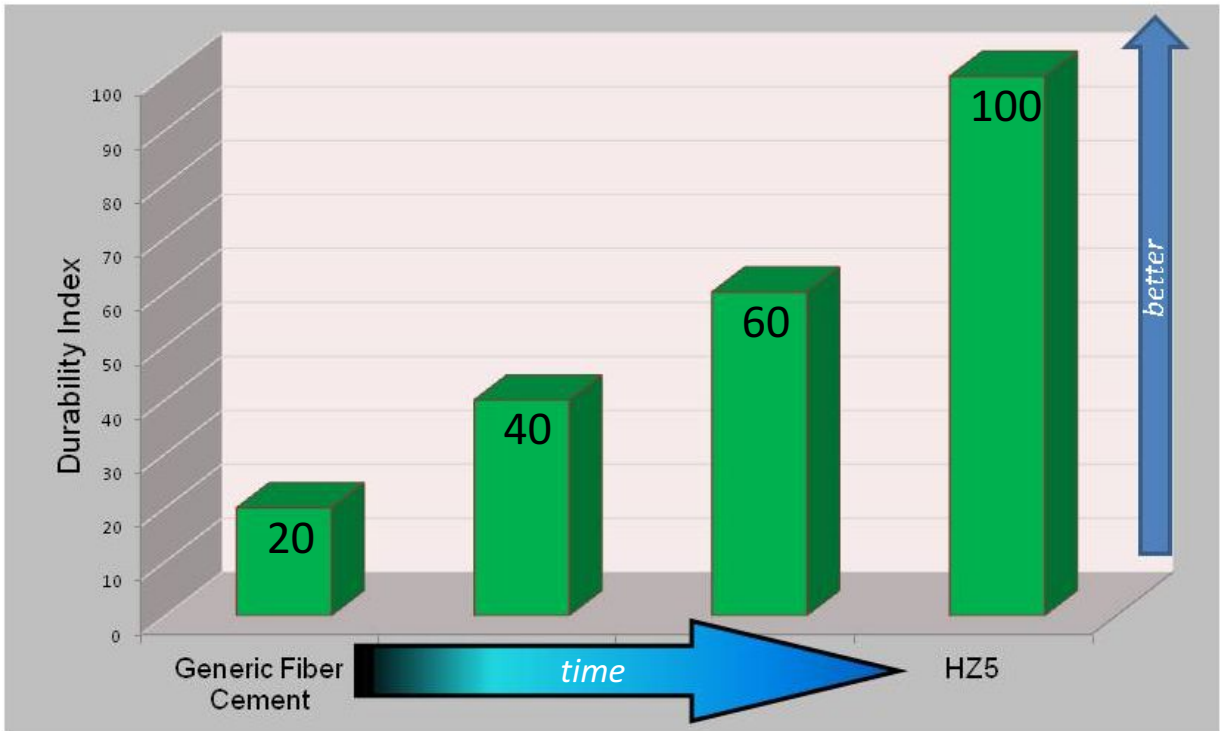


HARDIE ZONE ENGINEERED FOR CLIMATE





PRODUCT PERFORMANCE



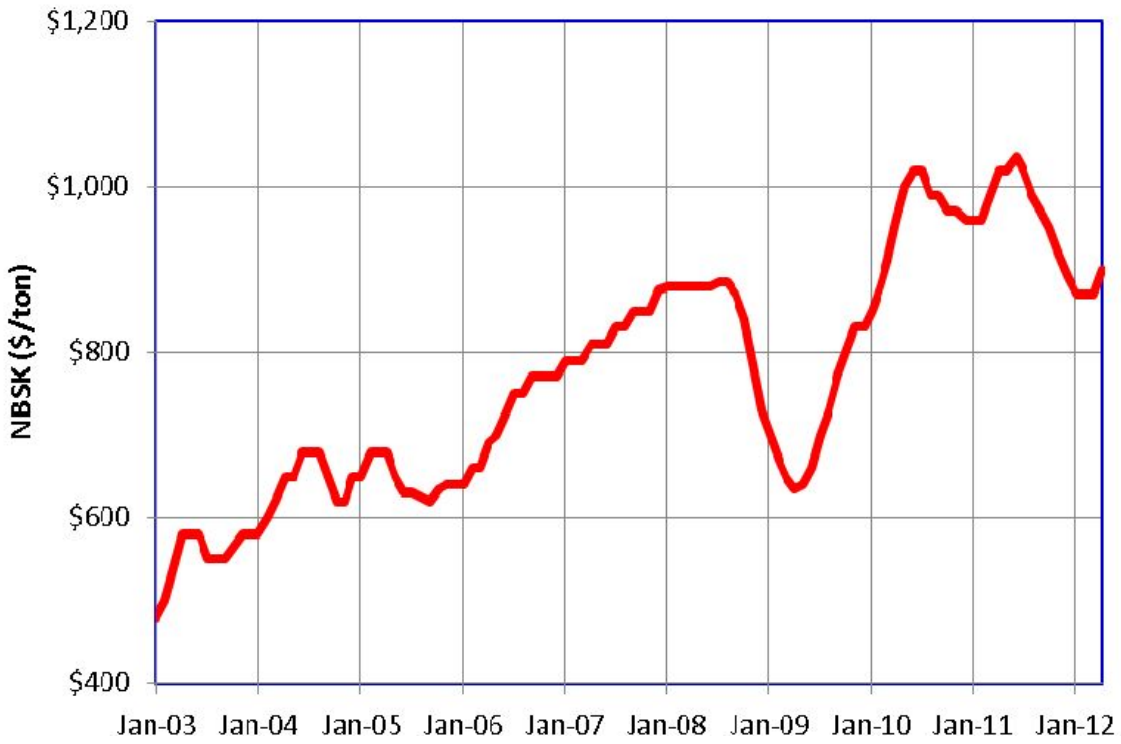
HZ5 performs 5X better than generic FC in system testing



