

BE INFORMED ABOUT HOW THIS TIMELESS, DURABLE ROOFING
MATERIAL PRODUCT HAS EVOLVED

RE-THINK roof tiles

WHERE DO I START?

Inspiration and tips for
external colour scheming

THE slate look

Get the classic, sleek look
of natural slate at a fraction
of the cost

terracotta

The ultimate in roofing material

RE-ROOFING

do's and don'ts

How a re-roof can add value,
comfort and life to your home

KNOW YOUR STUFF

The right roof makes a world of difference!

PACKED WITH TIPS,
TRENDS &
MUST DO'S!



...MONIER.



Crevole – PGH Bricks & Pavers™



Introducing the new Monier colour palette

Our range of concrete roof tiles is now available in a comprehensive new palette of colours that work perfectly with contemporary Australian architecture. Whatever your colour preference, choosing a Monier roof tile is sure to enhance the look of your home.

Availability of colours varies from state to state.

To find out more about our new colour range visit:
WWW.MONIERCOLOUR.COM 1800 666 437



*The right roof makes
a world of difference*

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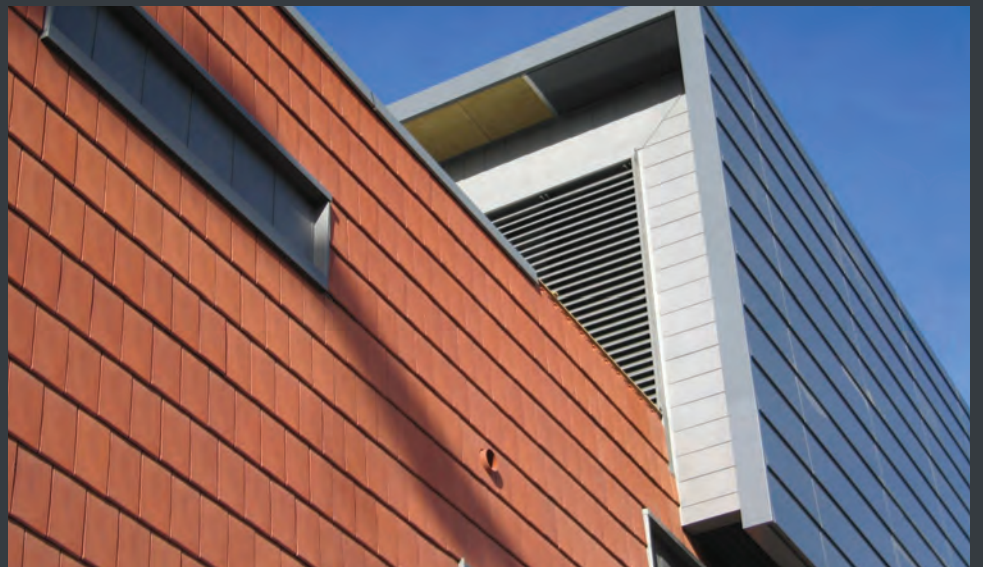


ROOF TILES

Australia's **time-honoured** roofing material for over 100 years



 Madison -Soho Night




Create warmth and texture by using roof tiles as cladding!



IT'S TIME TO RETHINK ROOF TILES

We're all aware that roof tiles have been around for a long time and have been the dominant roofing material in Australia for over 100 years. But roofing techniques and roof tiles themselves have changed considerably over the years. Roof tiles now provide more benefits and variations in shape and colour than ever before.

Nouveau – Onyx 



Here's just a few reasons why...

Most people don't know the difference between Concrete and Terracotta tiles

Terracotta is a natural material with a certain beauty, timeless appeal and most importantly the long lasting benefit of colour that NEVER fades. When you really want the premium products for your home, it's important to understand the Terracotta difference.

Wide range of colours

Contrary to what many people think, roof tiles come in a diverse range of colours – from white through blue greys, greens, naturals, shades of grey and on to black. Technologies like Monier's CAT Colour, layer colour on the surface of the concrete roof tile, which results in deeper, richer, more consistent and longer-lasting colour. What's more, CAT Colour is water based, making it gentler on

Different profiles for different looks

The profile of a roof tile refers to its shape and design. It's what gives your roof its unique character.

- Want a sleek, contemporary roof?
- Love the look of flat tiles?
- Want to create the look of slate?
- What a more traditional heritage look?
- Mad about colour?

It's all possible with roof tiles!

