

## Bowral Bricks Rises to Innovation Challenge

A new landmark that some say will rival the Opera House is rising on a former inner-Sydney industrial site near the Powerhouse Museum.



Model prototype  
of the proposed building

The eastern face of a new 12-storey building on the City Campus of the University of Technology Sydney is being clad in specially-made bricks from Bowral Bricks. This being no ordinary building, these are no ordinary bricks.

Six brick types have been manufactured to clad the complex eastern facade said to resemble a crumpled paper bag or mimic the twists and turns of inner Sydney. Most bricks are the Australian standard size but they have moulded channels to anchor special brick ties to the underlying steel structure. The choice of brickwork acknowledges the heritage character of historic inner-Sydney.

Brickworks Building Products won the supply tender for the proposed business school

despite strong competition from American, Chinese, European and Australian brick companies. The consultation and tendering process required construction of five-storey test panels in China, as well as evolving the product engineering standards and colours. In all, 320,000 bricks have been made at our Bowral plant to meet the demanding specification.

After testing scores of colours, the architect, famed American "starchitect" Frank Gehry, finally chose a much-loved Bowral Bricks standard: Limousin Gold. The Los Angeles architect, described as the most significant of our age, sees the building and its contorted facade as a "tree of knowledge"—an

evolving, growing organism that fosters collaboration and the cross-pollination of ideas.

Known as the Dr Chau Chak Wing Building it is named after a Chinese-Australian-businessman and philanthropist who has donated \$20 million towards its construction. Dr Chau laid the first brick in early August and the building is scheduled for completion in August 2014.

Brickworks Building Products is closely following and documenting the progress of this remarkable project that is reintroducing a level of craft and detail that is rarely seen in commercial construction today.

### contents.

Bowral Rises to Innovation Challenge	1	Style Campaign Raises Profile of Brickwork	3	Microsite Takes up Sustainability Challenge	5
Brick Challenges Lightweight Claims	2	New Products	4	Brickworks Brands Prominent in Architectural Awards	6
New BKW Website "Better Than Ever"	2	Environment Initiatives Attract Govt Funding	5	Brickworks Architectural Projects in the News	6

# Brick Challenges Lightweight Claims

## Three Little Pigs Campaign

In recent years there has been a lot of huffing and puffing by the promoters of so-called lightweight building systems, claims that are difficult for the average person to verify, and which almost invariably compare their products to bricks.

Imitation may be the sincerest form of flattery but Austral Bricks is hitting back with a campaign that promotes the benefits of bricks and refutes some of the wilder claims made by the lightweight cladding industry.

And who better to make these points than The Three Little Pigs. After all, two of this much-loved trio learnt the value of building in brick (and the perils of lightweight construction) the hard way!

Using the slogan "Building with lightweight materials is just inviting trouble", the campaign takes the high ground by promoting the many benefits of bricks – long life, durability, low maintenance,

resale value, security, and much more – and reinforces Austral Bricks leadership in this market.

Underpinning this is an ultimate brick benefit that is unmatched by few other products, let alone a building material: Austral Bricks exclusive 100 year guarantee. The evidence supporting this guarantee is all around us, in cities, suburbs and towns around Australia which have brick buildings that are still looking great and performing well after more than a century.



Bricks for Living website

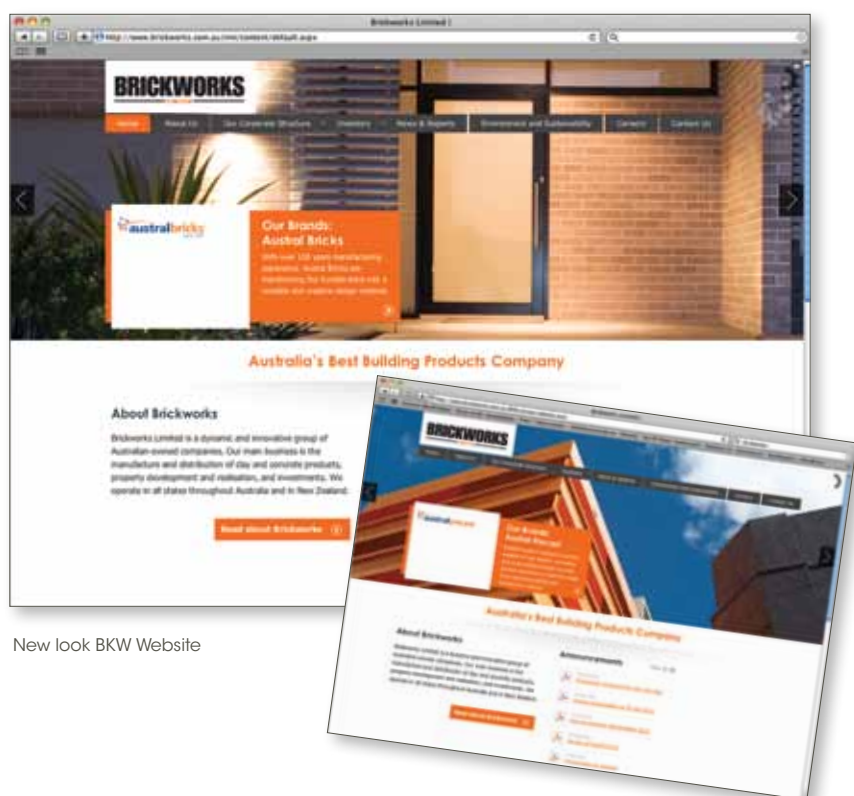
Brochure cover for "Three Little Pigs" Campaign.

