

STEEL ROOFING THE CHOICE OF HOME BUILDERS

After decades of builders offering customers a roofing choice of “tiles or tiles” there’s an option spreading across suburban Melbourne skylines.

Changes in the local building industry are broadening the choices available to the city’s new home buyers.

Roofs made from COLORBOND® steel in the classic LYSAGHT CUSTOM ORB® corrugated profile are bringing variety, colour and style to Melbourne streets.

Canny buyers are discovering that what’s widely regarded as a premium product doesn’t necessarily come with a large price premium.

By offering LYSAGHT CUSTOM ORB® corrugated profile, builders are catering to the changing taste of the consumer; several are even offering it as standard element of their house design.

A point of difference

McCracken Homes is active in the knock-down and rebuild sector and company director Peter Caton says its customers are often knowledgeable when it comes to material choice.

“They’ve usually lived in several homes and they know what they want and what they don’t want,” he said.

“High on their list is a touch of individuality. They don’t want the same house that everyone else has and they don’t want a roof which looks like so many others”.

“That’s why we offer roofing made of COLORBOND® steel from BlueScope Lysaght as a standard inclusion. It’s a



very visible point of difference”.

“Our buyers know they won’t have to pay more to improve the quality of their home’s roof, because the basic price already includes the best”.

“That applies to all of our single storey designs. Some buyers are surprised that a quality steel roof is included in the price. I have not had a single buyer who has requested a switch to an alternative roofing material”.

“Some designs in our two storey range just wouldn’t work with a roofing material other than COLORBOND® steel, and it’s particularly effective on skillion-style roofs.”

Wide colour choice

Like many in the building industry

and an increasing number of their customers, Peter Caton identifies colour choice as a major advantage when considering a roof clad in the popular LYSAGHT CUSTOM ORB® profile.

“It really helps with the process of deciding on external colours,” he said. “You’ve got more of an opportunity to play with colour combinations and contrasting colours”.

“And of course you can carry those colour choices through to fascias, gutters and downpipes which are all available from BlueScope Lysaght in COLORBOND® steel”.

To reinforce its preference for steel roofing, McCracken Homes is fitting roofing made from COLORBOND®

steel in LYSAGHT CUSTOM ORB® profile to homes it is developing on its own land in Cranbourne.

Some of the properties of a steel roof are more readily acknowledged and understood by companies in the unit development market which represents another of McCracken Homes’ customer groups.

“The other big advantages of a steel roof, such as its light weight, strength and thermal efficiency are well recognised by unit developers,” Peter Caton said.

“They probably haven’t been such an issue for new home buyers, but they are certainly appreciated as additional benefits.”

Thermal efficiency

Since BlueScope Lysaght introduced COLORBOND® steel in 1966 it has undergone continuous development, ensuring the latest generation of the product offers even more advantages.

Its new Thermatech® technology provides an improved level of thermal protection by absorbing less heat and transferring less heat into the roof space.

When the sun’s energy hits a roof surface, some is reflected, some is absorbed by the roof material and some is transmitted into the dwelling. A steel roof reflects a large proportion of this heat, absorbing very little and therefore allowing the house to cool quicker in the evening. A roof made from COLORBOND® steel from BlueScope Lysaght with effective insulation transfers as little as one third the heat radiated by similarly installed alternative roofing materials.

Despite the contemporary technology of a roof made from COLORBOND® steel, the classic corrugated profile of LYSAGHT CUSTOM ORB® also sits easily on McCracken Homes knock-down and rebuild projects which are often in neighbourhoods where the surrounding homes are 50 to 60 years old.

This is the versatility that is tempting Melbourne’s new home buyers to raise their sights when it comes to specifying the roof they want.

For further information visit:

www.mchg.com.au

www.lysaght.com