



**9 – 11 July 2010  
Melbourne Exhibition Centre**

### **Green Trends on the Rise at the Master Builders Building & Home Improvement Expo**

Trends come and trends go – thankfully avocado green bathrooms and orange shag pile carpets have gone – but sustainable living is one trend that is here to stay. More and more people are seeking solutions to building a home that has a long-term low impact on the environment.

To stay ahead of the sustainable trend, it's well worth familiarising yourself with a range of water and energy efficient products and building materials at *Sustainability on Show*, a major feature of the **MASTER BUILDERS Building and Home Improvement Expo**, which will take place from 9 – 11 July 2010 at the Melbourne Exhibition Centre.

The expo is an excellent opportunity to compare and contrast green building systems, such as Lock-Form, which uses in-situ concrete in combination with expanded polystyrene (EPS) planks to deliver high-level insulation performance. EPS technology isn't new in itself, but the way it's used in the Lock-Form system is different. Lock-Form utilises concrete on the inside to provide the internal thermal mass, and EPS on the outside to provide external insulation.

Meanwhile pre-insulated building frames such as Structural Insulated Panel Systems (SIPS) can save your clients money and reduces energy bills. SIPS have been part of the framework and structure of overseas residential and commercial buildings for more than 50 years, confirmed Aussie SIPS CEO Gary Hill.

"In SIP construction the rigid insulation blankets the entire structure in a well-sealed envelope resulting in lower energy bills, fewer drafts and less noise" said Hill. "It is the exterior shell of the building that is critical for energy efficiency and occupant comfort."

With consumers increasingly aware that the cost of incorporating energy efficient design and products is offset by reduced energy prices and a cleaner, greener home, demand for relevant products and knowledge is on the rise.

If your business can assist people who are looking to build their next home or renovate/extend their existing home then exhibiting at the Master Builders Building & Home Improvement Expo is the most cost effective way to get in front of 20,000 qualified visitors (both trade and public) in just three days!

To be part of Australia's No. 1 building and renovating expo and get up to date on the sustainable trends for home renovations and building make a note of the **Master Builders Building and Home Improvement Expo** in your diaries now. For more information on visiting or exhibiting go to [www.buildexpo.com.au](http://www.buildexpo.com.au)

**Building and Home Improvement Expo  
9 – 11 July 2010, Melbourne Exhibition Centre  
Open 10 am – 9 pm Fri & Sat  
Open 10 am – 5 pm Sun**

**[www.buildexpo.com.au](http://www.buildexpo.com.au)**