## New BKW Website "Better Than Ever"

The new Brickworks Limited website ([www.brickworks.com.au](http://www.brickworks.com.au)) is now online and looking better than ever. It has an updated look and feel and improved navigation that makes it easy for investors, media and other interested parties to access essential data such as announcements, annual reports, share price, company profile, and more.

The home page carries the most recent announcements, current share price and direct links to the most requested information. An interesting development is an interactive timeline of the company's development from its formation in the depths of the Great Depression to today. Did you know that Brickworks Homebush Bay kilns were used to store ammunition during the Second World War!

Environment and Sustainability initiatives from the Brickworks group have also been included as well as links to the growing list of Brickworks brands.



New look BKW Website





# Style Campaign Raises Brickwork Profile

In the past decade, the world of bricks has been turned upside down, and what were once humble utilitarian building blocks are now being promoted as stylish and fashionable.

It began with the development of new brick finishes that have put paid to the notion that "you can have bricks in any colour you like as long as it is red, cream or brown".

Austral Bricks has taken it to a new level with Stage 2 of the 2013 Style Campaign which harnesses the style credentials of celebrity fashion designer Camilla Franks. Her signature kaftans have adorned the bodies of elegant women across the world including Oprah Winfrey, Miranda Kerr and Beyoncé.

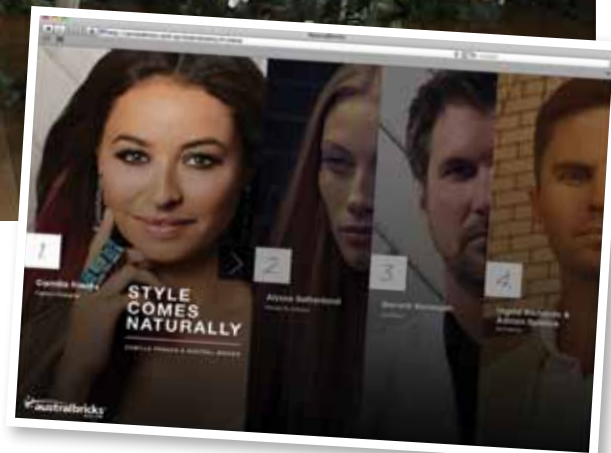
A new advertisement featuring Ms Franks was shot at Brickworks Building Products Sydney CBD Design Studio. The internet microsite, [www.australbricks.com.au/mybrickstory](http://www.australbricks.com.au/mybrickstory), has been updated to reflect the new imagery and even includes a behind-the-scenes video.

This second stage commenced mid-September and is running nationally until

November in selected consumer magazines, newspaper magazines and architectural journals, as well as online.

Ms Franks' story carries the slogan 'Style Comes Naturally' and draws a comparison between her love of Australia's natural beauty, a lifelong appreciation of good design (her father was an architect), and the natural appeal and earthy origins of Austral Bricks products.

The evolution of bricks as a style item reflects the ever-changing tastes of consumers. Stage 2 of Austral Bricks 2013 Style Campaign is an important step in ensuring this important brand remains relevant to consumers and a key part of their decision-making process.



