

# MONIER

COASTAL  
COUNTRY

GET THE  
LOOK

THE  
BIG  
METAL  
MYTH

AND THE MYTHS  
ABOUT TILES

IS YOUR  
ROOF REALLY  
PROTECTING  
THE ONES  
YOU LOVE?

THE  
SHECONOMY  
WHO WEARS  
THE PANTS?

THE CAT  
IS BACK!



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Drew Spiden

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## BE INSPIRED

Be inspired by what matters most



**DREW SPIDEN**  
GENERAL MANAGER  
MONIER ROOFING

## WELCOME

Monier has a very rich and proud history in the Australian Building Industry. From the original Wunderlich Terracotta tile to the extensive product range available today, Monier Tiles have long been a trusted roofing solution, standing up to our tough Australian conditions.

Yet whilst we've been strong, we've also been silent. Metal roofs have taken tiles on over the last ten years.

It's time to set the record straight on roof tiles. Roof tiles won't ever rust, we don't fade as fast and we have a better colour performance on concrete tiles and a lifetime colour performance on terracotta. We are strong and durable with a 50yr guarantee. On the other hand standard COLORBOND® Steel roofs may rust and if you are close to salt water your warranty may be limited...

Choosing the right roof is just as important as choosing the right kitchen or bathroom finishes. You can be inspired to get the look that suits your style, whether that's Industrial or Coastal, Classic or Contemporary, Monier ticks the right boxes when designing your beautiful home. In the past you may have known us for tiles but we have a new and broader focus.



AT MONIER, OUR MISSION IS TO HELP YOU "PROTECT THE PEOPLE YOU LOVE"

### We are going to:



#### STAND UP

- For consumers who want their roof to last as long as possible in the Australian conditions



#### GET MODERN

- Deliver low pitch roofing solutions
- Launch a new roofing category



#### DO MORE THAN TILES

- Launch a new range of trusted Monier accessories and services



#### INSPIRE ME (YOU!)

- Reinvent terracotta with a twist of modern glamour
- 'Get the look' book

What that means is we are going to stand up for consumers including those who feel let down by metal, deliver low pitch roofing solutions and launch a new roofing category that can go under 10 degrees. We are reinventing terracotta by combining its 'crafted from the earth' heritage with a twist of modern glamour to inspire future generations to fall in love with it all over again.

Making the right roof decision becomes even more important when the next storm rolls into your area. No one wants to worry about a leaking roof or whether your family will be safe from the elements. At Monier, we're very clear on 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. We're all about creating strong and beautiful roofs that you can feel proud of. The team at Monier are looking forward to sharing our exciting new roofing innovations over the next year on our journey to owning the roof once again.

**Drew Spiden**  
General Manager  
Monier Roofing

#MonierStrongAndBeautiful

THE

BIG

METAL

MYTH

AND THE MYTHS ABOUT TILES

When it comes to selecting the right roof for your home, few really understand the differences between one roof and another. We de-bust the popular myths and reveal the facts that really matter

With a plethora of marketing material and the opinions of architects, builders, families and friends to consider, it's no wonder so many of us struggle with home renovations. When it comes to a roof decision though, what really matters? You decide on how best to choose a product that will protect your home, and your family.

IF YOU LIVE NEAR THE OCEAN,  
YOUR METAL ROOF MIGHT  
NOT BE PROTECTED



## MYTH 2: CAN TILES BE USED ON A LOW PITCHED ROOF?

This used to be the case, but no more! A number of our ranges, such as our concrete tiles and terracotta nouveau series for example, can reach a pitch of just 15° with sarking.

### **FACT**

While metal is often used on flat roofs, check the warranty! The warranty periods may be substantially reduced for roofs with a pitch of less than 5°.

## MYTH 1: IS COLORBOND® THE BEST OPTION FOR 'AUSTRALIAN CONDITIONS'?

If metal may rust and corrode, and fades faster than concrete and terracotta tiles, <sup>1</sup> that means it may also be more likely to leak, with the potential to damage internal structural supports, and ultimately your new home may be left with diminished street appeal.

