

Welcome to Total Home Comfort

Expert advice for building a new home



Everyone deserves Total Home Comfort

Imagine walking into a home that's welcoming and a joy to live in, a place where you can relax, work, entertain and enjoy family life in total comfort.

Bradford offers the key to Total Home Comfort with an extensive range of products that allows you to choose the perfect level of comfort for your home and family.



Scan to watch



Watch the Total Home Comfort Video

Comfort comes in many forms

When we think of Total Home Comfort, we imagine a complete sense of wellbeing, but we don't always realise that this is made up of many elements.



Thermal Comfort

We are all very aware of our physical comfort, we know how uncomfortable it can feel when trying to sleep on a hot summer night or waking up to an icy cold home on a winter morning. The common reaction is to turn up the air-conditioner or heater.

Thermal insulation is the answer to reducing the fluctuations in temperature throughout the year, keeping you cooler in summer and warmer in winter. New homes include minimum levels of insulation as standard, however if you want to achieve total home comfort, it's important to ask your builder for higher levels of thermal insulation.



Financial Comfort

Heating and cooling are the highest contributors to a home's energy use. By **upgrading to higher levels of thermal insulation**, not only will you enjoy a more comfortable environment, but you'll have the comfort of knowing you have reduced your energy bills for the life of your home.



Acoustic Comfort

Imagine a new home where you and your family can live together in peace and quiet without disturbing each other whether you are working, playing or sleeping.

Selecting acoustic insulation as an upgrade is vital to help reduce airborne noise transferring between rooms of your home, helping to make it a sanctuary for you and your family.



Healthy Home

Mould and mildew development in a new home is often caused by trapped moisture within the structure. This can lead to health risks for your family and long term structural damage to your home.

By **selecting a roof ventilation system**, you'll ensure the structure of your new home can breathe and effectively release moisture. Additionally, Bradford Total Home Comfort products are approved by the Sensitive Choice program, meaning they are asthma and allergy friendly.



Peace of Mind

You want the very best for your new home and your family for the long term. Bradford is an Australian manufacturer and has been an expert in home comfort for over 90 years.

All products are guaranteed by CSR – a leading Australian and New Zealand building products company. By choosing Bradford Total Home Comfort products, you can rest assured knowing you have made a wise investment in the future of your family and your home.

Achieving Total Home Comfort

The only opportunity to achieve Total Home Comfort is while your new home is being built.

In order to have the right products included in your home, speak to your builder early in the planning process, well before construction commences. With proper planning, you have the opportunity to take control of your environment and ensure the highest levels of insulation and anti-condensation products are included in your home build.

Discuss your home comfort upgrades with your builder right from the start. You'll be rewarded with a healthy home that's comfortable, quiet, energy efficient and a joy to live in for years to come.

Ceilings

Upgrade your ceiling insulation to **Bradford Gold Hi-Performance**. It's important to ask your builder for the highest R-value for your home design. Higher R-value means higher thermal performance.



Thermal Comfort



Financial Comfort



Peace of Mind

Underfloors

Optimo floor insulation helps reduce draughts, minimise heat loss in winter, and lessen reverberation and noise through the floor cavity for a quieter, more comfortable home.



Acoustic Comfort



Peace of Mind

Upgrades are only possible during the planning process.

The product recommendations in this brochure apply to New Zealand climate zones 1-6 which covers the vast majority of New Zealand.

Tiled Roof

Ensure your tiled roof includes **Bradford Airomatic** roof vents and **Eave Vents**. Combining these products creates an effective condensation management system.



