

MONIER

NEEDS TO BE CLIPPED

LIFE'S
A BEACH

GET THE
HAMPTONS
LOOK

A LOOK
AT OUR
NEWEST
RANGE
ELEMENTAL!

INSIDE THE
SUCCESS
OF THE
THREE BIRDS
RENOVATION
TEAM

**FIRST
IMPRESSIONS**
ADD VALUE TO
YOUR HOME!

CON- TENTS



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First Impressions
- Lucy Morgan
transformed
her home with
a Monier roof

PG 08
Get the
Hamptons
look

NEEDS TO BE UPDATED



PG 12
The Three Birds
Renovations
team: Lana
Taylor, Erin
Cayless
and Bonnie
Hindmarsh



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WELCOME

DREW SPIDEN
GENERAL MANAGER
MONIER ROOFING

We are all about being strong and beautiful. Our extensive product range will protect and keep your family safe from the elements, by keeping the heat in and the cold out – and add a stylish finishing touch to your home.

If you are looking for strength, beauty and protection, perhaps it's time to look to the sky – and up at a Monier roof.

At Monier, we are all about being strong and beautiful, having supplied roofing products for over 100 years and protected families from the harsh Australian climate – from rain, heat and even hail. It's something we take very seriously.

However, it's not all about protection, it's about beauty too and first impressions count when it comes to the resale value of your home. At Monier we still continue to innovate, because we know that design trends change and there are different pressures on the building industry today. Lower pitched roofs and smoother profiles are rising in popularity and our products are evolving to meet these needs.

From meeting the demand for the Hamptons style of homes (page 8) to the launch of our exciting new product, Elemental (page 4), we have got you covered. New materials, new colours (even brand new metallic shades) mean that we bring all our years of experience to where it counts most – your home.

The cat is back!

Drew Spiden
General Manager
Monier Roofing

#MonierStrongAndBeautiful

INTRODUCING ELEMENTAL™

With years of research and development invested in its products, Monier is committed to innovation, which is why it has introduced an exciting new range of roofing solutions



As a company, Monier is always listening to its customers and end consumers. Recent design trends in roofing have caused increased demand for low-pitch roofing and slate-look tiles (at a more reasonable cost and without the need for the upkeep that slate requires).

This is why Monier has launched the innovative new Elemental range. Made of lightweight composite material, Elemental has a modern, streamlined look. Designed with a contemporary aesthetic in mind, it provides the perfect low-pitched roofing solution.

It is made from reinforced fibre engineered from composite material, using technology from the aerospace industry. It also comes with a 30-year performance guarantee and has been tested by the CSIRO to Australian Building Standards (AS 4046).

The tiles come in a range of four sizes – Elemental Slate (326mm x 300mm); Elemental Square (750mm x 750mm); Elemental Shingle (450mm x 350mm); and the new Ultra Panel (1500mm x 750mm) profile.

The innovative Ultra Panel is the largest tile that Monier has ever made, adding further depth to the company's already extensive roofing offering.

But it's not just pretty to look at. The Elemental series is tough. It has been created to withstand all elements, including hail, heat, salt and storms. It's the perfect choice for locations such as coastal suburbs.



LEFT
2015 Winner HIA-CSR
Queensland
Home of the Year



ABOVE
Elemental
can withstand
the elements

The composite material will not rust, is dent resistant, has built-in long-lasting UV colour coating to retain its integrity and durability and will not peel back in strong winds.

Five times lighter than tiles, it is structurally strong and has a better strength to weight ratio than metal. It can reach 10° pitch, is streamlined with a 12mm leading edge and has a unique exfoliated stone finish.

Strong and beautiful – just the way that Monier likes it.



**For more information
on these products visit
monier.com.au**

COLOUR CODE

Monier has also introduced a range of new and modern metallic colours in its terracotta tile range as it continues to innovate and stay up to date with the latest trends.

The current trend for new and renovated homes is introducing a grey-toned palette on exterior colours, which naturally extends towards roofing solutions. Monier terracotta tiles are crafted in their factory in Victoria and each tile is baked at an extremely high heat so the colour sets in, because of this process and their high quality standards a Monier Terracotta tile is guaranteed for 50 years for both colour and performance, ensuring your home looks beautiful for generations to come.

