



## 3RT and Staircom's smart and sustainable stair designs take centre stage on The Block

When a drive for innovation, industry-leading technology, and a relentless determination to be leaders in Australia's building and construction sector are combined, the results are world-class. Teaming up with Melbourne-based stair-making company Staircom, to deliver timber staircase solutions that are at the cutting edge of technology and design, 3RT has landed in the spotlight of the latest season of Channel 9's award-winning home renovation television show *The Block*.

On season 19 of *The Block*, two pairs of contestants chose to include a feature staircase in their multi-level homes. While each home and staircase are different in style and design, both pairs of contestants chose to include 3RT as a sustainable timber alternative to solid Australian Blackbutt.

### 3RT's high-value timber an instant hit

With all of the benefits of native hardwood, 3RT's scientifically engineered timber is sourced from FSC® or PEFC certified juvenile plantations resources, originally used for low-value woodchips. 3RT technology transforms this resource into a product that replicates mature wood, making it suitable for an endless range of structural and decorative applications, including stair solutions. Completely natural, the raw wood veneer fibre is abundantly available and repurposed to create a high-value timber.

The 3RT-engineered timber stair treads designed and manufactured by Staircom were an instant hit amongst *The Block*'s production team. They welcomed a product that was both innovative and eco-friendly.

### House 1: Kyle and Leslie

House 1 by Melbourne-based contestants Kyle and Leslie was completed in a modern barn style, offering potential buyers beauty in simplicity. