

MONIER

HOW TO
CREATE
A FOREVER
HOME

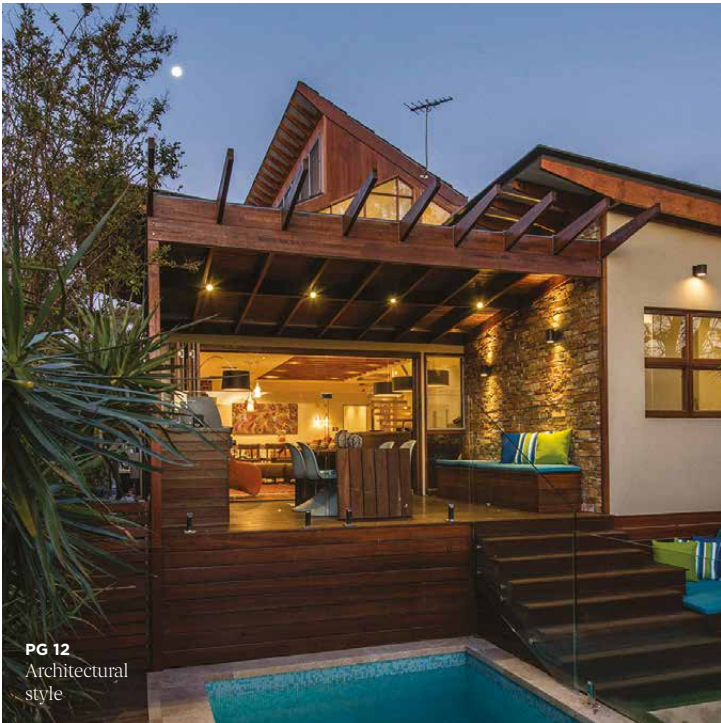
INSIDE THE
THREE BIRDS'
LATEST
PROJECT

PROTECT
YOUR HOME
IN STORM
SEASON

FOR THE LOVE
OF COLOUR
INTRODUCING
C-LOC

SCANDI
CHIC
PURE
SIMPLICITY
AT HOME





CON- TENTS

04

KEEP YOUR HOME STORM-SAFE

Practical tips to keep your family safe this winter

06

ARCTIC COOL

Experience the pure simplicity and elegance of Scandinavian-style homes

10

7 REASONS TO CHOOSE TILES

We share the facts on why tiles are the best choice for your roof

12

MOD SQUAD

An architect channels his creativity into the design of his own semi-detached cottage

14

WHITE HOT

Lana Taylor of the Three Birds Renovations team designs her 'forever' home with the help of Monier – and its new colour, Salt Spray

18

FOR THE LOVE OF COLOUR

Keep your home looking better for longer with Monier's C-LOC™ coated roof tiles



WELCOME

DREW SPIDEN
GENERAL MANAGER
MONIER ROOFING

Shelter from the elements is one of humanity's basic needs – the need to be protected, to be safe. And for those of us making the decision on the type of roofing we want on our homes, this means we need to find products that will keep our families safe.

At Monier, we are very clear about why we even exist. We're here to help you protect the people you love. That's why Monier roofs stand strong in the wind, rain and hail because we've been doing it for over 100 years. Learn how you can keep your family safe during storm season on page 4.

Not only does your roof have the all-important task of keeping the weather out of your home but it plays a huge role in completing the look. We have heard you, our valued customer. We know you want your home looking newer for longer – that's why we have launched a brand new coating featured on our flat profile, concrete roof tiles. C-LOC™ (colour lock technology) has an 8x better gloss retention than standard metal products. Learn more on page 18.

We also know that colour rules. Just ask the Three Birds Renovation team, who have developed a successful business buying, renovating and selling houses.

One-third of the Three Birds, Lana Taylor, had been dreaming of updating her Tuscan-style house into a calm white-on-white 'forever' home for years – and she's finally done it. Monier was with her all the way. Lana loves her sparkling white Elabana tiled roof in the brand new colour of Salt Spray, the epitome of strong and beautiful. Take a look on page 14 for the latest reveal.

[#MonierStrongAndBeautiful](#)

EDITOR LYNNE TESTONI
COVER PHOTOGRAPHY CHRIS WARNES
MAGAZINE DESIGN RED ROBYN DESIGN

Keep your home storm-safe

As we head into winter, **protect the people you love with Monier** and get prepared for the stormy weather. These practical tips will keep you and your family safe.



1.

1 / Clean your gutters, downpipes and drains regularly.