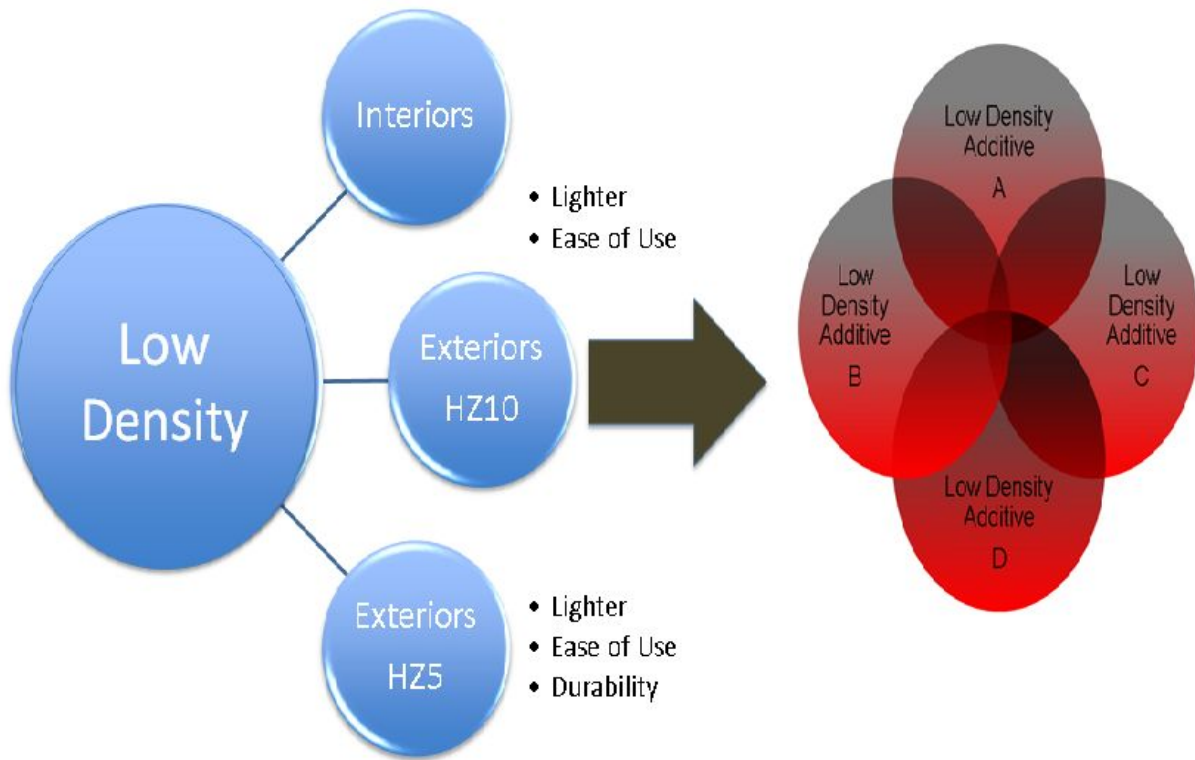
RAW MATERIAL STRATEGY

- Secure Supply – Pulp, Cement, Silica, et al
 - Raw Material Sourcing
 - New Formulations
- Ensure Quality
 - Consistent Supply
 - Universal Specs
- Improve Utilization
- Enhance Performance

PULP PRICE INDEX



LOW DENSITY ADDITIVES





Fiber Cement Product/Platform Development

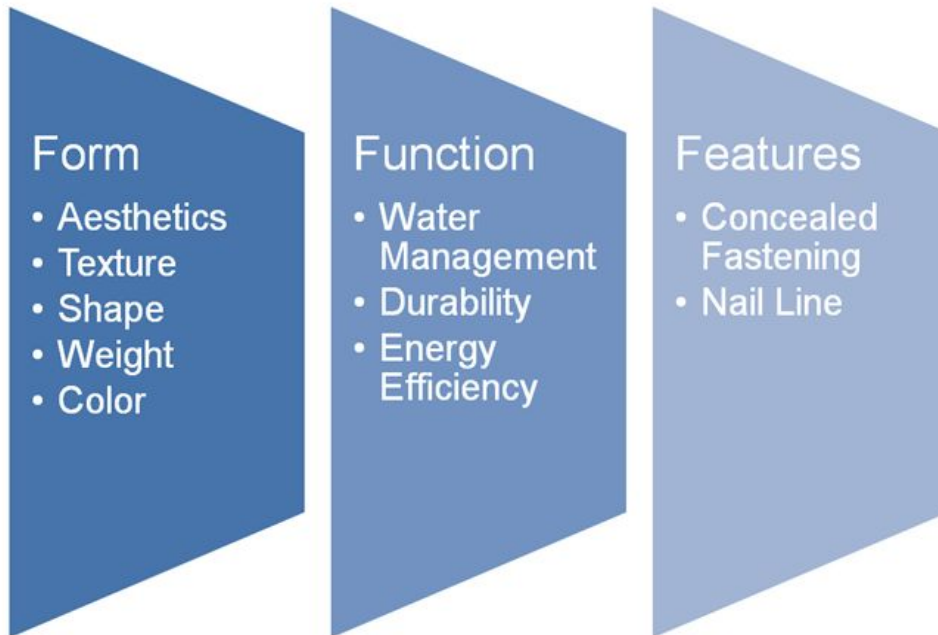




FC PRODUCT/PLATFORM DEVELOPMENT

Objective: Balanced mix of step-change products/platforms and product line extensions to drive category and market share growth strategy.

PLATFORMS → PRODUCTS



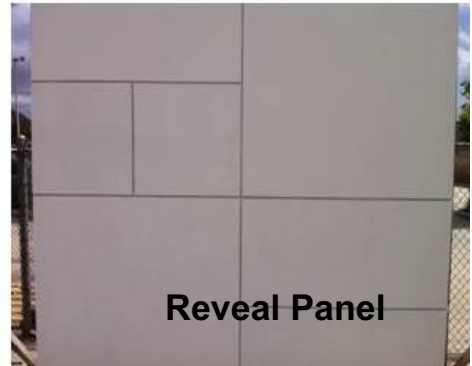


Key Products:

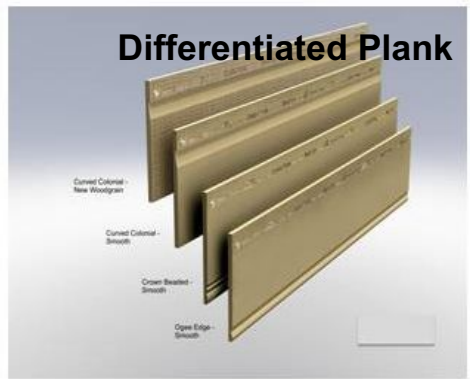
- HLD™/NT3™ Trim
- Crown Moulding
- Differentiated Plank
- Reveal™

Key Platforms:

- Product Smoothness/Flatness
- Embossing
- Advanced Finishing
- Concealed Fastening



