

Life is Better with Brick

—
Ten Reasons Why



Life is better with brick

Backed by Brickworks

Brickworks is proud to be Australia's leading brick manufacturer.



Brickworks is backed by an exclusive 100-year warranty, so you can be confident your investment is in safe hands.



Founded in 1908, Austral Bricks have been leading the way in brick manufacturing and design for over 100 years.



Our presence extends globally, with our bricks being chosen by the world's most inspiring architects and designers to construct iconic architecture.

8 in 10 new homes are built with brick.*

Here are 10 reasons why:

1. Brick is beautiful
2. Brick gives you endless options to create your vision
3. Brick guarantees a positive return on your investment
4. A brick home requires zero maintenance
5. A brick home stands the test of time
6. A brick home is energy efficient
7. A brick home is fireproof
8. Brick gives you peace and quiet
9. A brick home is sustainable
10. A brick home is a healthy home



1

Brick is beautiful

Brick is simply beautiful. It's no wonder 8 in 10 new homes are built with brick.¹

The world's most inspiring architects and designers consistently choose brick for everything from world-class projects to experimental ideas.

Your home says a lot about who you are. Don't settle for short-term

fads like lightweight board that look tired as they age and come with a limited product warranty.

Bricks have enduring style that, when backed with a 100-year warranty, is guaranteed to look beautiful forever.

Do you want a material with enduring style, or a short-term fad guaranteed to date quickly?



2

Brick gives you endless options to create your vision

**Whatever you're building,
there is a brick for every vision.**

The new generation of design and manufacturing means bricks are more versatile than ever before, with over 800 colours, a variety of finishes and an extensive range of shapes and sizes to choose from.

With over 10,000 bricks to work with in your build, the craftsmanship involved gives you the versatility and creative licence to bring your unique design to life.

**Do you want a material with
endless options to create your
vision, or one that will only
cater to limited designs?**



3

Brick guarantees a positive return on your investment



Brick is the only material that will continue to make you money now, and in the future.

From the minute you choose to build your home with brick, your decision will start paying dividends. In fact, building with brick will increase the value of your home by 10%, which could be up to \$130,000².

Plus, brick will save you up to \$500 every year that would otherwise be spent on energy bills and maintenance³ if you built with lighter weight materials.

Do you want a material that is going to provide the biggest return on your investment?

4

A brick home requires zero maintenance

Bricks require zero maintenance, meaning you have one less thing to worry about.

Bricks don't fade, rot, rust or decay, meaning they remain completely weatherproof, durable, and attractive forever without you having to lift a finger.

Independent research conducted by the Queensland Department of Housing has shown that building with brick can save you thousands of dollars in reduced maintenance bills, making them a one-off investment that will immediately start giving you back time and money.

Your time is precious, do you want to waste it on lightweight board materials that require consistent attention and maintenance to retain their aesthetics and durability?



5

A brick home stands the test of time



The only material guaranteed for 100 years – nothing outlasts brick.

Unlike most lightweight board materials that have a 10-year warranty, only Austral Bricks are guaranteed for 100 years, giving you the peace of mind that your dream home is built to last.

Bricks are weatherproof, age proof, and naturally resistant to pests. The evidence is all around us – bricks are built for life and will always look as fresh as the day they were laid.

Do you want a material that is guaranteed to last over 100 years?

6

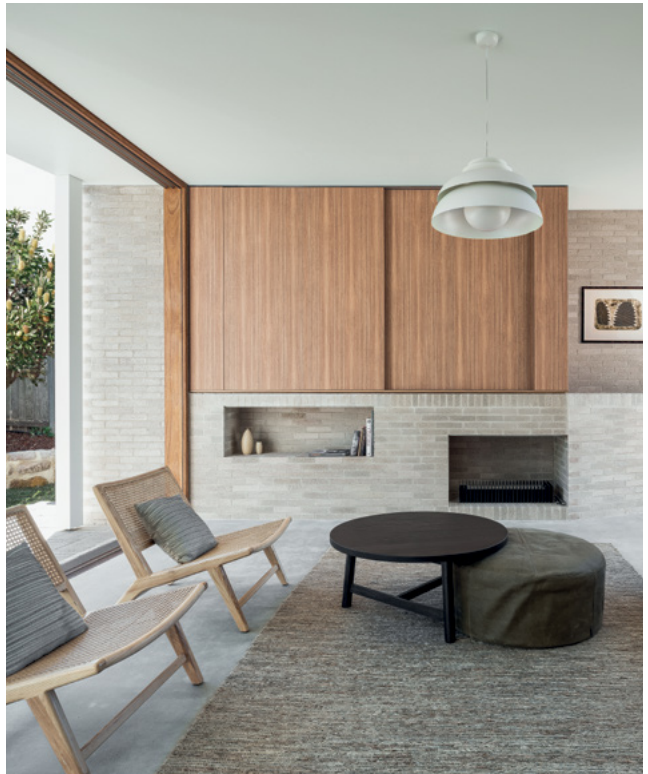
A brick home is energy efficient

A home built with brick helps you do your bit for a more sustainable planet, while reducing you bills – win-win!