Healthy Home



Peace of Mind

Metal Roof

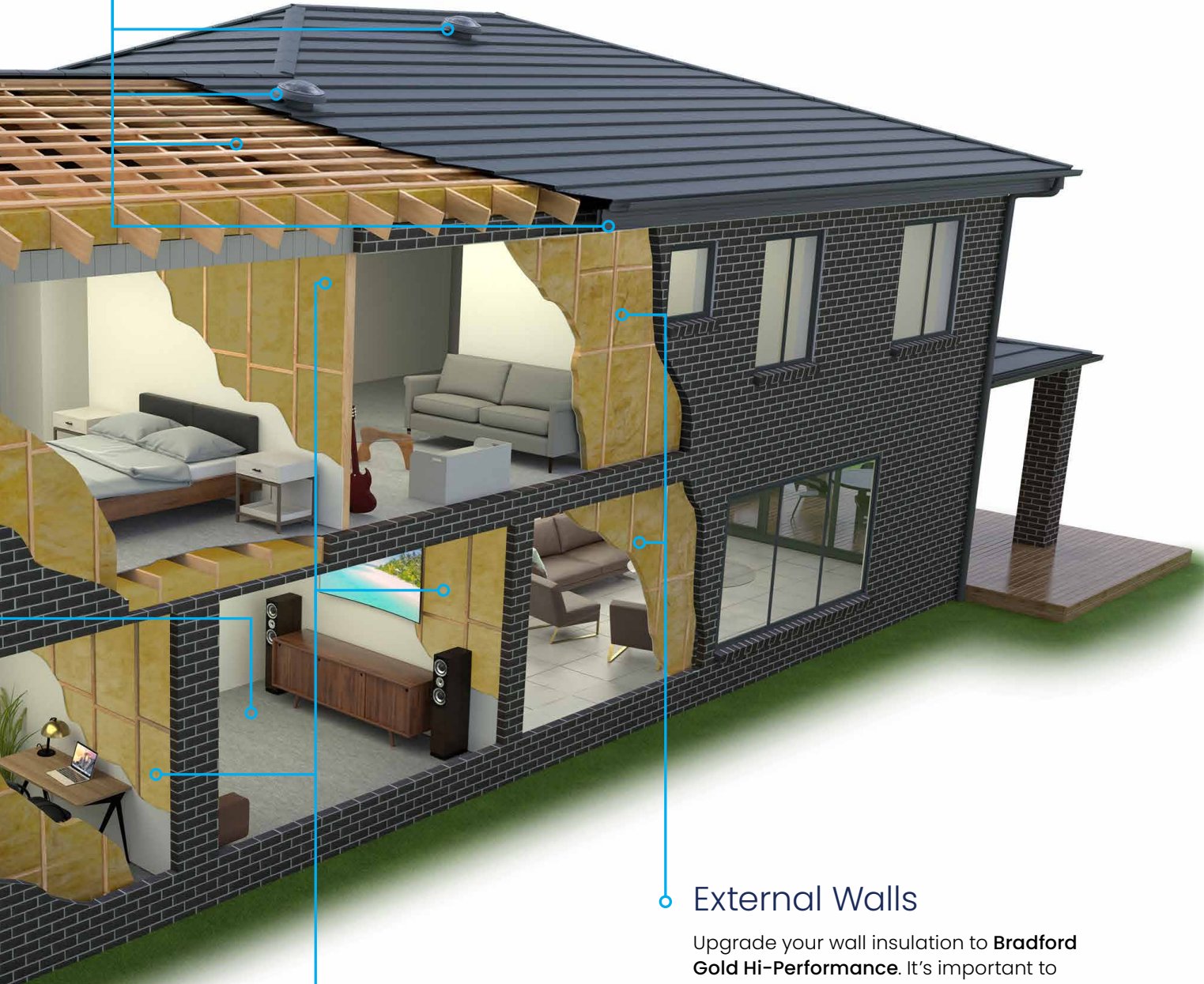
Ensure your metal roof includes **Bradford Anticon** roof blanket, **Airomatic** roof vents and **Eave Vents**. Combining these products creates an effective condensation management system.



Healthy Home



Peace of Mind



External Walls

Upgrade your wall insulation to **Bradford Gold Hi-Performance**. It's important to ask your builder for the highest R-value for your home design. Higher R-value means higher thermal performance.



Healthy Home



Financial Comfort



Peace of Mind

Internal Walls

Including acoustic insulation in internal walls is an essential upgrade. Select **Acoustic Gold™** to help minimise noise transfer between rooms.



Acoustic Comfort



Peace of Mind



Thermal Comfort

No one wants to come home to a sweat box on a hot summer day or wake up in an ice box in winter. Homes become hot in summer and cold in winter mainly because heat flows through the external walls and ceilings.

Thermal insulation in the walls and over the ceiling acts as a barrier to heat flow. The level of resistance to that heat flow is measured by the R-value. The higher the R-value the slower your home will heat up in summer and the more heat will be retained in winter, so you can enjoy a more even temperature all year round.

While building regulations require a minimum level of thermal insulation in the ceiling, external walls and sub floors of new homes, the level remains low compared to international standards. Bradford manufactures insulation products up to R7.3, which is the highest R-Value ceiling insulation available in New Zealand.

To ensure you can build the most comfortable home possible, make sure you upgrade to **Bradford Gold Hi-Performance** in your external walls and ceiling and ask for the highest R-value rating for your home design.



Ceiling Insulation



Wall Insulation

Scan to watch



Financial Comfort

Approximately 40% of household energy is used for heating and cooling an average New Zealand home to achieve thermal comfort.

The mandatory minimum levels of insulation in newly constructed homes assist in reducing heating and cooling costs by around a third, but experts agree that higher levels of thermal insulation can reduce energy costs even further.