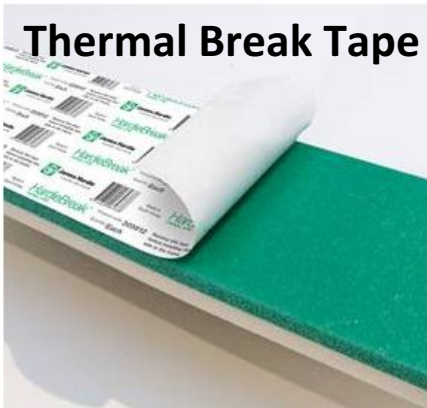
New HLD w/Smooth Edge





Key Products:

- Wide Stria™
- Wide Axon™
- Oblique™
- Thermal Break Tape



Key Platforms:

- Product Smoothness
- Product Flatness
- Advanced Finishing
- Energy Efficiency





Non-Fiber Cement Research and Development



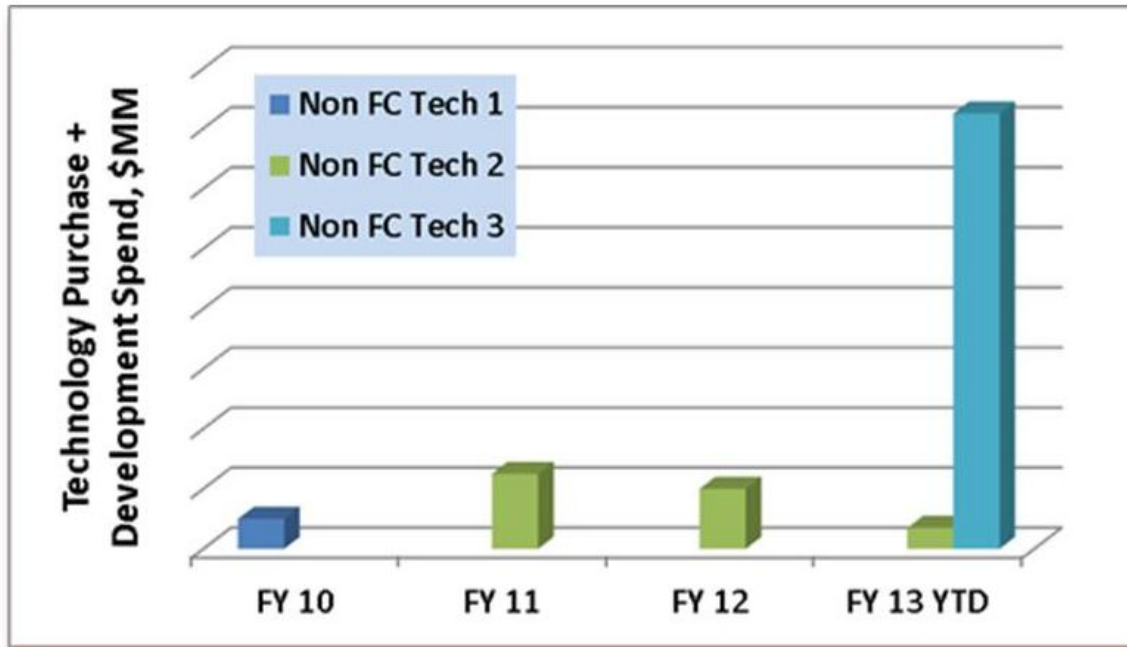


NON-FC R&D STRATEGY

Evaluate emerging technologies for fit with current and future James Hardie businesses:

- Upon evaluation → recommend to watch, make or buy
Commercialization of acquired technology
- Launch products to complement fiber cement within building product industry

NON-FC DEVELOPMENT



Considerable R&D investment made towards development of Non-FC technologies over the last 2-3 years



NON-FC CURRENT FOCUS

- Shapes Product Line

- Test launch of shapes product line with non – FC technology
- Product offers similar performance and value proposition as FC against wood and PVC



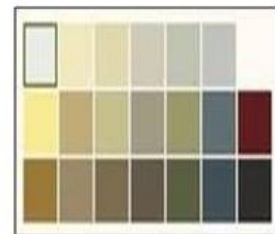
- Pultrusion Technology

- Develop fiberglass pultrusion as an entry vehicle into a new building product segment



- Color Expertise

- Develop additional internal paint expertise to support ColorPlus® Technology business





NON-FC SHAPES



Bed Mould



Sub Sill



His. Sill



Brick Mould



Skirt Board



Rams Crown



Drip Cap



Base Cap



SUMMARY/KEY TAKEAWAYS

Ensuring Product Performance

- JH products demonstrate superior durability vs. the competition

Maintaining Product Leadership

- Differentiated products are being created to enable future PDG vs. wood and vinyl options

Enabling Platforms

- New FC and Non-FC platforms are being developed to enable future business growth

Aligned with Corporate Strategy

- R&D acts as the technology pipeline for JH and is **well-aligned with the company's overall category and market share growth strategy**



Questions





Organizational Capability

Sandra Lamartine Director of Human Resources

Investor/Analyst Tour - 10 & 11 September 2012





AGENDA

- Overview of North America Employee Population
- James Hardie Culture
- Organizational Capability Strategy
- Progress