Tiles, on the other hand, don't rust or corrode, and terracotta tiles won't discolour over time.

When considering metal roofing, consumers should consider that:



## MYTH 3: TILES ARE OLD-FASHIONED, RIGHT?

Historically, home-owners associated tiles with old-fashioned orangey hues that couldn't possibly suit more contemporary styles. But that's not the case! Regardless of your taste, tiles will fit in seamlessly with the design of your home. A rising trend now looks to combine multiple textures and finishes for real character, but if you prefer a more understated approach just take your pick from the slim, flat, modern and streamlined ranges available.

**Hot tip:** Combine terracotta, the gorgeous material crafted from the earth, with a stunning metallic finish for a timeless result.

## MYTH 4: COLOUR LASTS ON METAL ROOFS ... OBVIOUSLY

Unfortunately, colour will fade on metal faster than concrete tiles. <sup>1</sup> According to a recent Colorbond Technical Guide for pre-painted steel. <sup>2</sup>

“Colour change results from gradual surface degradation caused by outdoor exposure. As the coating weathers, preferential loss or retention of pigments may cause unacceptable degrees of colour change”

Try comparing that to terracotta, for example, where the colour is baked into the material. Terracotta colour will last a lifetime.

<sup>1</sup> AWTA product testing in 2016 showed COLORBOND® steel fades faster than concrete roof tiles.

<sup>2</sup> BlueScope steel – COLORBOND® prepainted steel – colour design considerations (2015)

## MYTH 5: COLORBOND WON'T EVER RUST, WILL IT?

Interestingly, many Australians live by the coast but if you buy a standard COLORBOND® steel or ZINCALUME® roof it may not be covered by the full warranty if you live within 5km of salt water. And if the product is cut there may be no warranty for rust occurring on these edges.

## MYTH 6: DO TILES EASILY CRACK?

The reality is tiles will not crack if you walk on them in the correct place and research shows that concrete tiles actually get stronger with age.

Metal is susceptible to denting when incorrectly walked on. To top this off dented metal may attract rust.

In the unlikely case of cracked tiles you only need to replace individual tiles versus a whole sheet of metal that is damaged.

<sup>3</sup>BlueScope steel – Roofing Warranties (2016)  
<https://warranties.bluescopesteel.com.au/learn-more/roofing-warranties>

Warranty information sourced from the BlueScope website 2015 COLORBOND® steel sample warranty

## THE FINE PRINT YOU NEED TO KNOW

The sample **36 year\*** COLORBOND® steel and ZINCALUME® steel for roofing warranty is dependent on the following conditions:

### 1 Not provided in full unless: you live more than 5 km from the ocean

"The roof is located more than 5km from marine or industrial influence".

### 2 Not provided in full if: your roof is flat or curved

"The material must be installed with a pitch of greater than or equal to 5 degrees above the horizontal and must not be curved."

### 3 Not covered on cut edges for: corrosion, rust or paint blistering

"This warranty does not cover against aesthetic surface corrosion including paint blistering, white corrosion products or red rust on cut edges."

### 4 Not covered if: corrosion is caused by sunscreen, soil or condensation not being removed

"Corrosion to perforation, paint flaking or peeling, wholly or partly due to an event or cause beyond the reasonable control of BlueScope steel, including without limitation each of the following:"

- **Sunscreen** – "attack from chemical or other agents, fumes, liquids or solids other than direct rain or run-off falling onto the end product"
- **Contact with soil** – "contact with soil, ash, fertilizer, moisture retaining substances"
- **Condensation** – "failure to remove debris and/or allow free drainage of water (including condensation) from all surfaces of the end product"

### 5 Not covered if: it is not maintained

The end product must be maintained with a minimum 6-monthly washing with fresh water in those areas not normally exposed to rain.