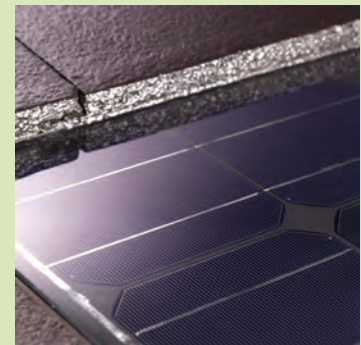
Get creative – roof tiles are NOT just for the roof

We are seeing more and more projects where roof tiles are being used as a vertical cladding. Architects and designers are getting creative with the beautiful, timeless material of terracotta roof tiles and a range of profiles and colours to add texture and depth to their buildings.



the environment. And of course, in the case of terracotta roof tiles, the colour is baked into the surface, meaning their colour will never fade.

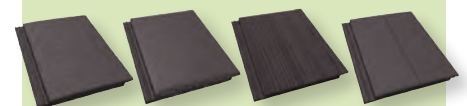
Before you choose a metal roof, consider the timeless, textural, durable and beautiful options you achieve with roof tiles.



SOLARtile – It's a solar panel in a roof tile!

Monier SOLARtile was created to ensure that homeowners can have the benefits of solar energy, without affecting the street appeal and look of their home. SOLARtiles integrate seamlessly with the look of your roofline and deliver high performance, clean, green energy to your home without the look of unsightly bolt-on panels.

SOLARtile integrates seamlessly with these contemporary flat profiles:



Horizon Cambridge Georgian Madison

For more information on SOLARtile, visit www.monier.com.au/Tiles/SOLARtile

ROOF APPEAL

Adding beauty, character
and value to your home.

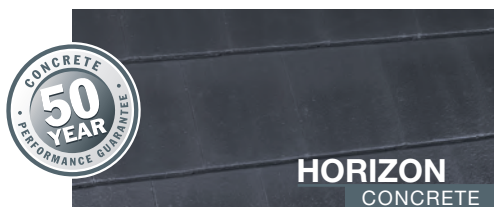
CREATE THE LOOK WITH ROOF TILES

From an aesthetic perspective, your roof contributes significantly to the overall look of your home. About 30% of your home's façade is made up of the roof. Yet your roof only represents a small percentage of the total cost of your home. So choosing the right roof tiles is a great way to add beauty, character and value to your home.

01 SELECTING THE MATERIAL

CONCRETE ~or~ TERRACOTTA

The first thing to understand about roof tiles is that there are two main types – concrete and terracotta. Both have inherent benefits, but the premium nature of terracotta and its long lasting colour is hard to beat.



1. Roof tiles will not rust, warp or corrode, a problem with other roofing materials.
2. The thermal mass of roof tiles **keeps you comfortable all year round**, while helping save money and the environment through energy savings.
3. Roof tiles are **impervious to the effects of frost and ice**.
4. The raw materials used to manufacture roof tiles are non-toxic, so the **water that runs off a tiled roof is potable**.
5. Roof tiles are **salt safe and will not corrode** over time, making them ideal for coastal locations.
6. Roof tiles **assist in keeping unwanted noise out** with their advanced insulation properties.

The Terracotta Difference

Terracotta roof tiles are a sustainable product of lasting beauty. Their colour never fades, as it is baked onto the surface of the natural clay, giving it qualities like no other roofing material.

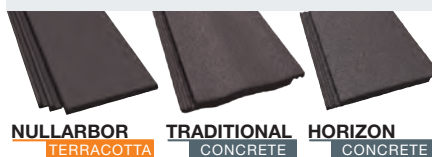


02 SELECTING THE SHAPE AND COLOUR

The right tile colour and shape can transform the look of your home. Tile shape and design selection gives your roof its distinct and unique character.

For sleek, flat contemporary profiles... try Horizon, Cambridge, Georgian, Traditional and Nullarbor. For traditional and classic profiles try Nouveau, Elabana and Marseille.

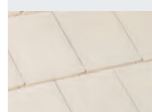
SLEEK CONTEMPORARY FLAT PROFILES



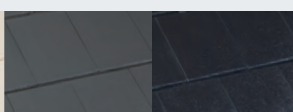
TRADITIONAL AND CLASSIC PROFILES



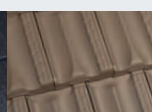
LIGHT NEUTRALS



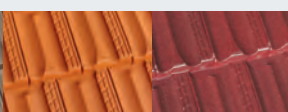
DARK TONES



MATTE FINISHES



GLAZED FINISHES



Roof tiles have a diverse, fresh and modern palette of colours and finishes to choose from – light neutrals to sophisticated dark tones and matte through to glazed finishes.