It is important to keep your gutters and downpipes clear as blockages can cause the water to overflow under the eaves into the roof cavity. Clear leaves from the valleys of your roof as these will make their way into the gutters in heavy rain. Keep the drains around your property clear to help surface water move away and prevent water from pooling and entering your property.



2.

2 / Fix any damage to your roof, including broken or missing tiles.

Monier concrete and terracotta tiles are guaranteed for 50 years (check your warranty for details), but maintenance is still important. Your roof should be checked every year (or after major events such as hail storms) for signs of damage. Fix any cracked, broken or displaced tiles. Build-up of dirt should be removed as it can block the drainage channels on the underside of tiles. Damaged roof sheeting may need to be patched or replaced. Check inside your roof space. Light shining through may indicate that your roof or sarking (waterproof insulation membrane) is damaged. Working on a roof can be dangerous so we recommend you contact a certified Monier Roofing Specialist if in doubt about your capacity to check or maintain your roof. We recommend that you have your roof inspected by an expert every 5–7 years.



3.

3 / Maintain your yard and balcony.

Secure or store items that could blow around in strong winds. Strong winds can pick up even large items such as outdoor furniture, trampolines and roofing iron causing damage to windows, roofs and cars. Identify things which you may need to secure or put away if strong winds or a severe storm is forecast. Storms can affect your home even if you're on holiday, so if you are going away consider securing these items before leaving.

INFORMATION SUPPLIED BY the NSW State Emergency Service. See stormsafe.com.au for details

* Independent research demonstrated that insurance premiums are more than 10% higher in 3 out of 4 cases for home with metal roofs over those with tiled roofs.

4



4 / Trim trees and branches that could fall on your home or property.

Check with your local council about any guidelines or required consent applications. Remember, your safety is important so contact a qualified (and insured) arborist or tree surgeon for advice if necessary. Have a qualified arborist inspect trees every 2-3 years to identify any preventative action necessary. Remember to park your car away from trees if strong winds and severe storms are predicted.

5



5 / Check your insurance policy is current and adequate.

Consider things such as the type of cover (building insurance for home owners and mortgagees, contents insurance however is applicable for everyone). Consider also what level of cover you are insured for. Make sure that your insurance policy provides cover for the types of events specific to your location, these may include: flash flood, storm water runoff, associated landslip (or landslide) and damage to properties by trees. It is important to note that insurance premiums are generally cheaper for homes with tiled roofs because they are a sturdier material than metal*. And if storm damage occurs, it may not be as severe, as you can easily replace individual broken tiles, but with a metal roof you might need to replace the whole roof.



6 / Make a Home Emergency Plan for your family.

Consider where you'll go and how you'll get in contact with each other along with any special circumstances or considerations for your household. Remember that storms and other emergencies can happen at any time of day so think about where members of your household may be (school, work, commuting), how you'll get in touch with them and where you can meet up. Try to identify how you will manage in these circumstances and who you may be able to get additional support from. Make sure that everyone knows what the plan is.

CREATE YOUR STYLE WITH TILES

Looking to bring a certain look to your new home? Start with the top – and design your house from the roof down. Modern rooflines set the tone for the architecture style, so choose your tiles carefully. Here we detail two of the most popular styles at the moment and match them to the Monier tiles that best suit the aesthetic.



HAMPTONS

NULLARBOR
This streamlined, sleek and sophisticated profile is the ultimate in flat terracotta roof tiles.

CAMBRIDGE
With its 'hewn stone' finish, Cambridge is the ideal choice to replicate a slate look, perfect for this Hampton style home.



INDUSTRIAL

MADISON
This narrow-profile concrete tile features a centre shadow line that enhances its aesthetic appeal, creating a look that is unashamedly minimalist.

ELEMENTAL
The Monier Elemental™ Series is a contemporary and innovative range of lightweight low pitch roofing products.

< Architect:
Austin Maynard
Architects
Photography:
Peter Bennetts



Style of the moment

ARCTIC COOL

GET THE
SCANDI LOOK

It's so soothing, so calming and so easy to live with – perhaps that's why most of Australia seems to be in love with Scandinavian style at the moment. With dramatically dark exterior colour palettes and interiors consisting of crisp white walls and subtle flooring shades, this is a design style that can be adapted to most Australian homes



Black on black – a monotone palette and streamlined look is key to the exteriors of Scandinavian homes.