**DID YOU  
KNOW?**

Contact with **soil or sunscreen** may lead to corrosion which may compromise your standard COLORBOND® Steel warranty

# METAL VS TILE

## WHAT'S THE BETTER CHOICE?

It's a question thousands of Australian builders and renovators ask themselves every year. It's a significant decision to make, so here we reveal the simple truths:



Standard COLORBOND® Steel tested in lab conditions simulating natural weather shows colour change <sup>4</sup>	<b>Colour Performance</b>	Monier concrete tiles tested in lab conditions simulating natural weather exposure shows better colour performance than standard COLORBOND® Steel <sup>4</sup> Lifetime colour performance on terracotta tiles
Metal may rust and may corrode to perforation (holes)	<b>Rust</b>	Concrete and terracotta tiles don't rust
Tested for 50 years	<b>Strength Durability and Longevity</b>	Concrete and terracotta tiles are a proven roofing material which have been in use for over 100 years
Up to 36 years warranty on standard COLORBOND® Steel, which may not be covered if your roof: – rusts where sheets overlap – corrodes due to contact with sunscreen – corrodes due to contact with soil	<b>Warranty</b>	50 year performance warranty on concrete roof tiles 50 year performance and colour warranty on terracotta roof tiles
Lightweight and more susceptible to wind lift and upheaval in extreme weather events <sup>5</sup>	<b>Storm Endurance</b>	Performs better than sheet metal in extreme wind conditions as wind uplift forces are significantly lower in tiled roofs <sup>5</sup>
May dent when walking between battens that are 900mm apart as standard	<b>Denting / cracking</b>	A concrete or terracotta tile roof will not dent or warp. It will not crack if walked on in the correct place
Metal roofing has a higher embodied energy, <sup>6</sup> which means more energy is consumed in all processes involved in manufacturing a metal roof*	<b>Embodied Energy*</b>	Concrete and terracotta have lower embodied energy, <sup>6</sup> which means less energy is consumed in all processes involved in manufacturing a tiled roof

<sup>4</sup> AWTA product testing completed July 2016. Testing ran for 2,000 hours with cycles of 8 hours UV and 4 hours condensation exposure.

<sup>5</sup> Boughton, G. Shoalwater and Roleystone WA tornadoes – Wind damage to buildings (2008)

<sup>6</sup> Lawson, B. Building materials, energy and the environment: towards ecologically sustainable development (1996)

\* Embodied energy is the energy consumed by all of the processes associated with the production of a building, from the mining and processing of natural resources to manufacturing, transport and product delivery

# 5 MINUTES WITH JULIET



## Juliet Maynard

National WHSE  
Work Health Safety  
Environment Manager

Monier Roofing  
CSR Limited

### TELL US A LITTLE BIT ABOUT YOURSELF

I am a full time mum, wife, daughter, friend and worker, the juggle is phenomenal and feels overwhelming at times. I trained and worked as a Physiotherapist for 15 years in Australia and the UK acquiring many skills and experiences. I wanted to be on the proactive, rather than reactive, side of health. So I did a Masters in Safety Science, loved it and have been working in that specialty ever since. I represented Australia at the Olympics for springboard diving many years ago, which has been a fabulous foundation for the hard work and focus required to achieve my goals, in all aspects of my career and life.

### WHAT ARE YOUR MOST FAVOURITE THINGS IN THE WORLD?

That has to be my husband and my two boys!

### WHAT DO YOU DO AT MONIER?

I help make sure that everyone gets to go home safely to the stuff that really matters most. I do that by ensuring we have a safe place to work, safe work practices, safe systems and a healthy physical and psychological environment to work in every day.

### WHAT GETS YOU OUT OF BED IN THE MORNING?

There's incredible diversity in my role – from addressing where raw materials enter our site, to the manufacturing process, to the transport and logistics business. We have to get the products to where they need to go, install them safely and finish them with the care we promise our customers. I absolutely love the variety in my role and the team I get to work with!

### WHY DO YOU ENJOY WORKING FOR MONIER?

The business is full of genuine people who care about your family as much as their own. They employ a diverse range of people which is great in itself, but it doesn't stop there... Monier empowers us all to learn and grow too. As a woman in this industry, that is pretty special.