For more information on choosing a roof tile, visit monier.com.au/Research/ChoosingARoofTile

HOT RIGHT NOW THE SLATE LOOK

The classic, sleek and sophisticated look of natural slate

The beauty and traditional look of slate that we see in many of our upmarket suburbs is still very much in demand. We are seeing a real trend at the moment towards the classic look of slate. Here's how to get the slate look at a fraction of the price.

Due to the cost of supply and its installation, slate is often out of reach for most people. However, you can get the classic, sleek and sophisticated look of natural slate with a number of magnificent 'slate look' roof tiles. First choice would be the terracotta Nullarbor, which comes in a dark granite colour, or slate grey. Made of the finest terracotta and with the thin, flat look of slate, this roof tile is the premium choice. Cambridge, Georgian and Madison roof tiles also give the slate look and come in a matte, charcoal colour known as Soho Night.

These profiles all combine the aesthetic beauty of natural slate with the benefits of modern day materials and roof tile production. And best of all – at a lower cost than natural slate.

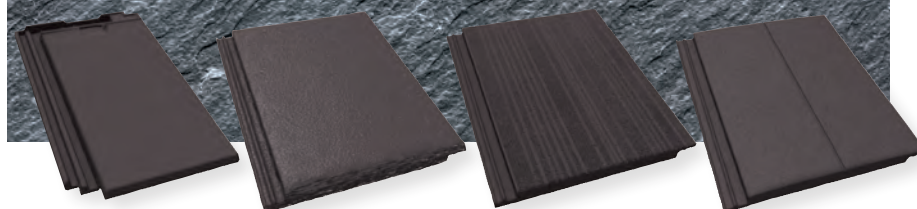


Madison in Soho Night 



 Cambridge in Soho Night

GET THE SLATE LOOK WITH THESE PROFILES



NULLARBOR TERRACOTTA

Nullarbor creates streamlined, sleek and sophisticated rooflines. It is the ultimate, flat terracotta roof tile and comes in various colours.

CAMBRIDGE CONCRETE

With its 'hewn stone' finish – Cambridge is the ideal choice for the discerning home owner who wants the sophisticated look of slate.

GEORGIAN CONCRETE

Georgian roof tiles perfectly combine the rich textures of traditional shingles with modern day materials to create a classic look that is truly enduring and stylish.

MADISON CONCRETE

Madison features a centre shadow line that enhances its aesthetic appeal, creating a look that is unashamedly minimalist, very stylish and exclusive.

TERRACOTTA THE ARCHITECT'S PERSPECTIVE

We recently caught up with Melissa Bright from MAKE Architecture, a Melbourne based architectural practice with a strong focus on quality and a passion for good design. In 2013 MAKE Architecture won the 'Raise the Roof – Rethink Tile Award' for their proposal examining the way we use the typical suburban house / street interface. This project used terracotta roof tiles as a key material.

Congratulations on the award. Tell us why you chose to use terracotta roof tiles.

The competition led us to take a product we don't normally use much and see how we could reconsider it. We went to visit the Monier terracotta factory at Vermont in Victoria and we're shown the earth mixes going in to make the tiles. Seeing this process gave us a renewed appreciation of the idea that terracotta is simply baked earth. We thought; 'how could we not love this product? How could we not love this

'how could we not love this product?'

natural, warm, hand-made and locally made product?' And for Bruce, from our office, who also works with ceramics, how could he not

think that this is the best product you could use on a building! And that was our 'this is great' moment! ***We think terracotta deserves to be reconsidered in the same way that brick has been in recent years.***

Terracotta as a material is experiencing a resurgence. Is this what you have observed?

There is this shift to things of quality that are skillfully made to last. In architecture we are looking all the time for materials that have the finish embodied within them - untreated and raw - as they are maintenance free and long lasting. In many ways a lot of the things that we look for in a material are found in a terracotta roof tile. They have quite a timeless quality about them and the fact that they have a long heritage in Australia is a great aspect.

With many of our projects we are talking about using traditional products in more contemporary ways. This includes bricks as well, both inside and out. We are always searching for finishes and textures that represent more authentic materials.

