

# THE FACTS: BRICK VS FIBER CEMENT



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## THE FAUX WOOD ALTERNATIVE: FIBER CEMENT

Fiber cement siding, a 1990s wood alternative made with cement, sand, and wood pulp, offers realistic wood textures, thicknesses, and shapes. It comes in lap siding, shingles, and panels, but installation differs from wood. Watch out for silica dust when cutting and sanding – wet cutting helps. Heavier and more brittle than wood, it comes in shorter lengths (12-14ft) and requires meticulous caulking around windows, doors, and corners.

Yearly sealant inspections are recommended, not ideal for all homeowners. Most siding is pre-primed, but unprimed boards need thorough cleaning and priming. Paint reportedly lasts up to 8 years, and without it, the material is vulnerable to moisture damage.

## DEBUNKING POPULAR MYTHS

Don't be fooled, Fiber cement has many hidden costs. Painting, joint upkeep, and partial-only warranties add up. Skip the upkeep and enjoy brick's endless colors, textures, and durability. Recycled materials? Brick does that too! Invest in a timeless classic, not a hidden maintenance headache.



**“Fiber cement siding has a 50- year warranty.”**

**“They say it cost less than brick.”**

**“It uses recycled material which appeals to me.”**



# FIBER CEMENT WEAKNESSES

## Durability:

- Contains wood pulp, hindering fire resistance compared to brick.
- Can be punctured by wind-blown objects at lower speeds than brick.

## Seams & Moisture:

- Numerous joints between short panels require regular maintenance to prevent water intrusion.
- Must be kept dry until painted and installed, prone to breakage when wet.

## Hidden Costs:

- Mold, mildew, and improper installation can void warranties.
- Chips and repairs require matching grain and dust protection.

## Installation:

- Strict nail placement and caulking requirements add complexity.
- Sawing and sanding release silica dust, requiring protective measures.
- Flexible panels can reveal imperfections in the underlying framing.



## Fiber Cement Siding: Don't Believe the Hype.

**Fiber cement's allure fades fast. New and untested, it demands constant maintenance: yearly joint checks, repainting, and patching that rarely matches the original grain. Skip the hassle and choose brick's proven durability and timeless beauty.**

**Build Smarter,  
Build Stronger,  
Build with Brick**