When you specify high levels of **Bradford Gold Hi-Performance**, not only will you help to create a comfortable environment to live, work and sleep, you'll also further reduce your reliance on expensive-to-run air conditioning and heaters.

You'll effectively future-proof your home against rising energy costs and enjoy greater savings for the life of your home.



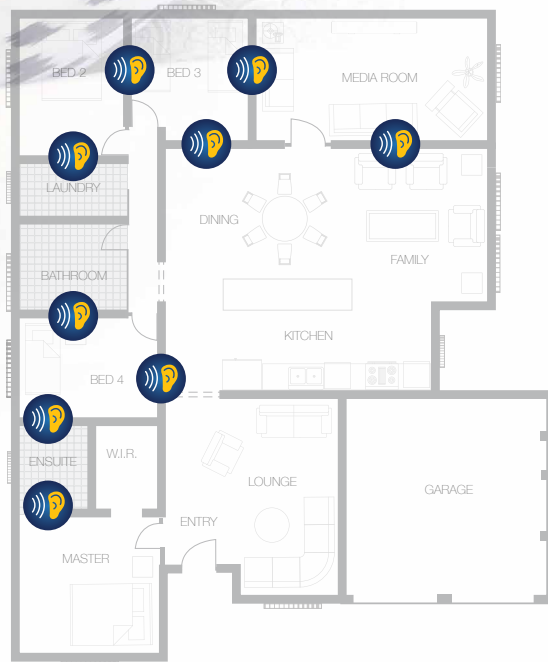
Acoustic Comfort

Imagine your home as a sanctuary where everyone can enjoy life without disturbing each other. As home designs change to meet the demands of modern living, maintaining the peace and quiet has become a real challenge.

In today's homes, interior walls are constructed with two thin sheets of plasterboard on a hollow frame, meaning noise can transfer easily between rooms. Installing acoustic insulation in internal walls and between floors is vital to minimise noise transfer and keep the peace.

Consider your family's lifestyle when thinking about home comfort. If you need a quiet space to work from home, with noisy kids or teens in the house, creating quiet zones around bedrooms and studies is essential. For younger families, the nursery is an important point of focus.

Stopping sound escaping from noisy areas like media rooms, rumpus rooms and even bathrooms is equally important to ensure minimum disturbance.



Bradford has specially engineered high-density Acoustic Gold™ Wall Insulation for all these applications, which will effectively reduce loud noises to a whisper and ensure harmonious living.

Upgrading to include **Bradford Acoustic Gold™** is surprisingly cost efficient. Make sure you ask your builder to include Acoustic Gold around bedrooms, bathrooms, entertaining areas, media rooms, studies and any other areas of your home where you want to enjoy peace and quiet.

Scan to watch





Healthy Home

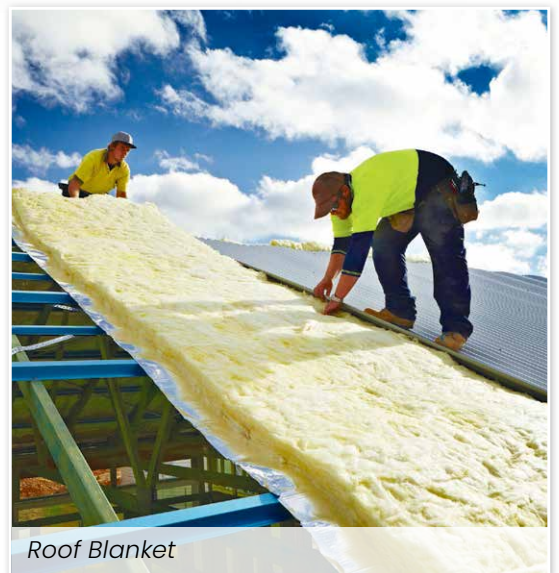
You want a home environment where you and your loved ones can thrive.

A home that features Bradford thermal insulation will be a healthier home, with a reduced susceptibility to trapped moisture from condensation, that can lead to mould and mildew.

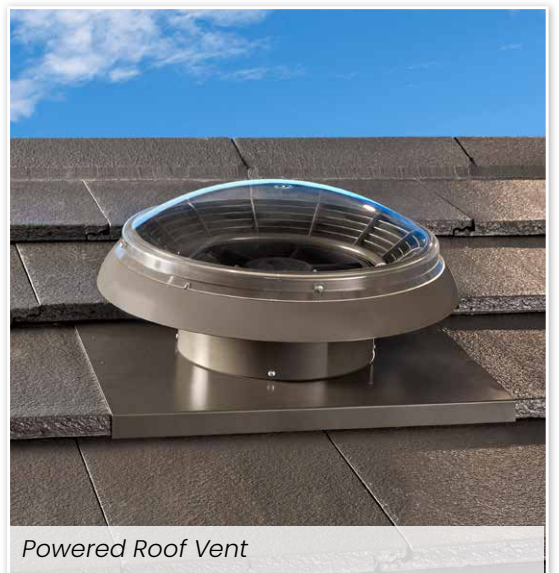
Including **Bradford Anticon** roof blanket is a must to reduce condensation in your roof space.