Is there a particular roof tile that appeals to you as an architect?

We like the terracotta Nullarbor roof tile, which is the closest to a very contemporary flat tile. The glazes are matte and closer to a natural finish. The Granite colour has a nice charcoal feel and feels quite natural. We also like the matte finish 'colour-through' concrete roof tiles – Madison, Cambridge and Georgian. They're a really nice range.

WINNER: Raise the Roof – Rethink Tile Award

MAKE Architecture



SET-FORWARD STREET

This scheme examines the way the typical suburban house/street interface is used. Large setback distances with expansive ornamental gardens are picturesque and spacious, but don't help to activate the daytime street-life of dormant suburbs. With this in mind, a typical suburban street of detached houses was taken and new elements placed within the setback and street verge to activate the underutilised suburban space. Terracotta tile use was fundamental to the aims of this proposal. The ubiquitous 'baked earth' tile has glowed orange in crisp contrast to the blue suburban sky throughout the long Australian suburban experience. No other material choice could resonate with the memory, allowing new street elements and buildings to embed into their context. That they are a natural local material with minimal processing, low embodied energy, longevity and benign redundancy, makes them the perfect material.



CHIMNEY LAMPS by Benjamin Hubert



POTTER LIGHTS by Anchor Ceramics



PILL LAMP by Hand&Eye Studio



KÁNTIR WATER CONTAINERS by Martín Azúa



LAMP by Hand & Eye Studio



POTS by Benjamin Hubert



OVERLAY VASES by Ilaria Innocenti

THE TERRACOTTA TREND

With the resurgence in popularity of natural materials, the richness of colours and textures that we can extract from the earth and be inspired by seem almost endless.



CASA COTTA BIRDHOUSES by Dennis Abalos



DOCUMENTS TRAY by Ilaria Innocenti



It's clear why terracotta has come back with such a strong presence and why it has endured since ancient times.

the home journal

Dani Wales
- thehome-journal.com



ELEPHANT CHAIR by Kristalia

WE TALK TO A ROOFING SPECIALIST

With over 40 years experience in roofing, we talk to Roofing Specialist Terry Taylor from Tim and Terry Tilers about what's important when looking at roofing. Terry is also the president of the Roofing Industry Association of NSW.



Tell us about people's understanding of tiles. Why do they choose roof tiles?

A lot of people just want to talk colour and that's all they want to know about. I'll talk to them about contrast and how if you have the same colour roof as the brick it can look bland. The colour of the walls really highlights the colour of the roof. Scheming is important. Look at the colour in relation to the surroundings. But it's also important to point out other characteristics of roof tile that will help enhance the look of their home. Introducing people to flat profile tiles, for example. Or, tell them about the colourfastness of terracotta roof tiles. With terracotta the colour is there for good.

What is the difference between terracotta and concrete roof tiles?

The colour of concrete tiles (like metal roofing) can change over the years, but with terracotta the colour is fired into the tile, so the colour remains. When you look around at all the terracotta roofs, they are all still their original colour. In the area I look after, there are a lot of terracotta roofs and whenever we do renovations, or extensions, we can easily match up the tiles, as the colour is still the same as it always was.

I put terracotta tiles on my own roof in 1983 and still today, over 30 years on, I think 'wow, they still look great'. ***I find homebuyers on their third or fourth homes will always go for terracotta.*** They've seen it before.

They have seen how good terracotta looks over time. It's important to understand the value of terracotta. That's one of the main things we talk about with our customers.

And the durability. I always mention the 50 year guarantee on performance and colour for terracotta, but really you will get 100 out of it! I just look around and there are houses that are over 100 years old and they look fantastic.

When people opt for a re-roof, do they take the opportunity to update the look of their roofs?

You betcha! Particularly with colour. These days there is a real move to grey, dark grey and black roofs. Or, if they prefer to match their existing colour, we go to site and have a look before we make any decisions.

What about metal roofs? What are the pros and cons?

There are some houses where a metal roof just ruins it. The style is not suited to metal. And vice versa – if the roof is too low a pitch for example. So metal has its applications but, in my opinion, only on a low pitched roof.

“It's important to understand the value of terracotta. That's one of the main things we talk about with our customers.”

What other trends are you finding?

Many people ask for flat profiles. They are asking for the look of slate. There is a trend towards it. Nullarbor roof tiles are good for this flat slate look. They appear to be narrower ... thinner, like slate. The Slate Grey colour is a good match, but a lot of people go for the Granite colour as it's a darker grey.

