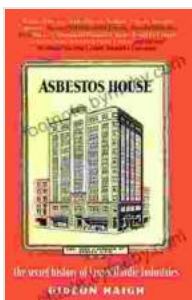


# **Unveiling the Hidden Truths: The Secret History of James Hardie Industries**

Step into the enigmatic world of building materials giant James Hardie Industries and uncover the untold secrets that have shaped its controversial rise and fall. From humble beginnings to multinational empire, "The Secret History of James Hardie Industries" unveils a gripping tale of innovation, ambition, and hidden agendas.

## **The Birth of Fibrolite: A Revolutionary Building Material**



## Asbestos House: the secret history of James Hardie

**Industries** by Gideon Haigh

★★★★☆ 4.9 out of 5

Language : English

File size : 1151 KB

Text-to-Speech : Enabled

Screen Reader : Supported

Enhanced typesetting : Enabled

Word Wise : Enabled

Print length : 448 pages



In the early 20th century, James Hardie, a driven entrepreneur, stumbled upon a revolutionary building material. Made from asbestos fibers and cement, fibrolite offered unparalleled strength and durability, promising to revolutionize the construction industry.

With a keen eye for business, Hardie established the James Hardie & Coy Pty Ltd in 1917. The company quickly gained a foothold in the market, becoming synonymous with innovative roofing and siding solutions.

## **Asbestos: The Hidden Danger**



As fibrolite's popularity soared, a dark secret remained hidden. Asbestos, the key ingredient in the material, carried deadly health risks when inhaled. While its dangers were known, James Hardie Industries chose to suppress this information, fearing the loss of profits.

For decades, the company turned a blind eye to the suffering of workers and homeowners exposed to asbestos. The consequences were devastating, leading to countless deaths and illnesses.


### **The Asbestos Class Action Lawsuits**



In the 1990s, the truth about asbestos exposure came crashing down on James Hardie Industries. Victims of asbestos-related illnesses filed a series of class action lawsuits, alleging negligence and corporate malfeasance.

Faced with overwhelming evidence and mounting legal costs, the company declared bankruptcy in 2001. However, this strategic move allowed it to shed its asbestos liabilities, leaving a bitter legacy for those impacted by its actions.

## The Post-Asbestos Era: A Search for Redemption



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You can save money and build a better home by using Hardie's "FIBROLITE" Asbestos Cement Sheets for the Exterior and Interior Walls and Ceilings of that new home you are planning. "FIBROLITE" Reduces Fire Risks, is Proof against White Ants and Borers, and contains nothing to rot or corrode. It ensures Low First Cost — Low Upkeep Costs — Low Insurance Premiums. And — it is Easily and Quickly Erected, at a minimum cost for labour. For full information, write us for copy of the "FIBROLITE" Building Book — **FREE AND POST FREE!**

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**Hardie's "Fibrolite"**  
Asbestos Cement Building Sheets

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In the wake of the asbestos scandal, James Hardie Industries underwent a significant transformation. Under new leadership, the company vowed to rebuild its reputation and make amends for the past.

The company adopted strict safety protocols, invested in research and development, and became a proponent of asbestos awareness campaigns. It sought to distance itself from its asbestos legacy and establish itself as a responsible corporate citizen.

## Legacy and Impact



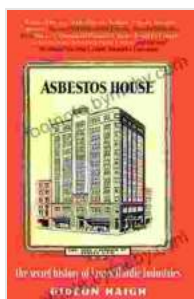
The legacy of James Hardie Industries is a complex one. Its innovative products and global expansion have left a lasting impact on the construction industry. However, the asbestos scandal casts a long shadow over the company's history, a constant reminder of the human cost of corporate greed.

Today, James Hardie Industries continues to operate as a leading manufacturer of building materials. The company's efforts to address its past and embrace ethical practices have earned it some redemption, but the scars of the asbestos scandal remain.

The "Secret History of James Hardie Industries" is a cautionary tale of corporate ambition gone awry, a tragedy born from the pursuit of profit over human well-being. It serves as a reminder that innovation should never

come at the expense of health and safety, and that corporations must be held accountable for their actions.

This compelling narrative delves into the inner workings of a corporate behemoth, exposing the secrets that shaped its rise and fall. It is a must-read for anyone interested in the history of the construction industry, corporate malfeasance, and the enduring consequences of greed.

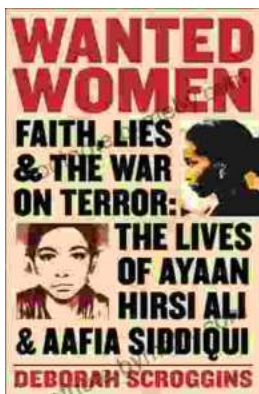


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