Whatever your roof type, having effective and adequate ventilation is crucial. It keeps your roof space cool and dry, ensuring your insulation performs at its best for the life of your home. Upgrade to an **Airomatic** smart ventilator and our **Eave Vents** to ensure a healthy home. For more information on ventilation visit **Bradford.co.nz**

By upgrading to Bradford Gold™, you can breathe easy knowing they are all approved by the Sensitive Choice® program, making the upgrade decision ideal for the homes of asthma and allergy sufferers.





Roof Blanket



Powered Roof Vent

Scan to watch



Choose Bradford Total Home Comfort for Peace of Mind

When you choose Bradford Total Home Comfort upgrades, you can take comfort that you are choosing the best for your family.

Bradford has been making insulation for over 90 years and remains embedded within local communities, employing over 500 people across 4 manufacturing plants.



● Manufacturing Locations

Guaranteed Performance

Our products are fully guaranteed and backed by CSR – a leader in building science and technology and one of Australia's oldest companies.

Environmentally Friendly

Our products help reduce your carbon footprint by reducing the amount of energy needed to heat and cool your home.

We are also sustainable in our manufacturing, using up to 80% recycled glass in the production of insulation and ensuring our processes use the latest technology to reduce waste and protect our resources and environment.



Working with your builder to plan your new home

The timing for an upgrade decision is critical. Talk to your builder as early as possible, to ensure they include the right level of thermal and acoustic insulation for Total Home Comfort.

Once you have settled on a builder, it's important to ensure you have thought about your requirements right at the start of the process. Most new home builders have tight specifications for their new homes, which usually include only the statutory minimum level of thermal insulation and may not include any acoustic insulation products.

Your builder will be happy to assist you in selecting the necessary Bradford Total Home Comfort upgrades when planned and discussed early on, along with the rest of your major inclusions.

Remember that Total Home Comfort is an important long-term investment, which affects not only the structural health of your home but also the comfort and health of its occupants.

There are a number of key stages to be aware of when you are planning your home with your builder.

For a seamless process, aim to finalise your Total Home Comfort upgrades with your builder no later than the Tender stage.

Choosing Bradford is the smart choice, with a lifetime of benefits.

Typical Planning Process

1

Sale

Reaching an agreement on a home plan with your builder, based on an initial, indicative estimate.

You should inform your builder at this stage that you want to make sure your new home can be upgraded with Bradford Total Home Comfort products.

2

Tender

Agreement on a fixed price tender, detailing the major inclusions and itemised costs to build your new home.

This is the best time to make sure you have your Total Home Comfort products included at the right levels for your home.

3

Plan & External

At this stage, your contract is presented and all exterior features are finalised.

This may be the last opportunity for you to upgrade thermal insulation and anti-condensation products.

If not already agreed, **acoustic insulation should be discussed and included** at this point.



4

Internal Selection

Together with a selection consultant, you choose the fixtures and fittings inside your home.

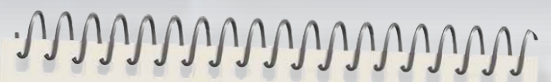
Although unlikely, **you may be able to add acoustic insulation** at this stage.

5

Electrical Selection

Final selections of electrical fittings.

By ensuring you have considered your Total Home Comfort before the Plan & Externals stage, you can relax in the knowledge you have made the best choices for your family.



Total Home Comfort Upgrade Checklist

ROOF

- Bradford Anticon roofing blanket
- Airomatic roof vent & Eave Vents

CEILINGS

- Bradford Gold Hi-Performance segments – highest R-value rating recommended for your home design

EXTERNAL WALLS

- Bradford Gold Hi-Performance batts – highest R-value rating recommended for your home design

INTERNAL WALLS

- Bradford Acoustic Gold™ segments

Which rooms? _____

For further information, call **0900 999 277**
or visit **TotalHomeComfort.co.nz**



Bradford.co.nz

Bradford is a business division of CSR Building Products Limited ABN 55 008 631 356.

The contents of this brochure are copyright protected and may not be reproduced in any form without prior written consent of Bradford. Recommendations and advice regarding the use of the products described in this brochure are to be taken as a guide only, and are given without liability on the part of the company or its employees. We reserve the right to change product specifications without prior notification, please refer to the Bradford website for the latest revision of this document. The purchaser should independently determine the suitability of the product for the intended use and application.