Architect: Johan Sundberg;
Photography: Kasper Dudzik

“It suits any home, whether you have a weatherboard house, a Federation house or you have just built a brand new home,” says Marcella Cetinich, owner of My Scandinavian Home. “It's a look that can adapt to any Australian home. It's very much a great coastal look, but it won't look out of place in the suburbs.”

Cetinich says that true Scandi-style is simple and understated, making it easy for people to adapt to their homes. It usually features a monochromatic colour palette – mostly white inside with a touch of black and grey – and striking dark exteriors.

Exteriors often feature dark painted timber or bricks with white trim and a high pitched roof – usually with slate-look tiles. The key to the style is in the lack of fussy extraneous details, resulting in a streamlined silhouette.

Tiles are traditionally the choice for homeowners in the Northern Hemisphere, as they provide superior protection against extreme weather conditions and great noise insulation. Australian homeowners are increasingly

turning to the new Monier Elemental™ Series as the perfect product to create this look.

The Elemental™ Series features the Large Ultra Panel (1500x750), the unique Square Panel (750x750) and a modern take on the classic slate and shingle using composite lightweight materials. The Terracotta Nullarbor or Concrete Cambridge are also effective options for homeowners wishing to create this aesthetic, depending on your budget.

The black on black aesthetic – including streamlined tiles such as the Elemental Series – works well for the outside, contrasting with the white-on-white interiors.

And of course, a dramatic front door should match the roof tiles. Again, black is the preferred shade at the moment.

“I think the key elements would definitely be a simple base,” Cetinich says. “However, with that neutral base, you add layers of texture and natural materials. It's knits, it's hides, timbers, it's baskets, leather, that type of thing. It's all very natural in terms of texture.”

Dramatic details
– black timber and the Monier Elemental™ Series Large Ultra Panel in Midnight

Contrast is vital – a black on black exterior is balanced by white interiors.

Architect: Johan Sundberg
Photography: Kasper Dudzik

I THINK THAT'S WHAT'S BEAUTIFUL ABOUT SCANDI AS WELL. IT'S FUNCTIONAL, BUT IT'S ALSO AESTHETICALLY BEAUTIFUL

"It is a very popular look and I think it has that foundation. People can add their own spin to it."

Interior stylist/designer Lisa Koehler says that she feels the key thing about Scandinavian-style interiors is that they are liveable – and achievable – for families everywhere.

"What I like about Scandinavian design is that it has a lovely lightness to the palette," Koehler explains. "It always has lovely white walls that complement the timber floors."

Koehler is also an educator at the International School of Colour and Design (ISCD) and says the look is perennially popular with her students – and clients.

"I think why the style feels so liveable is that they layer it with such beautiful texture, so there is always a beautiful leather chair, or a throw. There's a layering of rugs, throws and cushions that's done in a nice harmonious way, so it doesn't ever feel overwhelming," she adds.

"I think that's what's beautiful about Scandi as well. It's functional, but it's also aesthetically beautiful."

Another key element of adding interest to the style is to select artwork that works with the monochrome palette.





KEY ELEMENTS OF SCANDI-CHIC

THERE'S A LAYERING OF RUGS, THROWS AND CUSHIONS THAT'S DONE IN A NICE HARMONIOUS WAY, SO IT DOESN'T EVER FEEL OVERWHELMING

1. White walls. Lisa Koehler recommends a cool white paint, such as Dulux's Lexicon Quarter: "It's classic," she says. "It never fails you. I find the Lexicon quarter is just slightly softer than the Lexicon because I don't think it has as much black in it."

3. Tan leather. Soft natural shades of leather are frequently used to add texture – sometimes in a classic butterfly chair, and lately even in accessories such as leather cushions, which allow homeowners to experiment with the style without fully committing to it with higher-priced items such as furniture.

2. Pale grey or white floors. A classic Scandinavian interior features white painted floorboards, although there is an increasing trend for pale grey washed boards, which again form a neutral base for furniture.

4. Natural materials. Classic Scandi design often features hides – sheepskin or cow hide as a striking feature over the neutral floor. Sheepskins are also used as throws over sofas to add an element of softness to interiors.

5. Monochrome artworks. "It's about beautiful sketches, but also graphics," says Koehler. A wall of black and white photographs can work, or perhaps a soft watercolour as a signature piece.

"They do beautiful art galleries; they have beautiful art. They mix lineal shapes really well with organic shapes," explains Koehler. "I think whenever I am researching Scandi style, I always think they do the combination of art particularly well. I think that art gives visual interest and almost a texture to a wall in a sense."

Of course, you don't have to embrace the total package to get the best out of this design style. Many people use the neutral palette plus black or dark accessories and add their own personal touches.

