



THE BETTER CHOICE FOR YOUR HOME

ABOUT GENESIS® STEEL FRAMING

WHAT WE DO

Genesis® is the brand name for an advanced, technological breakthrough home building solution developed in Canada and currently used to build new homes throughout the world. Featuring structural light-steel framing materials in lieu of traditional building materials, Genesis® is the new generation alternative to conventional home building construction.

With over 15,000 homes built in Southern Ontario alone, Genesis® is a proven building solution with many benefits such as; Superior Quality, Improved Durability, Increased Energy Efficiency as well as providing a Safer and Healthier Living Environment.

HOW WE BUILD

The Genesis® building process begins with a detailed computer model of your home which is engineered and virtually framed with leading-edge design software. The framing is designed and manufactured into large simplified sections, each with pre-punched holes for mechanical and electrical runs, precise window and door openings, integrated structural supports, and specified sub-sheathing systems. The entire framing package is assembled within a controlled indoor production facility, delivered directly to the site, and installed by certified installation crews.



Genesis® now brings the strength and quality of steel, traditionally used for exclusive high-end custom homes and commercial facilities, within the reach of all home buyers.



SUPERIOR QUALITY

NO EXPANSION. NO CONTRACTION.

Light-steel framing materials are perfectly straight and consistent in quality. Structural steel studs, floor joists and roof trusses do not expand or contract, shrink, warp or twist over time. This reduces the risk of drywall damage, nail pops, jamming of doors or windows, sagging roof lines or the formation of air gaps leading to costly energy loss.

NO WAITING. NO SETTLING.

Steel framing is unaffected by temperature and humidity changes, making your home more stable and durable. New homeowners are free to begin decorating immediately, without the risks associated with conventional framing shrinkage and settling.



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IMPROVED DURABILITY

HIGHER BUILDING STANDARDS

Genesis® framing complies with commercial building code standards, which exceed residential code minimums. This requirement results in a stronger, fully-engineered structure, that's more durable and offers several unique benefits to the homeowner.

UNIQUE BENEFITS:

Termite Resistant:

Steel framing is impervious to termite attacks. Therefore, there is no risk of structural damage due to Termite or Carpenter ant infestation.

Corrosion Resistant:

Genesis® uses high quality steel products by Dofasco, which are coated with an advanced zinc and aluminum "Galvalume" coating, preserving the steel's strength by protecting it from corrosion.

Supports Higher Snow Loads:

Genesis® engineered steel roof structures will support up to 30% higher snow loads than conventionally framed roofs.

Higher Wind Resistance:

Specifically designed to withstand high-winds and uplift forces that are not addressed by standard residential building codes.

Superior Seismic Performance:

The lighter structure, stronger materials, and mechanical connections, results in less seismic forces which can cause structural damage in the event of an earthquake.

Fire Resistant:

Steel is 100% non-combustible and will not contribute to the spread of a fire.



ENERGY SAVINGS

REDUCED AIR LEAKAGE

Steel framing will not shrink or move over time. Therefore, your home will not form gaps that result in excessive air leakage and costly energy loss. Air leakage is the greatest contributor to energy loss in a home.

THERMALLY WRAPPED

Genesis® steel framing is completely protected from thermal conductivity by a protective envelope of Owens Corning thermal insulation applied to the exterior face of the framing. Steel framed walls contain a higher volume of insulation within the cavity over conventionally framed walls. Genesis steel roof trusses feature a raised heel design to accommodate additional insulation space.



SAFER AND HEALTHIER

FIRE RESISTANT

Steel framing is fire resistant, and will not contribute to the spread of fire. Tests conducted by the Underwriters' Laboratory of Canada conclude that steel building products will not raise the temperature, flame, or lose mass – therefore, is deemed to be non-combustible.



NON-TOXIC & ALLERGY FREE

Steel does not require treatment for termites and is free of resin adhesives and chemicals normally present in other framing materials. As a metal, steel does not emit volatile organic compounds (VOC's) into the indoor air.

Steel framing does not off-gas or sustain mould growth as wood products do, thus promoting better indoor air quality.

The Asthma Society of Canada recognizes that steel framing, made with Dofasco steel, is part of a healthy indoor air environment.



ENVIRONMENTALLY RESPONSIBLE

STEEL IS RECYCLED

Steel is 100% recyclable, making Genesis® a sustainable building method that uses environmentally responsible steel framing products. The recycled steel from 8 scrap cars provides enough steel to build a 2,000 square foot home.

NO WASTE PROCESS

The Genesis® pre-manufactured steel framing process eliminates scrap & waste. Each component is manufactured to exact lengths. This unique process substantially reduces on-site landfill and contributes to the preservation of our vital natural resources.

PRESERVING OUR ENVIRONMENT

With growing environmental concerns and a dwindling forest cover, steel framing is making a positive impact on the future of our environment. Genesis® is committed to providing a total "environmentally responsible" building solution which integrates other eco-friendly products made by industry leaders like Owens Corning & CGC.



INNOVATIONS FOR LIVING™



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UPGRADE TO STEEL FRAMING



Frequently Asked Questions

Is a steel framed home safe in lightning storms?

Yes. Steel provides a safe path for lightning to travel directly to the ground with less resistance that can cause damage or a fire. Therefore, steel offers more protection than a conventionally framed home.

Will steel framing rust?

No. Structural light-steel framing members are coated with an advanced, zinc and aluminum coating, which protects the steel from corrosion.

Can I hang pictures on a steel framed wall?

Yes. Pictures can be hung from the drywall and heavier objects can be hung with self-tapping screws directly to the steel stud. Each fastener is available at any hardware store.

Will steel framing interfere with radio, television or cell phone reception?

No. Waves pass through the space between the studs, as with conventionally framed homes.

Will a steel framed home look different than others?

No. A steel framed home is 100% compatible with all standard building finishes. Your builder will finish your home with the exact interior and exterior finishes as with the conventionally framed homes.



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