Comet

A softer shade of grey with a striking metallic finish, this comes in all three profiles, from the slimline Nullarbor to the classic Marseille and Nouveau, making it the perfect solution for a dramatic look.

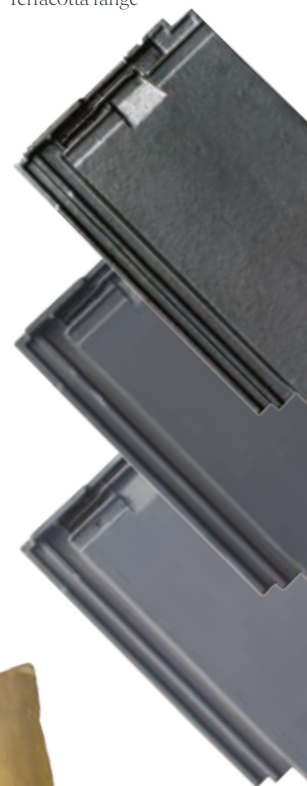
Peak

A strong dark grey shade that works equally well in the Nullarbor, Marseille and Nouveau range, this complements a home with dark trims or a dramatically dark painted exterior.

Ravine

A subtle, charcoal, ideally suited as a way of bringing an outdated exterior colour scheme into the modern era, this shade is available in the Nullarbor, Nouveau and profiles.

TOP TO BOTTOM
Nullarbor Comet,
Nullarbor Peak
and Nullarbor
Ravine from our
Terracotta range



LEFT
Block metallic panel cushion,
\$32.95, Zanui, zanui.com.au

RIGHT
Solo metallic sidetable,
\$275, Satara Australia,
satara.com.au



"I TOTALLY THINK
IT WORKS. WE
GET LOTS OF
COMPLIMENTS"



ABOVE
Home owner
Lucy Morgan



"IT PROVIDES
A 63% RETURN
ON INVESTMENT
IF YOU INVEST
IN A ROOF"

ZOPA.COM

FIRST IMPRESSIONS

Want to add value to
your home? It's time
to look skywards

It's tough out there in the Australian climate – almost as tough as the real estate market.

And, if you are considering adding value to your home, there's no question that by making the right roofing choice you could be well on your way to beating the market at its own game.

Stewart Bunn of First National Real Estate says it's all about creating the right image for your house. "So much is about those first impressions," Bunn says. "It very much dictates who will even bother to come and inspect the house, because obviously with the internet being the place where 9 out of 10 people start their search for a property these days, those images are critical."

THE RESULT IS A MODERN & CONTEMPORARY LOOK THAT STILL WORKS WELL WITH THE HOUSE'S HERITAGE FEATURES – AND LUCY COULDN'T BE HAPPIER

Bunn says that having a well-maintained roof adds to the perception that the home is in good condition – and prospective buyers are often turned off by an old or damaged roof because it could mean large, unknown expenses.

“Roofs are very much an unknown quantity in terms of cost, whereas a lot of people will have experience with kitchen and bathroom renovations,” he adds. Bunn quotes recent UK statistics that show that of the top 10 things that you can spend money on with a house, the roof is the fifth most important thing.

“It provides a 63% return on investment if you invest in a roof,” says Bunn. “Kitchens and bathrooms don't even come close. They are in positions 9 and 10. A kitchen will give you a 49% return on investment and a bathroom will give you a 48%.

“If the roof is leaking or the roof needs replacement it will turn a lot of people off because it's just not what they want to be spending money on. By the same token, if your house needs its roof replaced before you sell it, it would be a very worthwhile investment.”

This information comes as a relief to Sydney homeowners Lucy and Will Morgan, who recently made the ‘courageous’ decision to re-roof her 1920s brick cottage located on Sydney's North Shore. Lucy chose to replace the traditional original terracotta tiles with modern terracotta tiles from Monier's sleek Nullarbor range in Titan.

The result is a modern and contemporary look that still works well with the house's heritage features – and Lucy couldn't be happier. “It is a talking point,” she says. “But I totally think it works. We get lots of compliments.”

Morgan and her husband Will spent almost a year driving around Sydney suburbs on weekends looking for the perfect roof – one that had a smooth modern look that would bring the house up to date while not compromising on its character. The smooth lines of the Nullarbor range met every one of her criteria.