"A lot of people don't necessarily want to go for the whole look," says Koehler. "I am finding that people's idea of Scandi varies, but they also might want to mix it with another look – just take some of the elements and mix them with things that you have."

ABOVE (FROM LEFT)
Cow hide butterfly chair, \$799
myscandinavianhome.com.au
"Trees XLII", original artwork, black ink on card, framed in oak, \$840, by Casey Freeman,
caseyfreeman.com.au
Limewashed floorboards
 similar available from Royal Oak Floors, royaloakfloors.com.au
Smoked Mega Bulb, \$375
greatdanefurniture.com

BELOW (FROM LEFT)
Mover Maker cushion, \$79
myscandinavianhome.com.au
Icelandic sheepskin rug, \$229
hidesofexcellence.com.au



7 REASONS WHY YOU SHOULD CHOOSE TILES

Choosing the right roof material is one of the most important decisions you are faced with when undertaking a new build or renovation. The roof generally makes up 30 per cent of the surface of your home and first impressions definitely count which can add significant value to your home, so it's important to get it right.

Why Monier
roof tiles
are the
right choice:

1 TILES CAN CREATE THE RIGHT LOOK FOR YOUR HOME WHATEVER YOUR STYLE

Tiles come in a wide range of colours and profiles, so you can tailor the look you are after for your home. We know that designing your home starts with your unique look and style, so whatever your style, whether it is the classic Hamptons, a more modern streamlined look or Mediterranean type style, tiles can blend in seamlessly with the

exterior design. You can also choose from a range of different materials, like the classic good looks in terracotta, or the contemporary streamlined look of Elemental, Monier's wide range of designer products will allow you to select the perfect addition to enhance your home's aesthetic.

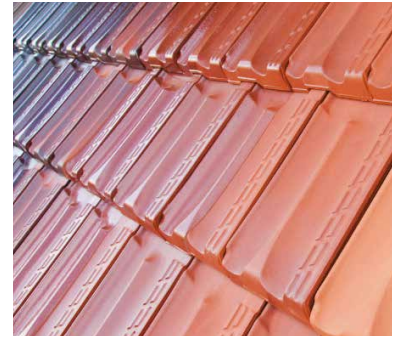


2 TILES ARE BEST SUITED FOR AUSTRALIAN CONDITIONS

Our harsh weather and extreme climate changes can be tough on roofing materials. Unlike metal, tiles don't rust or corrode and terracotta tiles won't fade over time. It's also important to note that if you buy a standard COLORBOND® steel or ZINCALUME roof your warranty may be limited if you live within 5km of salt water. Tiles are a perfect solution to our coastline environment of Australia.



COLOUR LASTS LONGER ON TILES



Unlike metal roofs, Terracotta colour is forever, thanks to its manufacturing process, in which the colour is baked in at extremely high heats so the colour never fades.

While concrete tiles can fade gradually over time, Monier concrete tiles tested in lab conditions simulating natural weather exposure shows better colour performance than standard COLORBOND® Steel.¹¹ Additionally, Monier concrete tiles offer a choice of colour technologies to retain the look, beauty and re-sale value of your home:

Colour Through Technology – Colour is mixed into the concrete with an additional coating added on top. This means that even if the tile chips, the exposed part of the tile will still be the same colour. Colour Through is combined with C-LOC to create a more durable tile.

C-LOC™ – Colour lock technology keeps your home looking better for longer. C-LOC™ is an advanced coating material that has 8 x better gloss retention than standard COLORBOND® Steel.

CAT Colour – Monier's standard concrete tile range has a 78% better colour performance than standard COLORBOND® Steel.

4

TILES ARE RESILIENT – AND CONCRETE TILES GET STRONGER WITH AGE

Concrete tiles like other concrete products, actually get stronger with age. Given their strength, tiles will not crack if you walk on them in the correct place. In the unlikely case of cracked tiles, you only need to replace individual tiles versus a whole sheet of damaged metal.



Tiles are the ideal product when it comes to handling the tough Australian climate.

Long-lasting, strong and beautiful, Monier products provide the protection you need for your most important assets – your family.