What's your favourite roof tile?

Any terracotta tile in Earth. I've never driven away from a house that I've finished in Earth that doesn't look spectacular.

Benefits of roof tiles – Do you think people think about them?

They care about insulating properties and acoustic properties. These days with

insulation in all roofs it takes the noises away more, but with metal roofs, they're still noisier when it rains. And outside you always hear the expansion and contraction of metal, a lot of creaking, as temperatures change. Also, I would generally counsel someone about the issues of using metal on a house that is located right near the ocean.

What are the reasons for a re-roof?

Generally there's a leak and they are sick of it. They have had repairer after repairer in, but the problem is not resolved. When we do repairs we come along and do a proper inspection prior to any repairs or re-roofing. When we do it the way we do it, our track record tells us that people no longer have any trouble, and I've done 100s of these and never had a call back.

Any thoughts on re-spraying?

I don't know a lot of people that are any good at it. ***You definitely can't respray terracotta. I've seen paint peel off after just 18 months.*** I tell people not to believe that tiles can be resealed with a re-spray. If you re-spray it's because you want a colour change. But be prepared to keep re-spraying, because that colour just doesn't last. We've come across roofs that have been painted two or three times and the paint starts to lift.

Many resprayers tell fibs about it resealing the tile, but it doesn't work. I'm passionate about the industry so I don't like to see things done badly. And gee, they charge a lot for a respray! With a re-roof you get new roof tiles, sarking, plus new battens. Everything is new. Many people who start extensions get to the point where they realise it's better to just re-roof.

timandterrytilers.com.au

Need a roofing specialist in your area?

Find one at monier.com.au/Specialist



BEFORE RE-ROOF



OH WHAT A DIFFERENCE A RE-ROOF MAKES!

Given that your roof is the largest surface area of your home and the first line of defence against Australia's elements, re-roofing can be the single greatest improvement to your home's performance, energy efficiency and, of course, appearance.

RE-ROOFING?

SOME THINGS TO THINK ABOUT

01. Say no to re-spray!

Remember that a re-spray won't fix any problems you may already have with your roof. Re-spraying is purely cosmetic and often costs not much less than a re-roof. Also, never respray terracotta roof tiles, as the paint will eventually peel and you will need to re-spray again and again.

02. Get good advice and don't rush your decision.

There are roofing displays, selection centres and roofing specialists around Australia where you can see roof tile samples, get roofing advice and even a colour consultation.

03. Understand that there is a difference between concrete and terracotta roof tiles.

Each has their advantages. Terracotta, for example, is one of the only roofing materials where the colour does not fade over time. You would be mad to take off terracotta tiles and replace it with a less premium product for example.

04. Consider the whole roof space

Used together, sarking, insulation and ventilation can significantly reduce the amount of energy required to heat and cool your home. This saves you money on your energy bills and ensures more comfortable living conditions all year round.

Re-roofing costs less than you think. Talk to a specialist who will come out and check your roof.

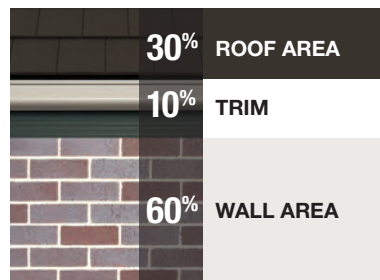
05. Think about the look

Think about maintaining the architectural look of the area you live in and the era of your house. In the older suburbs



and regions of Australia, terracotta was used and is still the best way to ensure your roof looks fantastic for years to come.

06. Colour choice



Choose the colour of your new roof based on the complementary colours of the rest of the exterior of your house. As a guide, the roof area makes up approximately 30% of the total colour scheme of the house, with the walls making up 60% and the trim and other finishes, 10%. A useful tool for visualising colour schemes on houses can be found on-line at colourtouch.com.au

07. Don't settle for just anyone to install your new roof.

Installation is just as important as the roofing material chosen, there are unscrupulous roofers who over promise and under deliver. It's important to get it right the first time, so look for a roofing specialist who is reputable and qualified.

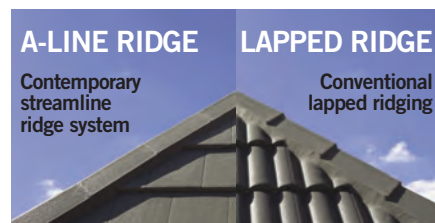
Need a roofing specialist in your area? Find one at:

monier.com.au/Specialist



WHY RE-ROOF?

