



Truecore
THE INNER STRENGTH

THE KEY TO A BEAUTIFULLY FINISHED HOME IS THE WAY IT STARTS



The image is a composite of two photographs. The left photograph shows a bright, modern living room with light wood flooring. A man in a dark blue t-shirt and a young child in a light blue polo shirt are sitting on a grey modular sofa, smiling at each other. Behind them is a white kitchen island with a sink and various items. Large floor-to-ceiling windows on the left side of the room offer a view of a lush garden with a large tree and a succulent. A brown beanbag chair with a stuffed animal is visible in the corner. A colorful, striped rug lies on the floor in front of the sofa. The right photograph shows a blue-painted steel frame structure, likely for a pergola or a modern extension. It features a complex network of beams and supports, with large glass panels on the sides. The floor is made of light wood, and a small wooden stool is visible near a white counter. The background shows a green lawn and trees.

**THE INTEGRITY OF YOUR
HOME IS ESTABLISHED
UPFRONT – WITH THE FRAME**



BEFORE YOU CHOOSE THE BENCHTOPS AND BASINS, before you choose the windows and blinds, and before you choose the doors and floors, first choose the one thing that truly supports the whole house: the frame.

A house frame made from TRUECORE® steel is strong and durable. It will give a house the inner strength to become your dream home, now and for the future.

WHEN YOU CHOOSE A HOUSE FRAME MADE WITH TRUECORE® STEEL, **YOU'RE ACTIVELY MAKING A CHOICE THAT IS:**



REASSURING FOR YOU AND YOUR FAMILY

- TRUECORE® steel is 100% termite and borer proof
- It's not treated with pesticides to keep termites from eating your frame, so it is an ideal choice for those seeking to minimise the use of pesticides in their home
- TRUECORE® steel won't ignite or contribute to the spread of house fire, giving you added peace of mind



A LONG-TERM DECISION

- House frames made with TRUECORE® steel are straight and true and built to stay that way
- TRUECORE® steel won't shrink, twist or warp over time, so there's less chance of sticking windows, jammed doors, and wavy rooflines.
- TRUECORE® steel is backed by a reassuring 50-year warranty for eligible applicants¹



FORWARD THINKING

- House frames made with TRUECORE® steel are a great choice for modern Australian homes
- Their impressive strength-to-weight ratio allows for wide spans and contemporary open plan design to suit comfortable family living



MADE AND BACKED BY BLUESCOPE

- TRUECORE® steel is made by BlueScope, the manufacturers of COLORBOND® steel
- You can rest assured that all TRUECORE® steel is made to all relevant Australian Standards² and rigorously checked for quality and consistency



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THE INNER STRENGTH

WE ALL KNOW THAT
THE FAMILY HOME IS YOUR
BIGGEST INVESTMENT,
**AND YOU ONLY GET ONE
CHANCE TO BUILD IT RIGHT**

Which is why more and more
Australian homeowners are choosing
the distinctive blue house frames
made from TRUECORE® steel.
Recently featured on The Block 2017,
TRUECORE® steel delivers a great
start to a beautifully finished home.



VISIT TRUECORE.COM.AU OR CONTACT 1800 738 576

TO APPLY FOR OR ACTIVATE YOUR WARRANTY SIMPLY VISIT
BLUESCOPESTEEL.COM.AU/WARRANTIES

1. Warranty currently offered for residential applications only and is subject to application and eligibility criteria. Commercial warranties may be available on application. For full terms and conditions and to determine eligibility of your building for a warranty visit bluescopesteel.com.au/warranties or call BlueScope on 1800 738 576. Warranties provided by BlueScope do not affect your rights under the Australian Consumer Law. 2. AS1397:2011 and AS/NZS 1365:1996 1. TRUECORE®, COLORBOND®, BlueScope and the BlueScope brand mark are registered trademarks of BlueScope Steel Limited. © BlueScope Steel Limited ABN 16 000 011 058. All rights reserved.