Additionally, the fact that the Nullarbor range won't fade over the years was a huge plus – after all, she said, after finally finding the perfect colour and style for the roof, she didn't want it to change.

Extensions are planned for the Morgan house, so Lucy and Will are happy that the tiles on the new back of the house will match their new roof, something that couldn't be done with the original tiles ■

ABOUT FACE

For something a little different for the exterior of your home – think laterally with roof tiling. Architect Philip Harmer did just that with a house he designed in Melbourne's inner suburb of North Fitzroy.

Harmer chose to use terracotta roof tiles on the façade of the building, a decision that has paid off in many ways. Not only are the homeowners thrilled with the result, but the project won the prestigious new Robin Dods Terracotta Roof Award in 2016.

“We like mucking around and experimenting with different types of materials,” says Harmer. “So we have had a few projects where we have used roofing materials on walls.”

Harmer says the durability and low-maintenance aspect of the tiles was critical to the project. “Roofing materials by definition are the most durable materials that you can find, and so to use them on a wall that may be otherwise painted is a great idea.”

In the case of the North Fitzroy house, the roofing materials used in the façade are two different colours of roof tiles that matched perfectly to the bricks chosen.

“We used a bespoke brick from western Victoria, from a small producer that makes these beautiful bricks and the roof tiling we used fits in with the colour of the bricks,” says Harmer. “Really the whole house is made of terracotta.”

“The tiles have a handmade looking quality to them because none of them look the same. There's a nice textural aspect to it.”

The house is in a heritage area where the council is fussy about the materials and colours used, says Harmer.

“Terracotta roof tiles are not only made of the same materials as bricks, but the colours in the tiles match in with the colours of the bricks,” he adds.

LIFE'S -A- BEACH

NEEDS TO BE UPDATED





THE HAMPTONS STYLE IS THE LOOK OF THE MOMENT FOR BOTH EXTERIORS & INTERIORS AS AUSTRALIANS EVERYWHERE EMBRACE ITS CLASSIC & UNDERSTATED DESIGN

If you are not sure where the rising demand for Hamptons-style homes came from, you can probably blame Hollywood.

Some architects and designers trace the trend back to what was an almost forgettable movie, *Something's Gotta Give*, with Jack Nicholson and Diane Keaton. The movie was set in the home of Keaton's character – a classically styled Hamptons home that pretty well stole the show. Blogs praising the home's decor sprung up immediately and it has spawned a hundred or so Pinterest boards.

Later, those ubiquitous women from *Sex and the City* spent a few summers in The Hamptons over the six seasons of the show, therefore further implanting the region's style on ambitious young women all over the world. Those same women are now grown up and building homes.

Located on Long Island New York, Bridgehampton and South Hampton in particular are known as being the 'It' holiday destination of the rich and famous – the places where wealthy Manhattan likes to play. The classic styling of the beachside homes on the island includes large, elegant timber cottages, modern streamlined roofs in darker shades, along with luxurious open verandahs and breezeways.

Indeed, it's not hard to see the attraction of the Hamptons style. The gracious architecture of the homes translates very well to the Australian climate and the pastel colour palette, slimline profile roofs and timber fretwork used are now very much in demand in everything from kitchens to cushions.

There's a certain coastal feeling about The Hamptons, which is, after all, a beachside holiday destination. Distressed white trims, understated grey tiles and sun-bleached colours form the cornerstone of the style – it's cool and airy and postcard-pretty.

LEFT
Bayville home from
Signature by Metricon

GET THE HAMPTONS LOOK



1
**HAMPTONS BEDDING
QUEEN QUILT SET,**
\$189, Cranmore Home,
cranmorehome.com.au



3
**NULLARBOR PEAK
TERRACOTTA TILE**
monier.com.au

4
**HAMPTONS STYLE
CLASSIC BLUE AND
WHITE GINGER JAR,**
\$179, Down
That Little Lane,
downthatlittlelane.com.au



2
**VETRO HURRICANE
GLASS LANTERN,**
\$7.95, Zanui,
zanui.com.au

5
**MARGAUX GHOST
QUEEN BEDHEAD,**
\$1573, Mayvyn Interiors,
mayvyninteriors.com.au



**Distressed white trims,
understated grey tiles
and sun-bleached
colours form the
cornerstone of the style
– it's cool and airy and
postcard-pretty.**

Queensland designer Jared Poole has become known for designing Hamptons-style homes throughout the Gold Coast and admits that the Hamptons style has become the “flavour of the month”

“We’ve been doing them over the last three or four years,” he says, “but it’s really catching on now. In the last year and half it has been gaining momentum. You can tell it’s getting big when the real estate agents are using it their marketing.”