OVERVIEW OF THE N.A. EMPLOYEE POPULATION

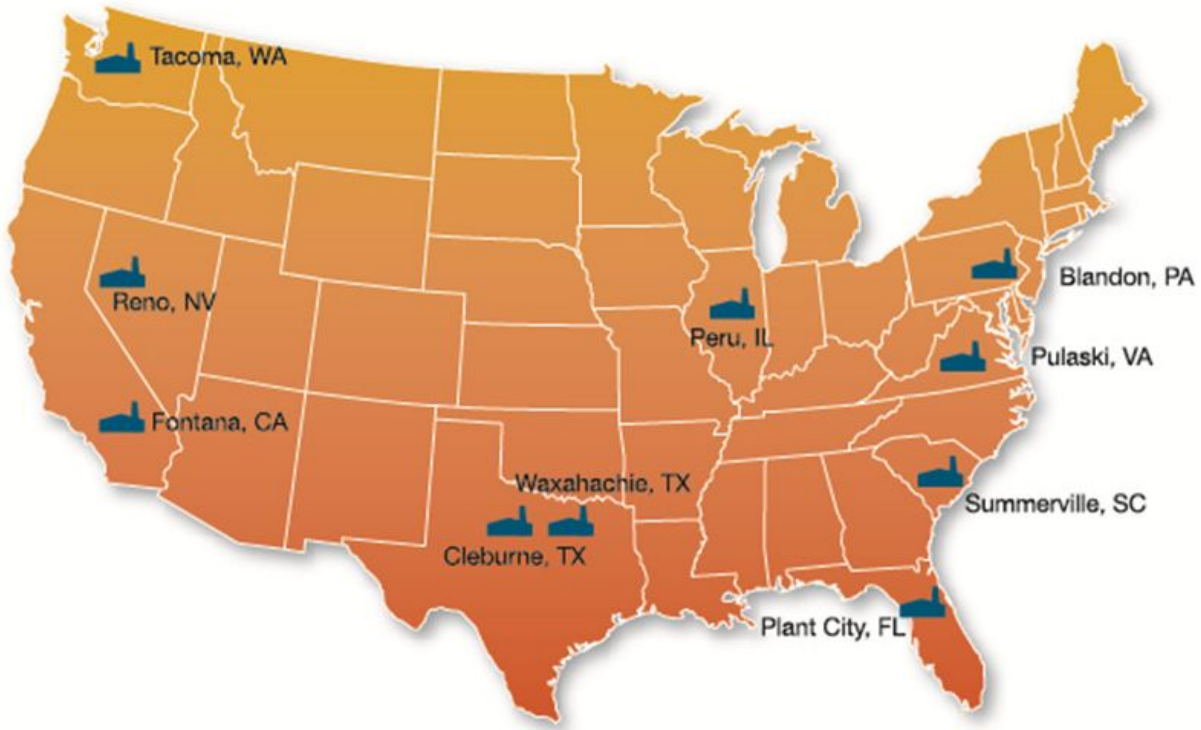
North America: 1,796 employees
55% hourly manufacturing

Employee Groupings:

Hourly Manufacturing	Corporate
Salaried Manufacturing/ Manufacturing Support	Field Sales and Install Research & Developme



MANUFACTURING EMPLOYEE POPULATION





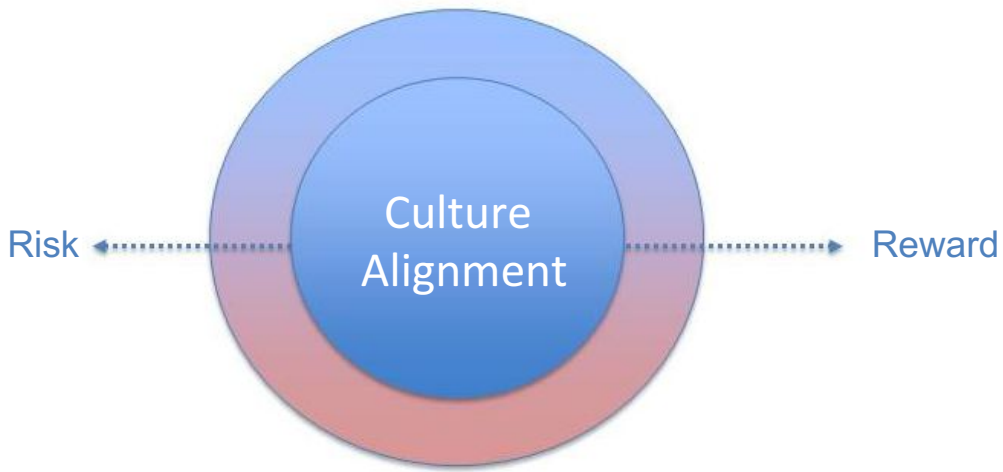
CORPORATE AND FIELD SALES EMPLOYEES



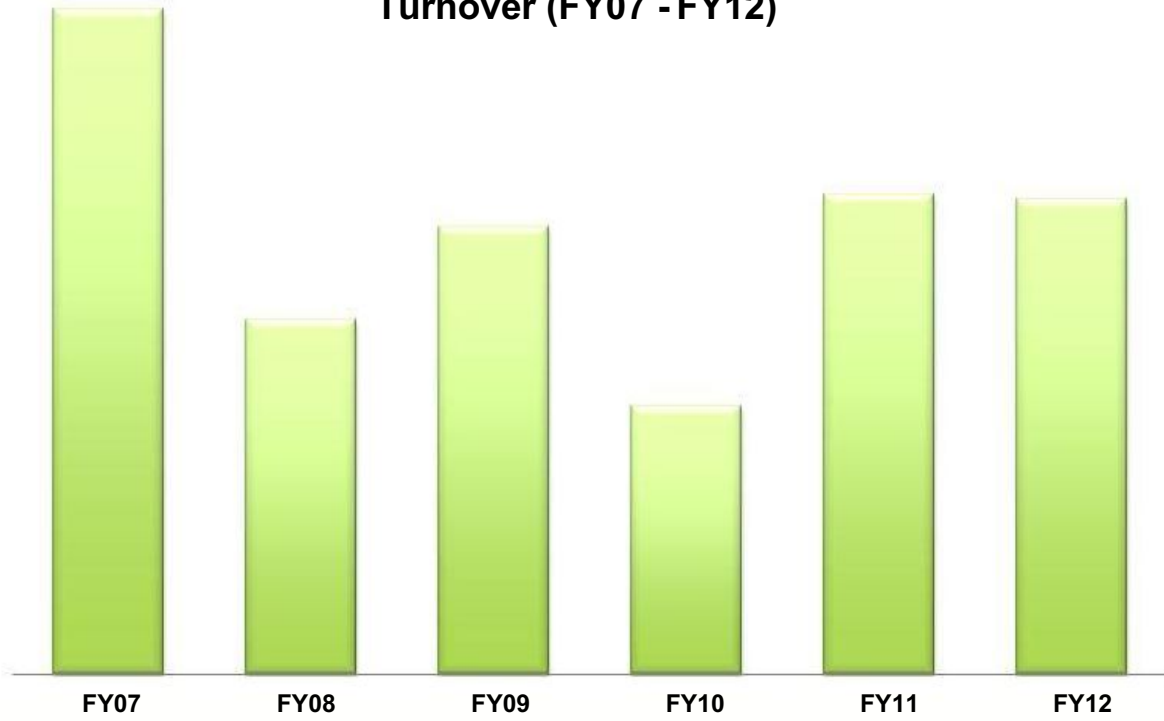


JAMES HARDIE CULTURE

- Passionate about Hardie's success
- Drive to Win
- Organization before Individual
- Bias for Urgency and Execution
- Straight Talk and Candor
- Resilience and Openness to Feedback
- Never satisfied
- Smart/Cognitive



Turnover (FY07 - FY12)





Enhance our environment to increase the retention of our employees and their preparation for future challenges while keeping JH's core cultural strengths intact.



