.Maaken.

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How Australia's construction industry is ensuring comfort all year round

As extreme weather becomes more common[1] and Australian households are increasingly conscious of their energy bill, Queensland-based cladding company, Maaken has partnered with household name, James Hardie to future-proof more homes across Australia.

With 62 per cent of Australian households avoiding heating or cooling their homes to save money[2] amid average quarterly electricity bills upwards of $450[3], Maaken has increased its autoclaved aerated concrete (AAC) range to ensure year-round comfort for homeowners.

Maaken General Manager Jake Green said with more homeowners conscious of running costs, resilience, and comfort it was a natural decision to expand its portfolio.

"Developers have reported more buyers are prepared to make a higher initial investment in their home when they can see tangible benefits over the home's life," Mr Green said.

"We've seen demand at its strongest in South East Queensland growth corridors where builders are looking for speed, energy performance and differentiation from traditional brick veneer.

"Many of our construction partners also reported the technology and future-proofing thinking has proved popular among young families and upgraders who are conscious of both comfort and energy bills, while design-driven homebuilders sought a contemporary monolithic masonry-style aesthetic."

As climate change continues to impact Australia's climate, with heatwaves and severe fire weather more common, Maaken continues to partner with industry leaders, such as James Hardie, to offer a full AAC solution rather than the panels alone.

"With a strong reputation internationally and the need to future proof homes growing, AAC's popularity in Australia has rapidly increased, prompting us to grow our partners and range tailored to Australia's harsh summers and crisp winters," Mr Green said.

One such home builder which has adopted AAC in its builds is Homes by CMA, working exclusively with Maaken for over six years to improve thermal comfort, energy efficiency outcomes and streamline build times.

Homes by CMA Construction Manager Angelo Pregliasco said the organisation made the decision during the COVID epidemic to use AAC in every single one of its builds in response to rising consumer demand and new energy regulations, and to further streamline efficiency and consistency on its builds.

"Since 2020, we've seen buyers become increasingly conscious of energy efficiency in their homes, prompting AAC to become more prominent in the market," Mr Pregliasco said.

“When regulations were introduced in Queensland that each home must have at least a 7-star energy efficiency rating, we made the move to ensure AAC was in every single one of our builds – not only for the energy efficiency, but also the faster build times and cleaner sites associated with the technology.

“As an AAC advocate and existing partner of James Hardie and Maaken, when James Hardie’s AAC product was introduced to market, we were so excited to utilise the product from an organisation with such a presence in market, that we ensured we were the very first residential builder to use it on site.”

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References

1. Extreme weather is Australia’s new normal | The University of Melbourne
2. Almost 1 in 3 Australian households struggling to pay electricity bills while confusing energy market takes its toll, new survey shows | Energy Consumers Australia
3. What is the Average Electricity Bill in Australia? | Canstar

About Maaken

Maaken is an Australian-owned and operated business built on innovation. For more than 30 years, Maaken has provided market-leading walling, flooring and specialty solutions to residential builders and developers, with a focus on superior service, scalability and sustainability.
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