5

TILES ARE RESISTANT TO HIGH WINDS

The durability and strength of tiles means they may perform better than sheet metal in extreme wind conditions as wind uplift forces are significantly lower in tiled roofs.^[2]

7

TILES CAN BE USED ON LOW-PITCHED ROOFS



6

MONIER TILES COME WITH WARRANTIES THAT YOU CAN TRUST

Monier terracotta roof tiles come with a 50-year performance and colour guarantee; while concrete roof tiles come with a 50-year performance guarantee. COLORBOND® Steel offers up to 36 years warranty on standard steel, which may be affected if your roof:

- rusts where sheets overlap
- corrodes due to contact with sunscreen
- corrodes due to contact with soil
- live within 5km of the ocean



A number of products in Monier's suite of roofing solutions are suitable for lower-pitched roofs. Concrete tiles can reach a pitch of just 15 degrees with sarking, as can the Terracotta Marseille profile. The Terracotta Nouveau can reach 12 degrees with sarking. Additionally, the new Elemental Lightweight Composite range can handle even flatter pitches – down to 10 degrees.

NOTES

[1] AWTA product testing completed July 2016. Testing ran for 2000 hours with cycles of 8 hours UV and 4 hours condensation exposure.

[2] Broughton, G, Shoalwater and Roleystone WA tornadoes – wind damage to buildings (2008).

MOD SQUAD

Fadi Fadhil channelled his creativity and his architectural training into the striking design of his own home



It's always the big question – what sort of houses do architects themselves live in? Do they practise what they preach, or are they just as happy living in suburbia like the rest of us?

The answer, says architect Fadi Fadhil, is that it's a little bit of both. He's all about the ease of living, but with a design edge.

Fadhil transformed his own small and pokey suburban semi into a large family home in a comprehensive and recently finished renovation project – complete with a pool for the kids.

The family (Fadhil, his wife and two sons) moved back in at the end of 2016 after a 15-month renovation.

The new, ultra-modern semi located in Sydney's Chatswood has been totally reworked to provide a huge expansion of space with an extraordinary angled roofline. An extra two metres were added to the side of the house and six metres were added on the rear of the original house, both over two levels.

The contemporary angled roof uses high windows to bring in an abundance of natural light to what was previously a dark building.

Essentially, the family ended up with a home of four bedrooms, two bathrooms, with a new deck and swimming pool at the back of the ground floor; plus an open-plan kitchen, family room, dining room and lounge area.

“We used to have a fairly small kitchen and then lots of partitions in the ground floor,” says Fadhil. “Not family-friendly at all.”

With such a huge building project, Fadhil says that the choice of Monier tiles was essential to the success of the alteration.

“I always prefer tiles to COLORBOND® because of their performance, longevity and the noise qualities,” he says. “If it's raining, it's better to be coming off a tiled roof just to prevent any transference of the noise from the rain coming through the internal of the house. If you ask me, between roof tiles and COLORBOND®, if I have the right slope, which is 18 degrees, I always go for roof tiles”.

ABOVE
A new open-plan living area leads to the pool



LEFT
The outdoor eating area features timber trusses

BELOW
The dramatic new roofline dominates the renovation

I always prefer tiles to COLORBOND® because of their performance, longevity and the noise qualities



With such a huge building project, Fadhil says that the choice of Monier tiles was essential to the success of the alteration

“With my clients, sometimes it’s easier because when I tell them what is not possible they agree straight away,” he adds. “With my wife it just took me a while to convince her about that. Because she thought I could do anything!”

The biggest conflict between Fadhil and his wife however, ended up pushing him to finding an innovative solution. His wife wanted to eliminate the need for steel supports in the new open-plan kitchen in order to maximise the available space.

It was a challenge, says Fadhil, who had to work with a structural engineer before the result could be achieved.

“It took me four or five steel fabricators to agree to take this job because it was so complicated for them,” he says. “It is a massive portal frame – two portal frames on the structure without any supports, without any columns in the middle.”

Now the Fadhil family is just happy to be home. And yes, even architect’s building jobs don’t always go totally smoothly. “They are always longer than you think and always more expensive than what you have already budgeted for. Even for me,” he says.

“Although I have done the building myself, done the project management myself, and all of that, but still some things went over budget, like the steel fabrication. I allowed for a lump sum for it, but it took about one and a half times more because it was so complicated.”

“But we are happy with the outcome.”

Fadhil says he chooses Monier tiles on the roof, whenever possible and particularly likes the glossy profile tiles, such as the Terracotta Marseille product, which he used in his own house and often is his first choice for residential projects.

“I like this profile,” he says simply. “I like this colour [Titan Gloss] in particular. It’s quite contemporary looking. For our home, it works well with the light beige render and the timber colour on the windows and doors.”

So was it easy being his own client? Fadhil says he loved the chance to explore his creativity without being restrained by clients’ tastes and budget.