### WHAT HELPS MONIER TO STAND OUT?

Monier is all about being strong and beautiful. Strong because roofs should protect the people we love, and beautiful because our home is a direct reflection of who we are. Performance alone is not enough. Our home needs to feel beautiful inside and out, just like the people that live within it.



# WOMEN AND THE RISE OF THE SHECONOMY



**Women have never been more influential in decision-making for the home. We look at the key influencers driving their choices**

When it comes to buying decisions these days, women make or influence 85% of all purchasing decisions – that figure rises to 91% of new home-related purchases. They also know that when creating their dream living space there's much more to consider than designing kitchens and bathrooms. So let's just say women are wearing the pants here, and men, if you think you are, well... you're probably married to a very skilled operator.

" Women have a passion for (and an opinion on) colour, texture and style. They want to create a space that is representative of the people within it "

" Let's just say women are wearing the pants here, and men, if you think you are, well... you're probably married to a very skilled operator "



**With women earning, spending, and influencing spending at a greater rate than ever before, we've put together some of the top influencers that drive women's decision making in the home.**

### Style

Women have a passion for (and an opinion on) colour, texture and style. They want to create a space that is representative of the people within it.

### Smart

Women do their homework, which means they're knowledgeable and will ultimately make shrewder decisions. Women are increasingly interested in products like SOLARtile, for example, which will reduce energy bills, contribute to the environment and have minimal visual impact to the exterior of a home. SOLARtile is built seamlessly in to the roof – not stuck on to the building.

### Strength

Women want style, but it has to last. For their own lifetime and that of their children's too. Women want a quality product that will stand the test of time and the Australian elements.

### Good value

Women want what's best for the family – but it should also be a fair price. They're prepared to take their time hunting for the right product and, armed with the right information, are more than ready to negotiate prices down if they need to.

### Knowledge is power.

Be Strong  
Be Smart  
Be Beautiful

#MonierStrongAndBeautiful

**85%** OF CONSUMER PURCHASES ARE MADE OR INFLUENCED BY WOMEN

**91%** OF ALL NEW HOME-RELATED PURCHASES ARE MADE OR INFLUENCED BY WOMEN

Source: she-conomy.com

BIANCA WANTS TO CREATE  
THE PERFECT SANCTUARY  
FOR HER FAMILY  
[ADVERTISING MATERIAL]



# COASTAL COUNTRY

Bianca Park immersed herself in the world of roofing, only to discover the pitfalls of her own roof

**M**y business recently started working with Monier on an exciting Roofing Innovation Project and it has brought home that my own roof isn't all I thought it should be.

We purchased our Northern Beaches home in 2010 shortly after we were married. Having an ocean view was a pipedream for both of us. Sandy loves the ocean and I can visibly see him relax when he climbs the stairs and captures a glimpse of the water, often looking for a whale off Long Reef headland.

Although Sandy's from the beaches, I'm from the country and we wanted our home to reflect who we are and where we both came from.

---

**"We wanted our home to reflect who we are and where we came from"**

## **Coastal Country**

We wanted to bring elements that would both evoke memories from our past and create memories for our children. We built a beautiful stone fireplace inspired by eco-outdoor and put in a pool with a Whitsundays vibe, combining lush tropical plants with a cottage garden where the kids can potter around.

Now, when we open our home to friends and family we're so proud of the sanctuary that we've created. It's calm and cosy and a space to escape. It's our holiday at home every weekend. However, one detail has continued to cause us quite a bit of grief.

## **A fading dream**

Our roof started leaking just three months after moving in. I was nine months pregnant and about to give birth to our first child when a massive storm rolled in and our roof started to leak - badly. It was a nightmare. We had five buckets at any given time, collecting water day and night.

**"We experienced the recent Collaroy storms. They were brutal and, as history shows, there's more to come"**

After our baby was born, we were already up through the night and now we had to deal with listening to the drips and drops as well! Whatever the cause of the leaking, it was a stress that we did not need.

