

MEDIA RELEASE - DRAFT

For immediate use

6 October 2015

**With a high fire resistance, energy efficiency and flexible design
Hebel is the best choice for building in bushfire zones**

Our love of living close to the Australian bush can also bring the ever-present threat of losing a home to an unforeseen blaze. When planning to build a home in a bushfire prone area, building design, construction methods and bushfire action plans are all important considerations but most significant is the choice of building materials, particularly the external cladding of the building. Top of the list would have to be choosing a tested and certified fire rated building material such as Hebel, which offers a high fire resistance, assurance and added security for home owners, as well as the flexibility of design options that provide a lifetime of comfortable living.

All homes now built in bushfire zones must comply with Australian Standard AS3959-2009, designed to improve the resistance of buildings to bushfire attack from burning embers, radiant heat and combinations of the three attack forms. All Hebel products including Hebel PowerFloor+ for suspended floors, Hebel PowerPanel for external wall systems and the Hebel PowerBlock+ home building method have exceptional fire properties and meet or exceed the requirements for all six Bushfire Attack Levels (BAL).

Hebel AAC, which is Autoclaved Aerated Concrete, is a solid masonry product that is versatile enough to be used for external and internal walls, decks and fencing. Hebel products are non-combustible and delivers the right balance between thermal insulation and mass and will not explode, even under extreme heat.

Building with Hebel not only provides the homeowner with the security that their home is fire-resistant, but also provides an extremely solid construction with sharp architectural aesthetics and the flexibility to create a range of innovative designs, both externally and internally. Hebel boasts high acoustic absorbing properties meaning that sound transmission between rooms and noise penetration from external sources is significantly reduced. With enhanced insulation performance three times that of brick, the thermal efficiency of Hebel ensures comfort throughout the year, reducing the reliance on heating and cooling appliances, creating a more comfortable and energy efficient home.



Images: Hebel
PowerFloor Deck,
Hebel PowerFence

There are also financial benefits to consider when choosing Hebel. Hebel is faster to construct and generally requires significantly less labour compared to traditional construction techniques and products. Building with Hebel also means less mess on-site and less clean-up at completion of construction, all of which help to reduce the total cost of the build.

Hebel products are a long-term investment and are used by architects and builders around Australia, particularly when building in bushfire-prone areas. “Hebel is our go-to product,” says Darren Evans, Director at Solar Solutions Design. “It allows us to design with freedom knowing it has all the properties that are important to our clients.”

One of Solar Solutions’ flagship designs is the Barrabool Hills Estate in Ceres, Victoria. A stunning example of a contemporary, energy efficient home, the property was designed to be a showpiece for entertaining, and was strategically built to take advantage of the 180 degree views of the surrounding hills.



Hebel was the preferred building material for the external cladding, offering a 30% lower environmental impact than concrete or brick veneer, and offered efficiency, sustainability and the ability to blend with the surrounding rural environment that existed on site. The Hebel PowerPanel XL system is a high performance masonry panel system which provides solid, secure, steel-reinforced walls boasting strong acoustic values for added privacy and sound insulation. With up to three times the insulation R-value of a traditional 110mm house brick, the unique combination of thermal resistance and thermal mass assists in reducing energy costs.

As well as the ease of use, Evans says that Hebel’s thermal qualities “ensure the comfort levels inside the home are more even and controlled” and the product provides a “nice rendered” finish as there is no movement.

The home achieved a 7.6 Star rating with first Rate 5 providing the indoor/outdoor living the client desired whilst showcasing that an energy efficient and fire resistant home can also be a beautiful home. Evans sums up a Hebel home saying, “Most clients are blown away, they’ve never lived in a house like this.”

To find out more contact Hebel on 1300 443 235 or visit www.hebel.com.au

ENDS



Media enquiries: Lyndelle Morgan, Niche Marketing Group 02 8585 4306 or lyndelle@nichegroup.com.au

About Hebel

Hebel is part of CSR, Australia's leading building product supplier, driving innovation in the building and construction industry through continued investment in research and development to further improve building systems and solutions.

Hebel is Autoclaved Aerated Concrete (AAC) manufactured from sand, cement, lime, gypsum and aerating agents. It is specially wet moulded to create the aerated structure, semi-cured so it can be handled and cut to shape in various lengths and profiles, then finally cured in a steam pressure autoclave to create the hard, finished, AAC material. Hebel products and systems are developed in Australia by CSR Building Products Limited. With CSR you can depend on the product quality, technical expertise, warranty and stock supplies of Hebel products and systems.