“I tried to put everything in that I tried to convince our clients to try,” he says. “Things they reject because it’s expensive. I put everything I want for my clients in my own house.”

However, Fadhil says that this time he had to contend with his own wife, who had an almost overwhelming faith in his ability to produce anything – despite the laws of physics.



White Hot



THEY ARE THE HOTTEST NAMES IN RENOVATION AT THE MOMENT, SO WHAT HAPPENS WHEN ONE OF THE THREE BIRDS BUILDS HER FOREVER HOME?



BEFORE

It took years of wishing, hoping and finally planning, but one-third of the Three Birds Renovations team – Lana Taylor – has created her ‘forever’ home. A white-on-white Mediterranean oasis in Sydney’s northern suburbs.

Taylor’s home is the sixth renovation for the powerhouse Three Birds team and the one with the biggest stakes. Their previous projects have involved buying an affordable house in need of a makeover, unleashing their renovating magic and reselling it for a healthy profit.

This project, however, was their toughest challenge yet.

“It was by far and away the biggest reno,” says Taylor. “It was the biggest piece of land; it was the biggest house. We have never done a three-storey house before. We have never done structural change that needs a one tonne beam to hold up the house – we had to crane in a beam over the roof to hold up the house while we removed all the walls.”

“Plus the stakes are so much higher because I was going to live with every design decision we made for 15 to 20 years. Whereas with our other flipped properties, while we still try and make all the right decisions and are always delighted with the results, the reality is we don’t live in that house afterwards. So it just put a lot of pressure on the decision-making because I was going to live with it.

“The whole project took six to seven months, which in our world is a long time. We have always done six to eight-week renovations before.”

LEFT
Lana’s home after the Renovation



ABOVE
Lana Taylor continues the white-on-white theme throughout the interior



GET THE LOOK

- LEFT (TOP TO BOTTOM)**
- Monier Elabana concrete tiles in Salt Spray
-
- Elemental Large Ultra Panel (1500 x 750) in Salt Spray
-
- Roof capping in Salt Spray

For me the roof is one of my favourite aspects of the whole house. I seriously stand on the landing on my stairs and look out and see the roof. And I just stare at it and say ‘how beautiful is that?’

And what a renovation it was – nothing was left untouched, including the roof. The original terracotta roof matched the house, which was a relic of the ‘80s passion for Tuscany. As the project unfolded and Taylor developed the aesthetic she wanted for the house, it was clear the roof had to change.

“To be honest, at first, the roof was not at the forefront of my consideration when I was starting to design the house and I think that’s a common problem,” Taylor says. “I think it is an oversight not to think about your roof early in the piece because it can make or break the look of your house.

“When I really honed in on the design aesthetic of my house being white on white – that look, that Mediterranean look, it just became completely apparent to me that the roof had to be white, or very light. When I realised that, I just knew that the house would be a mere shadow of itself if I did not address the roof.”



In conjunction with Monier, Taylor chose her perfect white roof tiles – Elabana concrete tiles in a brand new colour –

“For me the roof is one of my favourite aspects of the whole house. I seriously stand on the landing on my stairs and look out and see the roof. And I just stare at it and say ‘how beautiful is that?’”

As for the tile’s profile, true to form, the social media-savvy Taylor took inspiration from Instagram.

“I wasn’t sure about the profile – should it be a flat shingle-style roof, or curved? I saw an image on Instagram that was of a roof in Bali that was curved and white. And when I saw that I just knew instantly that the tile I had to do on that main part of the roof, that pitched part of the roof at the front of the house had to be the Elabana profile, but in a new modern colour.

“What I love about that tile is that it’s such a classic shape. They are these beautiful curves, like half clay pipes all over the house and to me that’s a very Mediterranean feel and I think it suited the original style of the house.

“The exterior didn’t change that much, except for the colours. So I think having that traditional shape tile is really important to work with the exterior of the house.



RIGHT
A print of the Greek Islands inside the home echoes the design



In conjunction with Monier, Taylor chose her perfect white roof tiles – Elabana concrete tiles in a brand new colour – Salt Spray

“But the Monier Elemental Ultra panels look like something no one has ever seen before. I believe I’m the first house in the country with them. So that’s really exciting and I think a nice big large panel was ideal. I didn’t want the roof to be too busy because it is so visible, and it was a very large expanse of flat roof, so the Ultra panel was perfect – and again I matched the colour to the Elabana tile (in Salt Spray).”