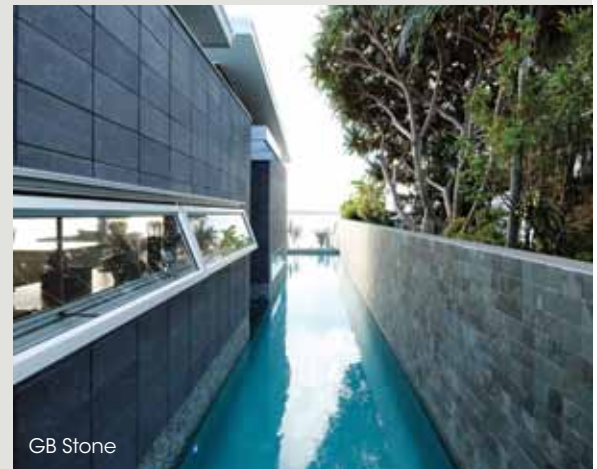


# New Products

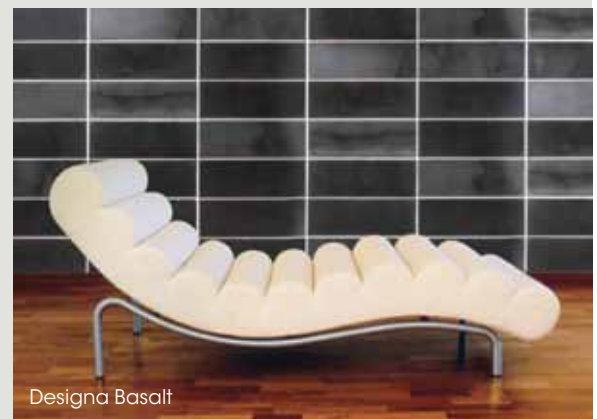
Product development is a constant process within Brickworks Building Products and essential if we are to maintain market leadership. Here are just some of the recent new product releases from across the divisions.



PermaGraf™



GB Stone



Designa Basalt

## Austral Precast Architectural Range

Conventional grey panels are the mainstay of the precast concrete business. Frequently these panels are finished on site, usually with a paint system. However Austral Precast is promoting a range of factory-applied finishes under the **PermaTech™** label.

The simplest is called **PermaTint™**, a factory applied, long-lasting alternative to painting which has the advantage of penetrating the substrate for a longer-lasting, deeper finish.

**PermaForm™** takes decoration into the third dimension by moulding depth and articulation into the panel. This can be as subtle as a timber grain or as prominent as a deeply-relieved surface or even a logo.

The most startling innovation is **PermaGraf™**, a patterning process that etches photo-realistic images into the precast concrete panel surface. This is not an applied finish like paint, but the result of a chemical reaction that does not compromise the strength or integrity of the panel.

The final string to Austral Precast's bow is **Vitesse®**, an engineered brick panel system developed in conjunction with Austral Bricks. The system combines the strength and off-site construction advantages of precast panels with the beauty, low maintenance and familiarity of real clay brickwork.

## Austral Masonry Premium Product

GB Masonry, Austral Masonry's premium brand, has released a superb new series called **GB Stone™**. The six colours, all neutrals, have been given precious mineral names, with Onyx being the darkest and Pearl the lightest. A special honing process reveals the aggregate used in their manufacture, imparting a lustrous finish to the surface of each block.

## Austral Bricks Stone Range

Real stone, precision cut and beautifully finished, comes to brickwork with Austral Bricks' release of the **Designa Basalt™** series. Made from natural stone, they are ideal as a feature for internal and external walls. Available in two sizes and three colours, these distinctive bricks

can be laid using a conventional mortar bed and don't require the bricklayer to use special tools or techniques. They are larger than a conventional brick, the standard units being two bricks high and long. Slim Line units are also available and these are one brick high and two bricks long. Like all Austral Bricks products, Designa Basalt stone bricks are virtually maintenance free, weather resistant, long-lasting and have high thermal mass for enhanced energy efficiency.

## Austral Bricks Indulgence Range

Neutral colours, long favoured for interior decor, are also popular for house exteriors. Home owners wary of the problems with rendered finishes and not wanting the ongoing maintenance of painting, have demanded stylish neutral brick colours. Austral Bricks Victoria has responded with the **Indulgence®** series. The surface finish of the three products in this series, Biscotti, Praline and Truffle, is smooth, sophisticated and stylish. Their names also set the mood both in terms of their colours and their association with some of the culinary pleasures of life.

# Environment Initiatives Attract Govt Funding

For more than a decade Brickworks has undertaken a concerted program to improve our energy and resource use efficiencies, drive down carbon emissions and thereby reduce our impact on the environment.

There have been (and continue to be) a myriad of small-scale initiatives as well as major expenditures such as Victoria's twin brick plants, which are among the most efficient and low cost in the world.

Some of our recent, exciting and ground-breaking projects include switching from natural gas to lower emission sources such as methane (landfill gas), sawdust and other organic fuels. Product re-engineering initiatives such as reducing brick mass and incorporating waste byproducts are also being actively investigated.

Some of these developments caught the attention of AusIndustry, a specialist program now within the newly-formed federal Department of Industry that delivers a range of programs to Australian companies.

AusIndustry offered substantial financial assistance allowing Brickworks to execute contracts on three projects:

- \$497,000 for a project at Plant 21, Horsley Park NSW to substitute landfill gas for natural gas and \$2.7 million for a project at Horsley Park's Plant 23,

again substituting landfill gas for natural gas and also incorporating organic material into the brick body. (Methane is currently collected at the Veolia landfill site next to the Horsley Park plants.)

