



# HOWICK

**Steal The Advantage,  
And Build With Steel.**

# Steel vs Timber: The Case For Cold Formed Steel (And why you shouldn't be like Dennis)

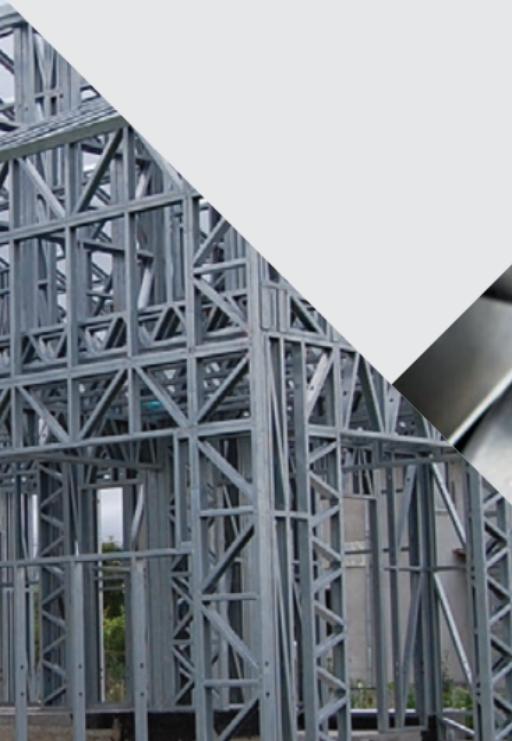
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Dennis can be a little wooden, much like his business. He's stuck on framing up the way he's always done it - with timber. It's what he knows. And he's not one to change.

Steve on the other hand has stolen a bit of an advantage. He's shifted to light steel framing for all his residential and commercial construction projects. Because he's now able to deliver projects faster, he's keeping his customers happy, securing performance bonuses and picking up more projects. His business is really forging ahead as a result.

**Time to rebel against your inner Dennis?  
To find out more about building  
with steel, visit [howickltd.com](http://howickltd.com)**





## 10 Reasons To Be Like Steve And Build With Steel

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The benefits of steel construction are significant. To get things rolling, here's the top 10 reasons why you should be considering the shift and building with steel.

## 1. Steel is faster and more efficient

Cold formed steel is manufactured with machines that deliver pinpoint precision so all framing components are dimensionally accurate. The result is minimum rework and faster build times.

## 2. Steel wastage is up to 10x lower than timber

Typical timber wastage is about 20% in the US. With cold formed steel, wastage is just 2% - a huge ten-fold reduction.

## 3. Steel is up to 100% recyclable

When it comes to factory production, all steel off-cuts are recycled without losing any of its structural integrity. It's much lighter so it requires less fuel to transport.

## 4. Steel is stronger and lighter

Timber framing weighs three times more than its thin-gauge, high-tensile steel equivalent. Steel framing provides a lighter structure with stronger connections, which means greater earthquake and wind load strength.

## 5. Steel is lower cost

Faster construction reduces labor costs, improves accuracy and reduces re-work. That means less call-backs and wastage. Over the longer term, the cost of ownership is reduced too.

## 6. Steel is easy to work with

Most builders who have worked with timber all their lives will find it surprisingly easy to switch to steel framing.

## 7. Steel framed houses look the same, but are more durable

There are no restrictions on the type of cladding that can be used with steel, so finished houses look exactly like their timber equivalents.

## 8. Steel is non-absorbent, increasing durability

Residual water content is 10-18% even in treated timber, causing issues with mold and rot over time. Steel framing is non-absorbent and dimensionally stable so it stays straight and true, irrespective of age.

## 9. Steel is non-combustible

Steel's improved fire rating reduces fire risk. In the case of a fire in a steel framed house, so long as the framing is not visibly distorted, it doesn't need to be replaced.

## 10. Steel has stood the test of time

Cold formed steel has been used successfully for over 60 years in residential and commercial construction.

**Global leaders in the construction industry are already realizing the benefits of cold formed steel. Is it time to put yourself in the frame?**

**If you are considering the future of your construction business, be like Steve, not Dennis and steal a commercial advantage.**



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# Stealing An Advantage, In The Real World

## KHS&S framing up 3X faster

KHS&S in the US installed 19 pieces of soffit on a 100 foot run in one day with just two installers.

A crew of six managed an incredible 800 feet of soffit in less than three days - a task that would have taken the same crew eight days building with stick frame.

Scan the QR Code with your phone to see this case study:



## UK's Intelligent Steel complete almost 50% ahead of schedule

With CFS and offsite modular construction, UK company Intelligent Steel successfully completed a 30 week commercial build project in just 16 weeks - almost 50% ahead of schedule.

Scan the QR Code with your phone to see this case study:



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