



The Zog brand of steel frames from Golden Homes is gaining market share.

# Steel Frames of the Future Today

## Homes built to last use steel framing technology

With the ongoing saga surrounding leaky homes, today's home owners are more concerned than ever about how their homes have been built.

We all want the same thing – peace of mind that our home, usually our biggest asset, will last the test of time.

Our New Zealand love affair with radiata pine may be about to cool after all the problems with leaky homes. New emphasis on the specification of components like frames and trusses, dwindling timber supplies, rising housing costs and the lobbying for alternative building materials based on health and safety issues have led to the rise in steel frame homes.

Steel framing has been around for years and is quickly gaining market share in Australia, USA, UK, South Africa and the Middle East.

Steel frame houses are strong, quick to build, won't warp or twist in the sun or absorb the winter rains and are often cheaper. Because the frames are dimensionally stable, they are less likely to leak as a result of movement, and if they do, they won't rot.

The high strength of steel framing enables large spans for wide open living spaces. Steel is also fully recyclable again and again making steel frames a sustainable choice. Peace of mind is provided by the 50 year durability statement which is available from New Zealand Steel. As steel is dimensionally stable it has an aesthetic and time benefit as well. As steel is unable to absorb moisture you won't see cracks appearing in interior linings and there won't be delays to cladding and lining during the building process caused by too high moisture content in the framing.

Chris Kay, marketing manager at New Zealand Steel, points out that New Zealanders are ingrained with a timber mentality but building with steel framing isn't a new thing.

"For homeowners, the case for steel framing is compelling - it's a "no brainer", says Chris Kay. "Now builders are seeing industry leaders such as Golden Homes investing in steel framing technology, they are starting to show significant interest."

New Zealand Steel is launching a new brand of galvanised steel in early 2009 called Axxis™ Steel for Framing.

"My vision is for every home builder to confidently deliver steel framed homes and for designers and homeowners to choose their preferred framing as routinely as they do claddings and roofing materials," says Chris.

There are also health benefits to steel framing – it doesn't leach hazardous preservative chemicals and is an inert material which means that it doesn't emit toxic chemicals. Steel framing will not act as a food source for mould and in the unfortunate event of moisture ingress into the wall it will not rot.

The Axxis™ brand has been accepted into the Asthma and Respiratory Foundation of New Zealand's Sensitive Choice programme after assessment by a product advisory panel of independent experts, who recognised the potential benefits to asthma and allergy sufferers. Look out for its butterfly logo which identifies companies taking active steps to help sufferers.

Golden Homes has invested in its own roll forming machines to produce steel framing - "Zog" is its brand of steel frames, which are manufactured from Axxis™ steel. A Zog system cannot burn and is electrically safe, largely reducing the flammable materials in your home. It is compatible with all interior floor, wall and ceiling lining materials. Zog steel frames are also 100% termite, rodent, borer and dry-rot proof.

Golden Homes customers can now choose between steel or timber framing and with all the benefits of steel and the current lower price of a steel framed option, it will be interesting to see just how many new builds over the next decade use steel frames instead of timber.

To find out more visit [www.goldenhomes.co.nz](http://www.goldenhomes.co.nz) and [www.zog.co.nz](http://www.zog.co.nz)