ORGANIZATIONAL INITIATIVES

Hourly Manufacturing	Reality Summit Peer Interviewing	Skill-based Training Situational Leadership Training	Skill-based Training	Bi-annual Performance and Career Discussions	HardieHears Business Updates Facilities Upgrades Community Service
	Recruit	Develop	Evaluate	Promote	Engage
	Corporate	MBA Recruitment Program	Situational Leadership Training Development Plans	Quality re-visit Performance Management 180-assessments	Internal Posting Process
Sales	Interviewing Skills	Situational Leadership Training Development Plans	Quality re-visit Performance Management 180-assessments	Career Path documentation and Career Discussions Internal Posting Process	Monthly Sales VP calls Sales Engagement Survey



COMMUNITY INVOLVEMENT

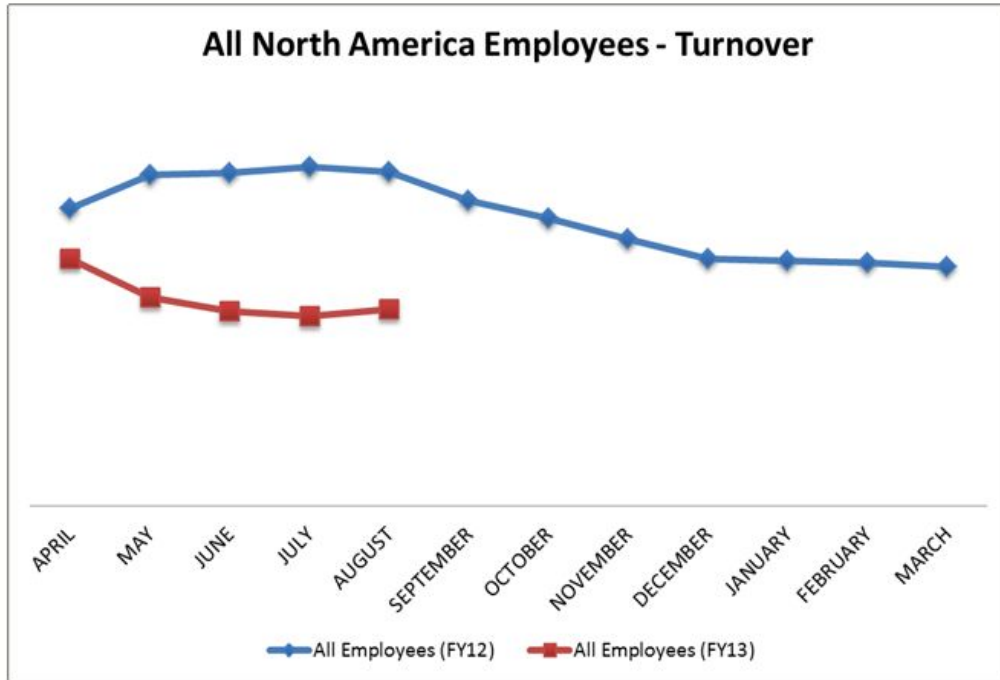
Our Community Involvement Vision is to help build stronger homes and communities. We align with community partners who help us achieve meaningful impact through:

- Helping Meet Basic Needs
- Enhancing Community Vitality





IMPACT OF FOCUS ON TURNOVER





Questions





Repair & Remodel Segment

Scott Neidow R&R Regional Segment Manager

David Donofrio Director, Products & Segments

Investor/Analyst USA Tour - 11 September 2012





AGENDA

- Market/Strategy Review
- James Hardie® R&R Execution Update
- Summary/Go Forward
- Questions



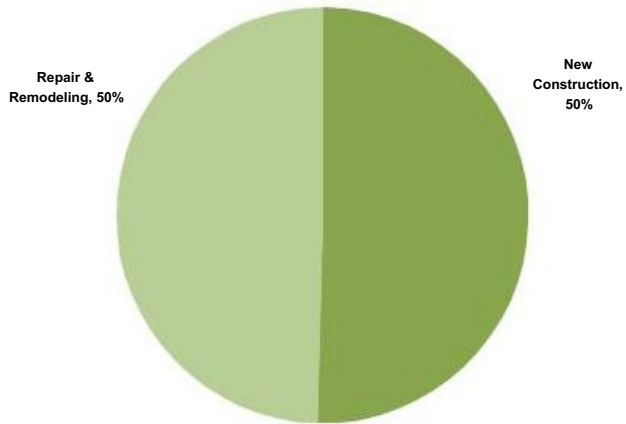
Repair & Remodel Market Overview



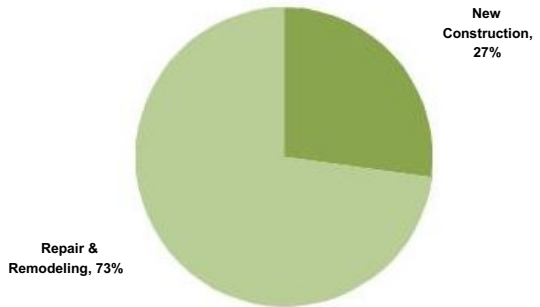


R&R OPPORTUNITY VS. NEW CONSTRUCTION

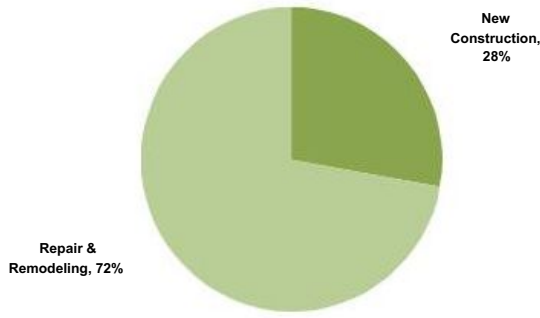
2006



2010



2012



Source: NAHB
Total Value in USD



R&R SEGMENT STRATEGY RECAP

- **Vinyl standard markets** - Switch the preference from vinyl to fiber cement by directly communicating the benefits and affordability of James Hardie® to the Consumer
 - **James Hardie® standard markets** - Switch the preference to James Hardie® differentiated products by directly communicating the benefits and affordability of James Hardie® to the Consumer
-
- ✓ Through a network of aligned contractors
 - ✓ Focused on the top 20 US markets by opportunity