Senior designer at Carlisle Homes, Shane Rogers feels the move to the Hamptons look is about a return to a more traditional façade for homes. Carlisle recently released a Hamptons-style home – the Montpellier Newport, which includes timber cladding and detailing – and it’s been a big success. “We sold some before it was even released,” says Rogers with a laugh.

Rogers says he believes that the move to minimalism in new homes was more developer-driven than customer-driven – and that their customers have been looking for a move back to including more traditional elements.

Rogers adds that the Carlisle buyers aren’t interested in timber homes per se, preferring brick veneer with touches of timber as a way of softening up the façade.

Key elements of the Hamptons Style:

Touches of timber is the key to the Hamptons look. Topped off with a slate-style roof, usually in a dark grey or charcoal, these houses are often in pale shades of blue, green or pink with white trim. Many modern Australian homes are rendered brick veneer with timber cladding. Some modern Australian homeowners are also choosing soft greys for exterior colours. A large wrap-around verandah complete with detailed timber fretwork adds the necessary decorative touches.

PASTELS

Located right on the ocean, the colours used in Hampton homes are soft pastels, often blue and green – but occasionally a blush pink. Paired with white they have a sun-bleached feel and enduring style. If you decide to keep the interiors walls white, consider adding pastel shades through soft furnishings – square-backed sofas in soft greens, or an abundance of scatter cushions with lattice designs.



FURNISHINGS

There’s more than a touch of Art Deco in the interiors of Hamptons homes – sideboards often include timber panels and geometric patterns, as do cushions and fabrics generally. It’s an eclectic decorating style, however, also borrowing from French provincial interiors with muted colours and natural linens, particularly with chair coverings.



**WHITE RODIN
LATTICE BUFFET – HAMPTONS
STYLE,**
\$1346, Vavoom
Emporium,
vavoom.com.au

Senior interior designer at Metricon Homes Qld, Melissa Colley, is in agreement with Rogers, adding that the style “is such a perfect fit for our Australian lifestyle”.

“We have beachside suburbs all around our country so this is one theme that is universally popular to Australians regardless of which state they reside,” she says.

“It’s the overall feel of a Hamptons home that makes it so appealing, being a combination of both casual/relaxed and classic/sophisticated,” adds Colley. “It allows the end user the diversity to dress the style up and down depending on their individual taste. It’s a rare

theme where you can add a crystal chandelier or a recycled timber chest and both elements work harmoniously in a space.”

Colley stresses that the style is often about the external finishes. “A tiled roof is a must, preferably a flat roof tile like Monier’s Horizon or Atura ranges.

Mid toned grey walls with white windows and white architectural features are also popular additions.”

So is the Hamptons look a fleeting trend? Jared Poole doesn’t think so. “When you look at those big homes in America, when you do them properly they stay good for years,” he says.

However, not every home owner wants to go the full Hamptons, but many people are choosing elements of the look – often a pastel exterior colour palette and grey slate-look tiles – and adapting it to their own style.

Poole admits that there is a similarity between the Hamptons homes and a classic Queenslander, which might explain their popularity in our northern states – both styles are set high on their land to allow breezes to waft through, have timber detailing and white trims.

“To me Hamptons is a fairly broad style. There are so many interpretations of it, but I think materials certainly come into play,” says Poole. “It’s about the timber cladding and pastel colours.”

It softens up the boxy look, people want some traditional elements



For approval



ABOVE
Montpellier home with a Newport facade from Carlisle Homes

LEFT
A new home designed by Jared Poole in Jabiru Estate on Queensland's Gold Coast

It's about the timber cladding, the pastel colours

Many homeowners are also opting for a Hamptons-style kitchen, which usually includes white timber panelled doors, wrought iron lighting and elements of soft shades of blue or green in the details.

“Again, there are obviously levels of detail and interpretation of it,” adds Poole. “We are doing some kitchens at the moment that are very detailed and others that are pared right back and more of a contemporary interpretation of the Hamptons.”