- \$300,000 to assist with a project to capture waste heat from a boiler at

Auswest Timbers at Manjimup WA and convert it to electricity.

A further three projects totalling \$14.6 million have been approved dependant on the continuation of the AusIndustry's Clean Technology Investment Program.



## Microsite Takes up Sustainability Challenge

Sustainability is an ongoing challenge for all industries, including manufacturing. Put simply, sustainability is the ability for a process to continue indefinitely, that is, without exhausting resources. The challenge for Brickworks is two fold: to ensure our manufacturing processes are sustainable, and for our products to be sustainable in their applications and recognised as such by consumers.

A new microsite launched in mid-October and accessible directly from all Brickworks websites reports on "our journey towards becoming Australia's most sustainable building products company." Even more importantly, it documents that our products in their many applications are part of a sustainable solution.

The site breaks down the manufacture and use of our various products into four simple stages: Make, Move, Use and Reuse. Each of these stages is reinforced by case studies, reports and videos on subjects as diverse as simplified packaging, nine-star energy-rated construction, energy-efficient manufacturing, and designing for climate.

Although as a company we have made massive strides in reducing our environmental impact, many of our products suffer from the

false perception that they are less relevant in an environment-conscious world.

The claims and comparisons made by the manufacturers of so-called lightweight building materials are a case in point. This new microsite is a further step towards presenting a balanced case for our products as part of a long-term sustainable building solution.





# Brickworks Brands Prominent in Architectural Awards

The building industry came together in mid-August for the announcement of the Think Brick, Roof Tile Association and Concrete Masonry Association annual awards.

The awards recognise excellence in brick and block work for both design and construction. For the first time, 2013 also included an architectural concept award for the innovative use of roof tiles in design, with 5 architects from around Australia invited to participate.

The awards commemorate the work of Colonial-era architect John Horbury Hunt, famed for his innovative brick design.

The Awards have categories for commercial, residential and landscaping projects, as well as recycling and reuse.

All Brickworks brick brands – Austral Bricks, Bowral Bricks, Daniel Robertson, Austral Masonry and Nubrik – were strongly represented among the finalists in their respective category.

High commendations were awarded in the Residential category to projects using products from Austral Bricks and Bowral Bricks. A Bowral project was also highly commended in the Commercial category and a project featuring Austral Bricks products won the Recycle/Reuse/Restore category.



Little Brick Studio (Bowral Bricks) by MAKE Architecture Studio, highly commended, Residential category



Bisley Place House (Austral Bricks) by James Russell Architect, Houses magazine's 2013 Australian House of the Year.

## Brickworks Architectural Projects in the News

A number of architectural projects featuring materials from Brickworks Building Products have been in the news recently.

The Bisley Place House (Austral Bricks) by James Russell Architects was named Houses magazine's 2013 Australian House of the Year.

The Stewart House (Bowral Bricks) by Chenchow Little Architects received a High Commendation in the Houses Awards as did the MAKE Architecture's Little Brick Studio (also Bowral). Shortlisted in the 2013 Houses Awards were WoodWoodWard's Forever House (Austral Bricks) and the Wolf House (Daniel Robertson) by Taras Wolf.

Brickworks projects bookended season two of the popular ABC television series Dream Build, opening with Shane Hendriks' startling Rolling Cubes (Terraçade) and closing with the Wolf House.

All these projects (and more) are profiled on Brickworks Building Products architectural project website Design Place ([www.designplace.com.au](http://www.designplace.com.au)).

## BRICKWORKS

LIMITED

**Brickworks Ltd** ABN 17000 028 526  
Tel (02) 9830 7800  
[info@brickworks.com.au](mailto:info@brickworks.com.au)  
[www.brickworks.com.au](http://www.brickworks.com.au)

**Austral Bricks** (All States)  
Tel 13 2742 (13-BRICK)  
[info@australbricks.com.au](mailto:info@australbricks.com.au)  
[www.australbricks.com.au](http://www.australbricks.com.au)

**Austral Masonry**  
Tel 1300 627 667  
[info@australmasonry.com.au](mailto:info@australmasonry.com.au)  
[www.australmasonry.com.au](http://www.australmasonry.com.au)

**Austral Precast**  
Tel (02) 9604 9444  
[info@australprecast.com.au](mailto:info@australprecast.com.au)  
[www.australprecast.com.au](http://www.australprecast.com.au)

**Bristle Roofing**  
Tel 1300 274 784  
[info@bristleroofing.com.au](mailto:info@bristleroofing.com.au)  
[www.bristleroofing.com.au](http://www.bristleroofing.com.au)

**Auswest Timbers**  
Tel (08) 9478 5955  
[sales@auswesttimber.com.au](mailto:sales@auswesttimber.com.au)  
[www.auswesttimber.com.au](http://www.auswesttimber.com.au)