OBJECTIVES

- Getting into the consumer's living room via education, contractor or both
- Growth from vinyl (market share gains in the north)
- Growth in category share becoming the preferred fiber cement siding in the R&R Segment
- Shift the market to James Hardie® full wrap siding with ColorPlus® technology, trim & differentiated products



TACTICS

- Building an organizational competency around the Repair and Remodel segment
 - R&R Segment Managers
 - Dedicated R&R sales force (continue to grow rep force)
- Creating the market standard
 - Neighborhood targeting
 - Consumer demand creation
- Developing a network of James Hardie® Contractors
 - Preferred & ACP (Associate Contractor Partners) across the country
 - Contractor programs and education
 - Business building tools, sales and marketing support



Repair & Remodel Execution Update





- Vinyl standard markets
- James Hardie standard markets
- Contractor Partnerships



Vinyl Standard Markets





VINYL STANDARD MARKETS

Vinyl Substitution Model

- Neighborhood approach – Convert neighborhoods to Hardie standard
- Concept – Setting the neighborhood standard
- Hardie value delivered into the home thru aligned network of contractors
- Tangible value for both homeowner and contractors



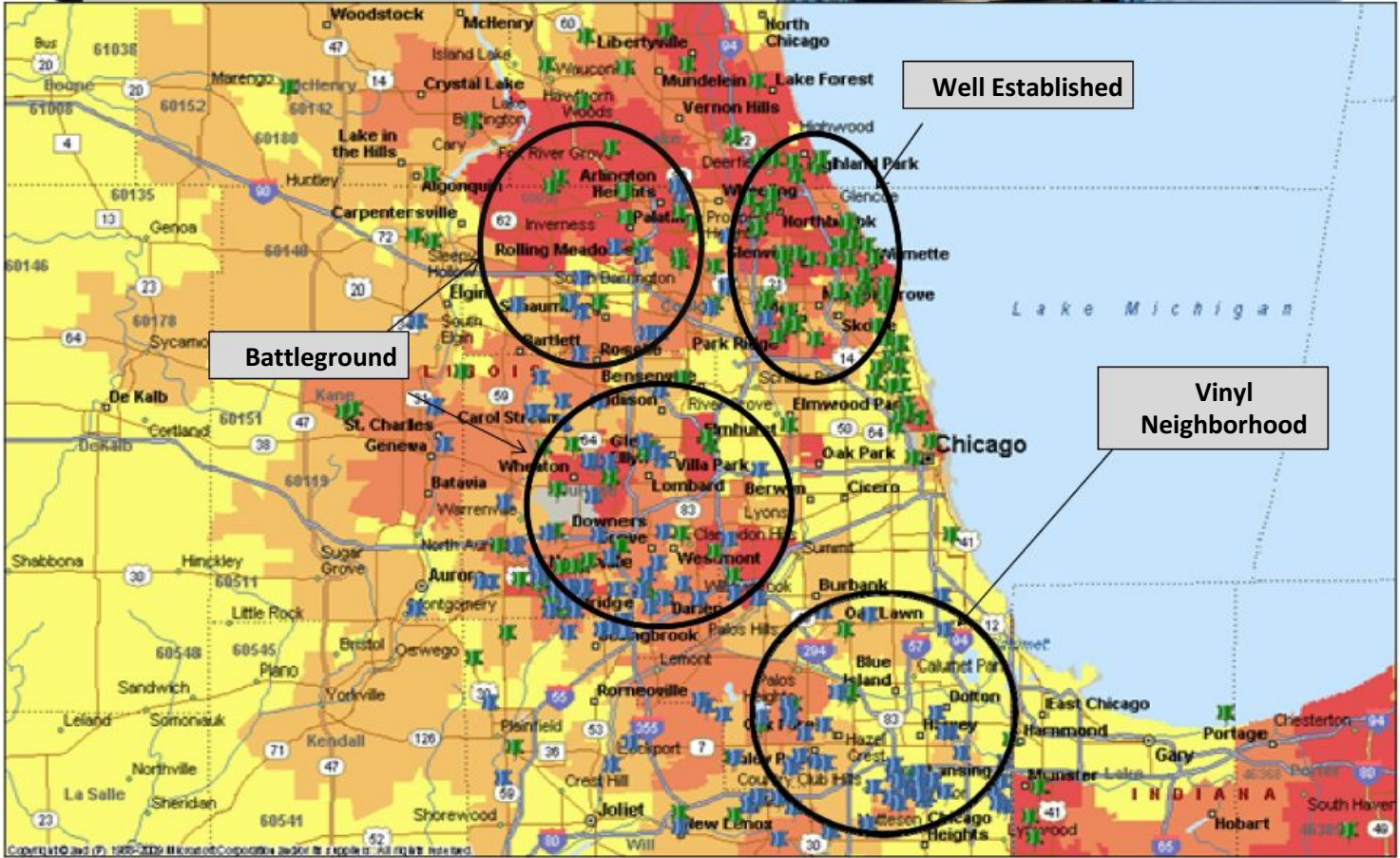
Vinyl Siding

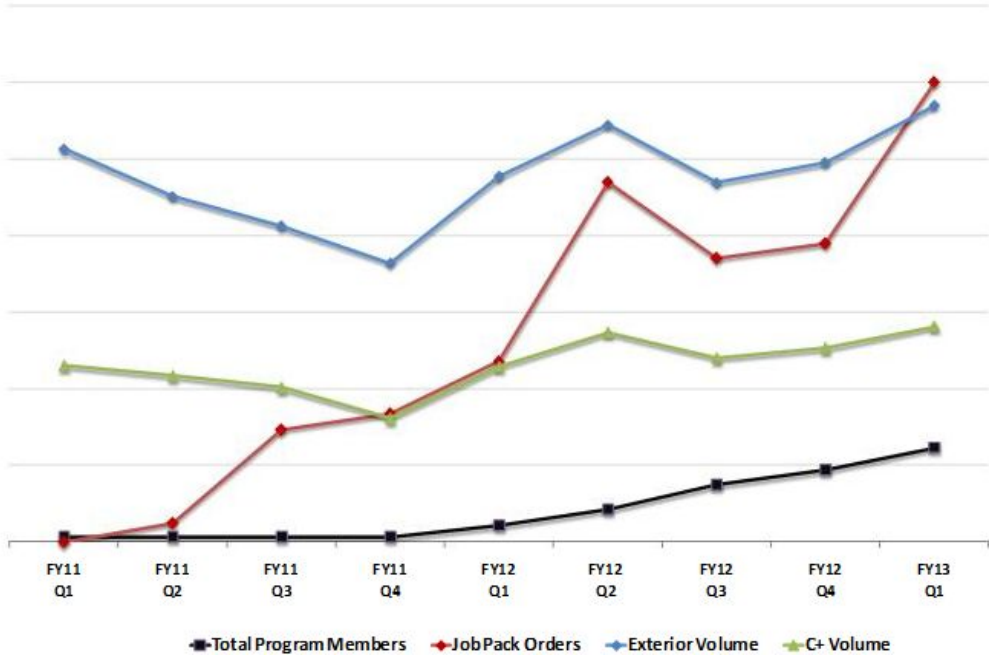


James Hardie® Siding



DRIVING THE STANDARD





Districts Included: Target Vinyl Markets



CONTRACTOR ATTACHMENT IN KEY MARKETS

District	ColorPlus [®] Technology Attachment	HardieTrim Attachment
Target Market 1		
Target Market 2		
Target Market 3		
Target Market 4		
Target Market 5		
Target Market 6		
Target Market 7		
Target Market 8		



James Hardie Standard Markets





HARDIE STANDARD MARKETS

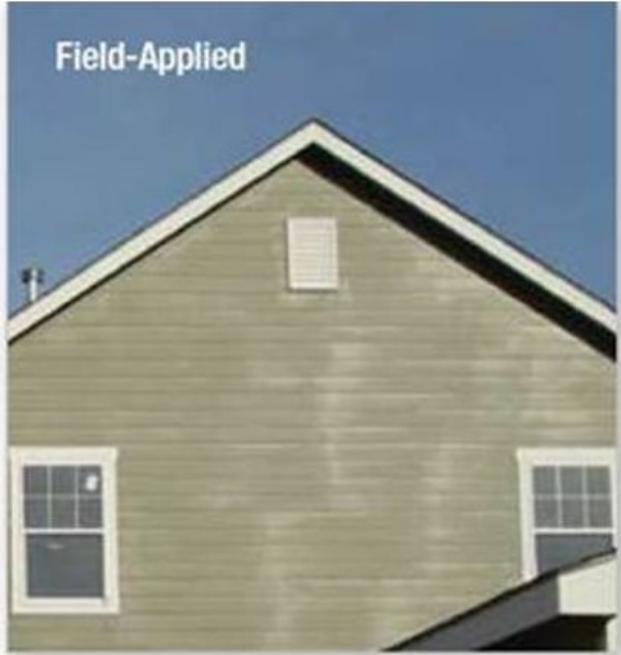
Contractor conversion model

- Contractor Approach – acquire and grow contractor base
- Concept – deliver on our brand promise to the consumer
- Hardie value delivered into the home thru aligned network of contractors
- Building a better business model for the contractor





HARDIE STANDARD MARKETS





Region/Member	ColorPlus [®] Technology Attachment	HardieTrim Attachment