Eight years of independent research conducted by The University of Newcastle has proven that when it comes to energy efficiency, brick performs the best and lightweight board construction performs the worst.

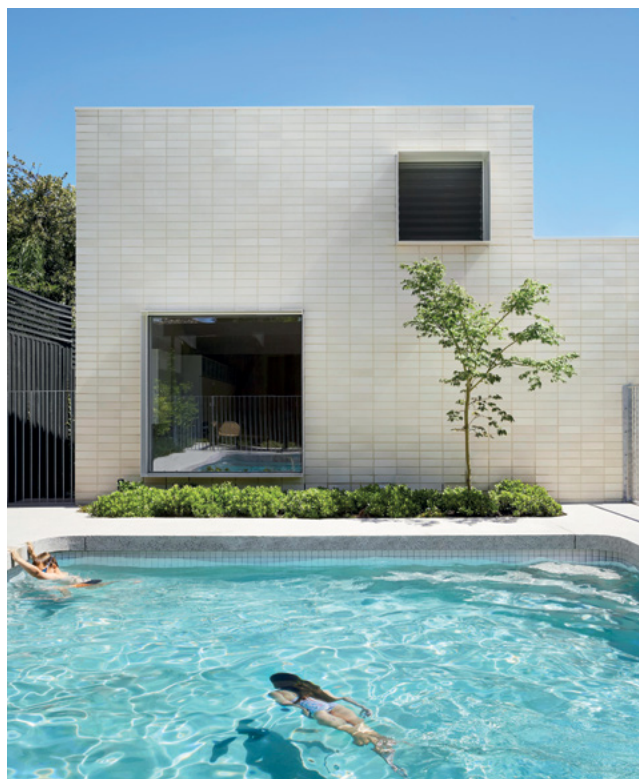
In fact, by building with brick rather than lightweight board materials, you can reduce your energy consumption and therefore reduce your bills by up to 40%*.

Do you want a material that can reduce your energy consumption and bills by 40%?



7

A brick home is fireproof



When you build with brick, you are protecting your investment and your loved ones.

A lot of time, effort and money goes into building your dream home, so you wouldn't risk losing it by building with lightweight board materials that are not resistant to fire.

Bricks are not flammable or combustible. In fact, brick is the only material that satisfies the requirements of the Australian Standard AS 3959-2018 Construction of Buildings in Bushfire Prone Areas, giving you the confidence that your home is safe and durable for your family.

Do you want a material that will protect your investment from fire, or one that is flammable?

8

Brick gives you peace and quiet

**Your home is a sanctuary.
Don't settle for a noisy life –
choose brick.**

With land size decreasing, we are closer to our neighbours than ever before. So, whether you are working, enjoying family time, entertaining, or having some quiet time, nothing is more disruptive than hearing what is going on outside.

Unlike lightweight board materials that have no noise cancelling properties, the strength and density of bricks means they provide superior sound insulation from noise between rooms or from outside.

Do you want a material that will give you peace and quiet in your own home, or one with no noise cancelling properties?



9

A brick home is sustainable

If you want a sustainable home, bricks are the only choice.

Building a sustainable home has never been more important. There are three ways that building with brick will make your home sustainable both now, and into the future:

1. Reduced household emissions

Building with brick uses less energy, saving you up to 2 tonnes of carbon pollution every year.⁴

2. Can be reused or recycled

Unlike other materials, bricks recycle well. This saves about 95% of the energy used to manufacture them, which would otherwise be wasted.

3. Carbon neutral

Austral Bricks are the first in Australia to have carbon neutral bricks, as certified against the Australian Government's National Carbon Offset Standard. That means we have significantly reduced our carbon footprint and offset the remaining emissions.

Do you want to build a sustainable home, or one that is wasteful?



10

A brick home is a healthy home

Your family deserves the best – don't expose them to harsh chemicals!

Bricks are from the earth, made from a combination of purely natural elements with no toxic substances added.

This means that, unlike lightweight board materials, bricks do not contain harsh chemicals, plastics or artificial compounds. They also do not release any harmful gases, toxic substances, or allergens.

You can feel confident that a home built with brick is a healthy environment for you and your family to live in.

Do you want a material that is healthy and safe for your family, or one that will expose them to harsh chemicals?



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