Like all decorating and architectural styles, home owners can be passionate about capturing the full look, or simply choosing a few elements to add a modern and fashionable touch to their home.

Feathers in their caps



Three dedicated, passionate and design-savvy women share how they are tapping into the demand for female-friendly renovation services

ABOVE
The Three Birds Renovations team: Bonnie Hindmarsh, Lana Taylor and Erin Cayless

Women have become the powerhouse when it comes to making the decisions on building and renovating homes. In fact, according to marketing website She-Economy, 91 per cent of decisions on new homes are made by women (plus 85 per cent of consumer purchases, but that's another story).

So it's a clever business that uses this information to be a little more female-focused and just a touch feminine in its design approach. Enter Three Birds Renovations, a new, high-profile boutique entrant in the market, that is creating quite a stir – as well as some exciting and profitable building projects.

Run by three “best friends”, who are also parents and experienced renovators, Three Birds was started in 2014 when the founders – Lana Taylor, Bonnie Hindmarsh and Erin Cayless – decided to leave their former careers in search of something that would better fit with the demands of their growing families, plus be an industry they were interested in.

The business is all about purchasing unloved (and perhaps ugly) properties and giving them a modern, feminine touch to turn them into “dream homes” – then selling at a profit.

“We had reached a point in our corporate careers where we wanted to work for ourselves and on something we were passionate about,” says Taylor, who looks after the marketing for the business. “We also wanted to spend more time with our families and have the flexibility to attend their school carnivals and be at pick-up most days.”

While the building industry has traditionally been male-orientated, all members of the Three Birds say that they feel there are great advantages in being a woman. “Women usually have strong communication skills, which can prove really helpful when dealing with builders and tradies,” adds Taylor. “Women are also pretty good at managing ‘To Do’ lists, which again is a great skill to have in that world.”



"While the building industry has traditionally been male-orientated, all members of the Three Birds say that they feel there are great advantages in being a woman"

LEFT
The team at ??

BELOW
The Northmead project





ABOVE
A six-week renovation project in Sydney's Hills District

The three women feel they make a great team – Taylor does the marketing, Hindmarsh is the creative director and Cayless is the project manager. They respect each other's strengths and it's a good mix of skills, allowing them to cover most aspects of the business easily and with a minimum of stress. It's also paying off in terms of success. By the end of 2017 the team will have completed nine projects, with many showing a very healthy profit (a sale of a recent renovation had the trio recoup more than \$400,000 over the cost price of the property).

This success is bringing them a lot of fans on social media – who, again, are mostly women. “The vast majority of our followers are women who are wanting to improve their home in some way,” says Taylor. “We often get feedback about the decisions they are making and the house and they sometimes tell us they use our images to convince their husbands that a ‘reading nook’ is exactly what they need.”

A lot of it, too, is about being role models in an industry where there aren't many high-profile females. “We help give women the confidence to take on a renovation and we do this by showing them how it can be done,” adds Taylor. “I think it's always helpful to see other role models taking on a challenge to prove it's possible.

"We always aim to create beautiful open spaces that can be a little bit coastal, a little bit Scandi and a little bit Hamptons"

“Nothing gives us more joy than transforming tired old houses into beautiful family homes and seeing how our renovations inspire others to do the same.”

From the pictorial evidence on these pages, it's clear to see that there is a definite (and feminine) design style displayed by the trio, which is part of the reason they are winning over so many female fans.

“We always aim to create beautiful open spaces that can be a little bit coastal, a little bit Scandi and a little bit Hamptons,” says Taylor. “We are known for our obsession with white but we've been experimenting with lots more colour lately. We recently installed a pale mint green kitchen and a blush pink front door in one of our projects.

“We don't have one particular style, but rather aim to use what bones we have from a home and bring it back to life with a fresh and modern aesthetic.”

And clearly this is where Monier (and its wide offering in terms of modern roofing styles) comes in. “A roof is crucial to the overall look of the house and if you get it right, it can be an amazing feature and talking point,” says Taylor. “Your roof can make or break the look of your whole house.”

When choosing a roof, the Three Birds say it's important to go right back to the design of the house itself. “It's great to start with what overall look you want to achieve for your house and then research what type of materials can create that look,” says Taylor.