“Looking out of the window to that light colour was a lovely option. It looks like a Santorini courtyard – but it’s actually my roof.”

Of course, then it got a little trickier because she also wanted to tile the roof of the new extension section of the house – a new open-plan kitchen and living area – which had a much flatter pitch.

Previously, the only option for consumers facing flat roofs would be metal, which Taylor didn’t see as an option for her. The reputation of Monier and its ability to provide long-lasting colour, along with protection for her family, meant she was determined to have a tiled roof. Luckily, the recent arrival of Monier’s new Elemental tile series has changed the options available.

“The Elemental roof tile was totally suitable and that comes in all different sizes,” she says. “I went for the Ultra panel, which is 1500 wide and it actually looks like large pavers outside the window on that bottom roof. For me that was very important because the house is three storeys high and that extension area is only one level high. You can see the roof from a lot of other parts of the house – you look down onto it. So the aesthetic of that roof was very important to me and I didn’t want the aesthetic of a tin roof.”



LEFT
The view from the top over the new extension, which features the Elemental Ultra Panels on the roof



FOR THE LOVE

OF COLOUR



Monier homes will look newer for longer with the introduction of C-LOC™ (colour lock technology). This brand new coating for flat profile concrete tiles is the latest innovation for roofs

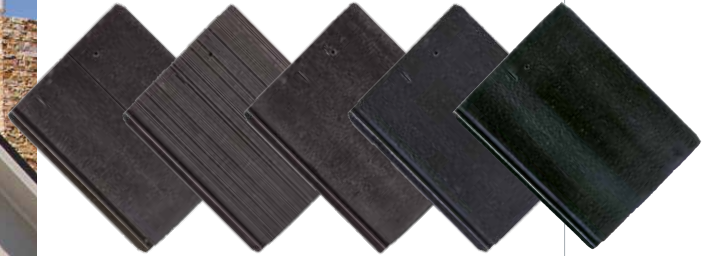
ABOVE
Madison
Concrete
Tile in
Soho Night

Keep your home looking better for longer with Monier's C-LOC™ coated roof tiles, which proudly maintain their gloss eight times more effectively than COLORBOND® steel.

There is no doubt that the look of your home will reflect the style of those who live within it – so maintaining the integrity of the façade material is vital.

Your roof, depending on the pitch and architectural style, can contribute to up to 30 per cent of the visual impact of your home. So it makes sense that if your roof fades, so too does the overall look of your property.

C-LOC™ IS FEATURED ON MONIER'S FLAT PROFILE CONCRETE TILES, INCLUDING:



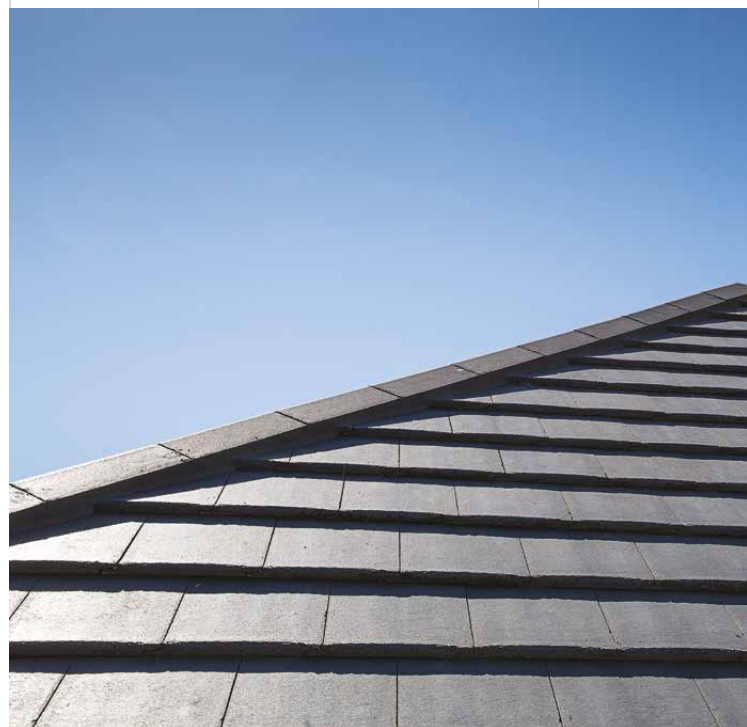
Monier is committed to delivering the best in product quality and testing. After 2000 hours of independent testing on accelerated weathering, results showed standard COLORBOND® steel loses 98 per cent of its gloss – meaning your metal roof will change in colour or appearance sooner. This colour change results from gradual surface degradation caused by outdoor exposure.