On top of that, the house was only six years old and the roof had faded. We have a roof top deck where we often have friends over for a BBQ and we could visibly see the fade. So we spent \$1,500 repainting it, only for it to start fading again within two years. While some fading may be inevitable, it's noticeable because we have a skillion roof where the shadow retains the original colour. To top it off, the roof has now attracted rust.

**Not the best long-term option for our home**

Given our home is within two kilometres from the ocean, it now seems a metal roof may not have been the most suitable long-term option for our home and may not be covered by a warranty.

When the roof is fundamentally there to protect my family and all our possessions, I have been unhappy with the performance of our metal roof.

It was our assumption when we moved in to this architecturally designed home that although we live close to the ocean, someone might have done their homework on the materials used. We are now in a position where we need a low pitch roofing solution that's modern but doesn't rust, fade or leak. It turns out we're not the only ones. Throughout our innovation journey, we discovered many Australians who are also looking for something modern that is best suited to withstand all the elements that are faced by their homes.

We look forward to sharing the next big innovation in roofing very soon.

**Stay tuned!**



# BIANCA'S COASTAL COUNTRY STYLE

RM WILLIAMS BOOTS



1



HANDMADE CUSHION WITH FABRIC FROM NO CHINTZ

2

OSIER BELLE OUTDOOR FURNITURE



3



4

CHILLED BEACH MUSIC LIKE "FOLLOW THE SUN" BY XAVIER RUDD



5

MONIER MADISON TILE

# BE INSPIRED BY WHAT MATTERS MOST

**KATHY DEMOS** - INTERIOR DESIGNER &  
PRINCIPAL OF A MELBOURNE-BASED DESIGN  
STUDIO SHARES WHAT INSPIRES HER

**It's the only way to create a home that's truly yours.**

It may seem strange, but the best advice I can give anyone who is building or renovating a home is to just forget about the building, at least for a while. For inspiration, find another

place to start which will help you make better decisions about how well you and your family will live in your home.

By that I mean start with how you want to feel. Naturally, you want to feel good when you are at home. The purpose of a home's structure, materials and furnishings is not only to provide shelter, function and good looks, but to create a state of well-being, of pleasure, security and a multitude of other emotions that are elemental to our lives.

**So why not start with this?**

**Ask the questions of everyone in your home – how do you want to feel when you are at home, what is important to you? Is it a sense of comfort, safety, informality, retreat?**

Once you immerse yourself in these ideas, rather than in magazines or reality shows, the form and look of your home will be shaped from within. You will become the expert because your decisions will be based on your own experiences and aspirations and those of your family. Your instincts for what is important will become the trusted foundation for every decision you make – from building materials, colours, furniture, and accessories. You will create a home that will be treasured by those who matter most.

Apply this to a roofing tile. Choose a material for your roof that aligns with what is important – longevity, security, sustainability and beauty. There will be a product that achieves this and you can choose it with confidence. Not only will it perform as required but you will have made the entire process uniquely your own.

What could be more inspiring than that?

**Kathy Demos**

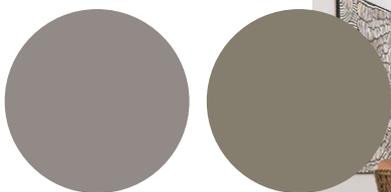


**TOP TO BOTTOM**

Nouveau Mars (Copper)  
& Nullabor Comet (Metallic)  
from our Terracotta range

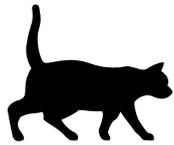
## Earthy metallics are on trend.

# Start with how you want to feel.



**LEFT TO RIGHT**  
Riverstone &  
Babylon from  
our Terracotta range





# MONIER™

PROTECTING THE PEOPLE WE LOVE  
FOR OVER **100** YEARS IN ROOFING

## METALLIC & CRAFTED FROM THE EARTH



**STRONG AND BEAUTIFUL**

COMET

PEAK

RAVINE



Profile **Terracotta Nouveau**  
Colour **Comet (metallic)**

Order your **Lookbook**  
or get a sample

[monier.com.au](http://monier.com.au)