“Is it concrete or terracotta? Is it a bumpy or smooth look? Does it have defined ridges or not? How high is the pitch? What colour do you want? Where do you live and what conditions will your roof need to ensure? Once you know the answers to these questions you can narrow down your choices.”

MONIER ROOFING

THE CHOICES

Need to know which type of roofing will suit your project? Here's a quick guide to both of our two main types of roofing materials, so you can make an informed choice.



ABOVE
Elabana - Featuring
CAT Colour Coating ¹

LEFT
Atura - Featuring
C-Loc Coating ²

1. CAT Colour – Monier's Elabana range has a 78% better gloss retentions than standard COLORBOND® Steel.

2. C-LOC – Colour Lock Technology retain its colour for even longer, is less resistant to gloss fade. Monier C-LOC™ Colour Lock Technology has an 8 x better gloss retention than standard COLORBOND® Steel.

3. 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. Our Colour Through range is combined with C-LOC to create a more durable tile.

CON- CRETE

Concrete tiles are the most economical and durable roofing material on the market. Just like concrete bridges and the structural elements of buildings, concrete tiles get stronger with age as they continue to harden being baked in the sun. Concrete tile are designed to withstand the harsh Australian weather and come in the widest selection of colours and profiles.

The Monier concrete range allows for over 300 different colour and profile combinations to ensure you can get the right look for your home. Whether it be using our Elabana for a Mediterranean look or Cambridge Colour Through for a Hamptons style house, to our flat Horizon tile for a modern slim line look.

The benefits of concrete are very similar to that of Terracotta where as they are both made to withstand our Australian weather conditions. So concrete tiles

Text overflows please reduce

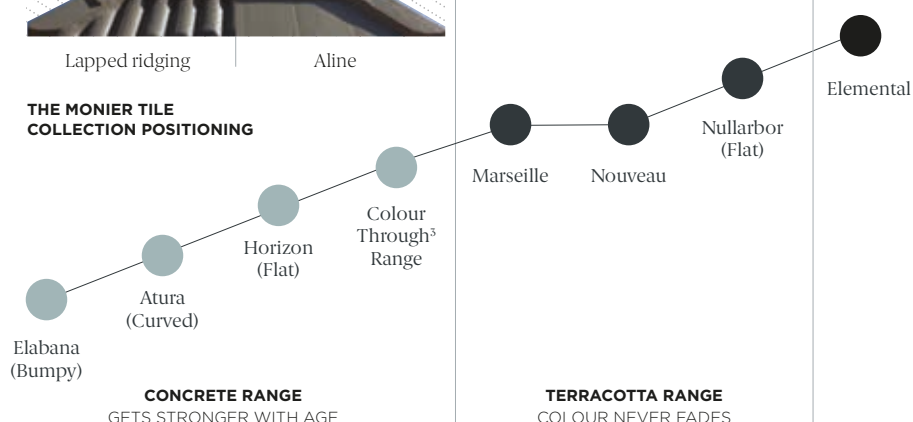
in hail storm. Concrete and terracotta



Lapped ridging

Aline

THE MONIER TILE COLLECTION POSITIONING



TERRA- COTTA

Monier Terracotta roof tiles are crafted using natural raw materials from the Australian earth. The main difference between Concrete and Terracotta tiles is that Terracotta is glazed and baked in kiln at high temperatures of up to 1100°C, creating a non-porous finish that will virtually last forever, the richness and depth of colour with terracotta will never fade, ensuring the beauty, value and integrity of your home is preserved for decades to come. As a result terracotta tiles need less maintenance than other roofing materials and its colour performance is better than any roofing material on the market.

Monier terracotta tiles come in three profiles – the modern and slimline Nullarbor, the versatile Nouveau and the classic French-inspired Marseille. Each profile offers myriad colour choices, from subdued greys and charcoals to rich reds and oranges.

The thermal properties and natural materials enhance breathability creating

Text overflows please reduce

made from naturally occurring clays,



NEEDING SOME INSTA-INSPIRATION?



Hi-res image needed



Hi-res image needed



Hi-res image needed

If you want ideas in the palm of your hand, try following Monier on Instagram.

Our new feed has exciting projects and photos that will inspire you about your roofing choices, your interiors and everything else you might find helpful and interesting for your new build or renovation.

 follow us @CSRMonier

 facebook.com/MonierAustralia