By comparison, C-LOC™ only loses 12 per cent of its gloss with no visible change in appearance. With 8 times more gloss retention than standard COLORBOND® steel, Monier's technology outperforms other concrete tile and metal roofing competitors.

Gloss has a significant impact on the visual appearance of a surface because it protects the colour. Simply put, a home with C-LOC™ coating will look better for longer.

**ABOVE
(LEFT
TO RIGHT)**
Madison
Georgian
Cambridge
Horizon
& Atura

BELOW
Cambridge
Concrete
Tile in
Soho Night



PRODUCT TESTING

Independent testing has shown that after 2,000 hours of accelerated weathering*, standard COLORBOND® steel loses 98% of its gloss and shows a significant change in visual appearance, whereas C-LOC™ loses only 12% with no visible change in appearance. This testing represents the weathering that occurs over a few years exposure to the harsh Australian sun.

PRODUCT	LOSS OF GLOSS
Monier terracotta tiles	0%
Monier concrete with C-LOC™ coating	12%
Monier concrete with CAT colour coating	55%
Competitor concrete tile with solvent-based coating	83%
COLORBOND® steel	98%

COLOUR COMPARISON ON COMPETING PRODUCTS

COLORBOND® STEEL COLOUR: MONUMENT

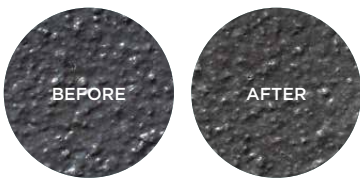


CONCRETE TILES WITH SOLVENT COATING

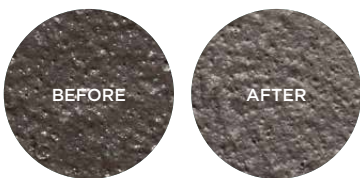


* Product samples are independently tested in a NATA certified lab for 2,000 hours with cycles of UV exposure and condensation to simulate natural weather exposure. Testing has been performed on product samples of similar colour for fair comparison.

CONCRETE TILES WITH C-LOC™ COATING



CONCRETE TILES WITH CAT COLOUR COATING



TERRACOTTA TILE



Builder Jason Tejon from Designed Group (designedgroup.com.au) says that he always recommends tiles to residential – and commercial – clients because of their superior colour retention.

“My clients are always particular about the colour of their roof,” he says. “So it makes sense after all that effort to choose the right shade to take that extra step to ensure that the colour doesn’t fade.”

Tejon says that more of his clients are choosing the flat profile tiles, which particularly lend themselves to including the C-LOC™ technology.

“The dark greys and blacks are very popular with our clients now and it’s important to maintain that glossy look,” he adds.

The importance of lasting colour was critical for Andrew Mammarella, general manager of prestige home builder Marque Property Group (marque.com.au) when it came to him choosing to move to Monier tiles for all his new builds.

He says the C-LOC system is what tipped the balance when it came to making the decision about the tile company he chose.

“The average contract with our clients is between \$1.1 and \$1.3 million so being able to offer premium products to our customers is important,” he says.

“We have got a lot of high-pitched profiles so to recolour roofs down the track would be very complicated from our client’s perspective. So something that gives them much better warranties and colour hold was important in my calculations.”

Marque is based in Victoria and, according to Mammarella, the rooflines he is building are all grey and black, making the durability of colour even more critical.

“It’s very important,” he asserts. “Blacks look good when they are black; when they’re a lighter shade of grey they are not nice any more. Our clients want crisp black and crisp charcoal colours... it’s definitely important because when they do fade they do look bad.”

Monier has a very rich and proud history, protecting families from the harsh Australian conditions for more than 100 years. All Monier concrete products outperform other concrete tile and metal roofing competitors. Monier concrete tiles have stood the test of time, get stronger with age and are proven to protect the people you love from the harsh Australian elements.



SMART, SLEEK, SOLAR



Looking for a solution that will save on energy costs, but not hurt the look of your beautiful new roof?

Monier's SOLARtiles are the answer. Our own modular and sleek tile-integrated solar panels blend in with the rest of the roof. SOLARtiles, have all of the benefits of a regular solar panel but none of the drawbacks. Even better, existing tile roofs can have this technology embedded directly into them (provided they have the right specs).

Watch this space and check out monier.com.au/Products/Solar for more information about SOLARtiles.

Get the facts at monier.com.au or call 1800 666 437