- + Update the overall look.
- + Add value to your home
- + A chance to replace an old (metal) roof or replace broken tiles and pointing.
- + The perfect opportunity to improve the insulation and ventilation of your roof space.



08. A-Line ridging

If you like the sleek contemporary look for your new roof, don't forget about your ridging. An A-line ridge is a great addition to a sleek contemporary roof and continues the straight lines.

09. Install sarking

Many older roofs may have been installed without sarking. Sarking provides additional insulation and protection to your home and in most cases now it would be included. You only get one chance to install sarking and that is when you are re-roofing or installing a new roof.

NEED MORE INSPIRATION?

Whether you're re-roofing or building from scratch, you've seen what a wonderful variety of styles and colours you get with roof tiles, not to mention their many benefits. So where to now?

Let's look at some useful roof tile resources that will help you on your way.

LOOK FOR INSPIRATION ONLINE

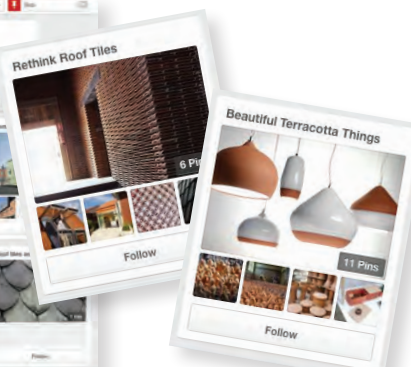
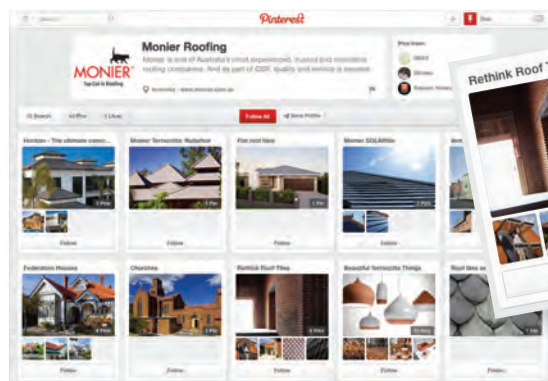
COLOURTOUCH.COM.AU

A great tool for visualising for how different roofs look with different façades and features is ColourTouch. You'll find it online at www.colourtouch.com.au.



pinterest/monierroofing

For inspirational images and great ideas on all aspects of roof tiles and roofing follow Monier Roofing on Pinterest.



Visit a Selection or Display Centres



The only way to really see the colours, shapes and texture of roof tiles is to visit your nearest Selection or Display Centre. Here you will find displays and helpful advice to help you on your way and give you inspiration and confidence. You will find take home samples available and experts on hand who are ready to guide you in selecting the right roof tile for your circumstances. You'll also find colour consultants available by appointment.

- Staff on hand for advice
- Monier Roofing & PGH Bricks displays
- Free one to one colour consultations upon appointment
- Samples on request

For your closest Selection or Display Centre visit:
monier.com.au/selectioncentre





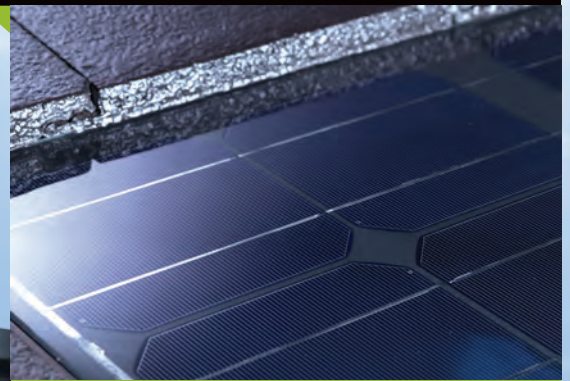
*We're always on the
lookout for a great
looking roof!*

Whether it's a new home,
renovation, re-roof or just a roof that
still looks great after many years,
Monier would love to see it.

Please share your images
with us by emailing them to
moniermarketing@csr.com.au



The power of a great looking roof



INNOVATIVE INTEGRATED MODULAR

Monier SOLARtile is a photovoltaic flat roof tile system that integrates seamlessly with the look of your home to provide you with sustainable energy into the future.

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