Target Market 1		
Target Market 2		
Target Market 3		
Target Market 4		



HARDIE STANDARD MARKETS SUMMARY

- Not as far down the road in Hardie standard markets, we have spent our time primarily focused on converting vinyl markets
- Fragmented base of Repair & Remodel contractors
- James Hardie[®] Siding is already the durable solution
- Long term performance vs. short term aesthetics



Contractor Partnerships





Our Objective is to develop a productive and mutually beneficial partnership, with Replacement Contractors & Remodelers looking to create a competitive advantage in the marketplace selling James Hardie® Products.

Provide access to the following:

- Job-site safety and installation best practice training
- Product knowledge & communication
- Selling tools and resources
- Marketing and lead generation tools
- Tracking mechanisms to measure success



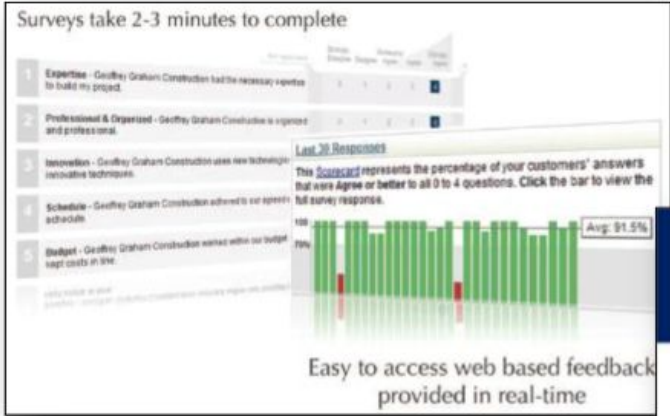
We've partnered with Salesforce.com® to offer our Preferred Remodelers:



- Best in Class Lead Management
- A Proven, Easy to Use Website
- One-Stop Shop for:
 - Leads
 - Job Tracking
 - Customer Surveying
 - Marketing & Sales Tools
 - Training & Education



Professional customer satisfaction surveying and reporting.



Surveys of all James Hardie Jobs Paid For by James Hardie!!
(for Preferred Remodelers)

Choose the Premium Membership plan that's right for your company

<p>\$50 per month plus \$30 per survey</p> <p><i>for companies needing 10 or fewer surveys/month</i></p> <p>ONLY \$15 per Survey</p>	<p>\$150 per month plus \$20 per survey</p> <p><i>for companies needing 10 to 75 surveys/month</i></p> <p>ONLY \$10 per Survey</p>
<p>Need more than 75 surveys per month? Request a customized proposal.</p>	
<p>To get started, sign up for a free Basic Membership and receive a 30-day trial of Premium Membership. JOIN NOW</p>	





The Marketing Zone Website allows you to:

- Select from a number of options for co-branded door hangers, yard signs, and postcards
- Upload or create a new mailing list; filter the list to meet your needs
- Order, mail, and pay right online, using your credit card



