

Termites vs. Steel

Steel framing.

A strong choice for the future of your new home.

"I never thought anything of the sawdust until two years ago when I started hosing down the outside wall of my home." With water from her garden hose, Cameron began to wash the walls, watching horrified, as "chunks of the wall just started falling apart". Gilian Cameron's house had become home sweet home to wood eating termites.

Cameron isn't alone. Everyday, over 800,000,000 saw-toothed jaws are silently gnawing away at someone's home, piece-by-piece in Toronto. The city and the GTA is home to huge swarms of termites and if your home hasn't been targeted already, it may be next.

Subterranean termites are destructive, terrorizing pests that are bringing homeowners to their knees. Their creamy soft bodies are equipped with razor sharp teeth, feeding exclusively on dead wood. One of their favorite meals is found within the very walls of your home - the frame.

As homeowners quickly find out, insurance won't cover the cost of termite damage. Any home framed with wood can be a termite's dinner. No matter how the wood is separated from the soil, termites work their way to the frames from the ground underneath. Concrete slabs are of no use as the termites dig tunnels through cracks in concrete.



Homebuyers have a viable alternative to wood framing - STEEL. It's not hard to understand why the interest in steel framing is growing. Unlike wood, it's termite resistant. While steel framing has commonly been used in the construction of elegant custom-built homes, commercial and institutional buildings, a number of homebuilders are now using steel frames instead of wood in subdivisions throughout the GTA since it has become a more competitive building material. It's quickly gaining praise in the construction industry because of its strength, durability and fire resistance.

With such compelling reasons, shouldn't your new home have a framework of steel? Make the right choice for the future. Ask your builder about steel framing.

For more information call: **1.866.311.3711**
www.GenesisbyKML.com

TORONTO TERMITE FACTS

Infestation

Approximately 700 to 800 blocks in Toronto comprising over 50,000 homes are currently infested. Each block is believed to contain 10,000,000 termites.

WHY STEEL FRAMED HOMES ARE SUPERIOR TO WOOD FRAMED HOMES

Fire Resistant

Non-Toxic & Allergy Free

Withstands Harsh Climatic Conditions

Superior Energy Efficiency

No Drywall Screw Popping or Cracking

No Shrinking or Warping of Studs

Straight Walls & Square Corners

No Risk of Termite or Carpenter Ant Damage

Rust Proof Galvanized Steel

Environmentally Friendly