Postcards



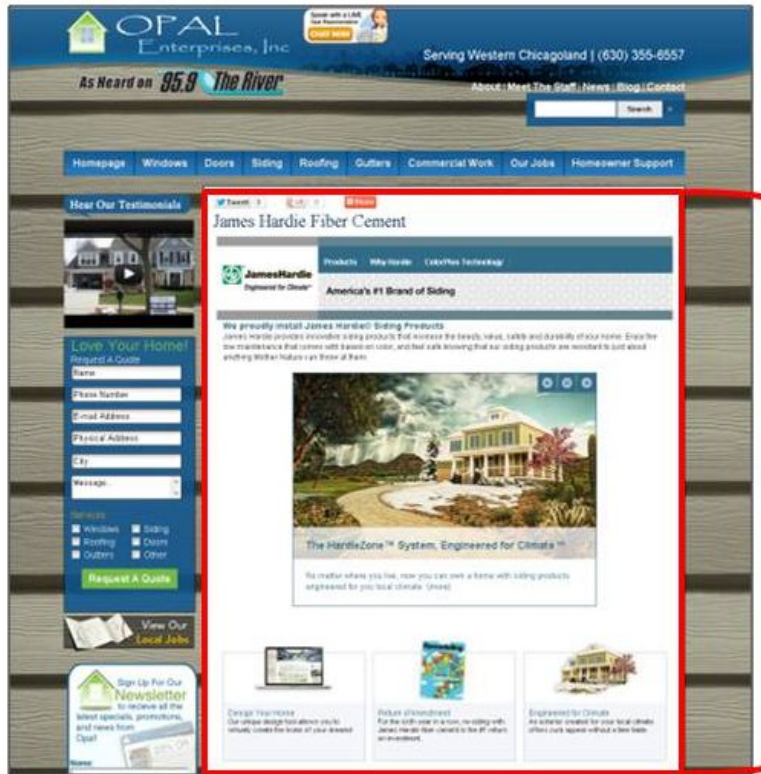
Door Hangers



Yard Signs



JAMES HARDIE IFRAME



James Hardie iFrame Microsite

- 20+ Pages of James Hardie website content
- Embedded into your website so your customer never leaves your site
- Can be added to your website in 30 minutes
- Always up-to-date
- No cost to you!

For more information, contact iframe@jameshardie.com



JAMES HARDIE MICROSITE & PAID SEARCH

- Customized 15-Page Microsite (www.remodeler.jameshardie.com/\" JoesContracting")
- Fully optimized (SEO) for local organic search
- Leads collected from a contractor's page go into their account on SF.com





Continuing Education Learning Modules

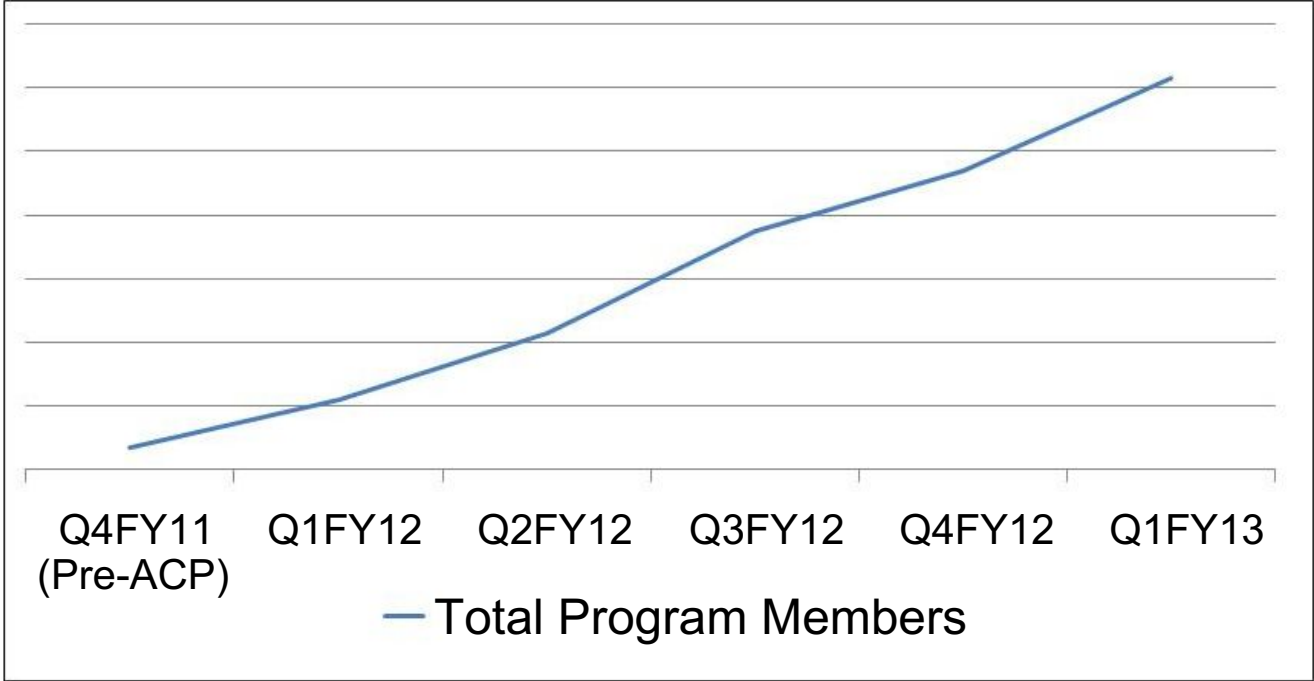
Short Online Training Courses Include:

- Lead Generation 101 & 201
- How to Sell James Hardie® Siding – A 10 Step Selling Process
- Objection resolution techniques in the home
- James Hardie® Siding Installation Best Practices
 - General Installation Requirements
 - Critical to Quality Requirements
 - Cutting 101
 - Plank Install 101
 - Trim Install 101





TOTAL PROGRAM MEMBERS (PRP & ACP)





JAMES HARDIE CONTRACTOR SUMMIT (FY12)

- 3 Days (January FY12)
- 130 Companies
- 6 Professional Speakers
 - Business Planning
 - Lead Generation
 - Differentiating Your Business
 - In-Home Selling
- Non-Compete “Advisory Groups”
 - 4 Breakout Sessions



99.8% Rated their experience at the Summit “Excellent!”

“This was an amazing event. It will definitely affect the way we do business going forward!”
– Legacy Exteriors



Summary and Go Forward





- Vinyl market strategy is working; neighborhood approach and contractor acquisition is being executed and we continue to add field resources in key markets
- Organizational shift away from top 20 focus only, adding new markets, additional field resources
- Continued focus on contractor acquisition and contractor development, FY13 ACP Summit for 250 contractors, Feb FY13



- Further development of James Hardie contractor programs, lead generation, contractor websites, consumer financing programs, hyper local marketing
- Hardie standard markets slower to convert than anticipated. Increased focus and field resources
- Continue to refine and test our approach in James Hardie® standard markets, prove long term value and better performance of a home featuring ColorPlus® technology over a site-painted home



Questions

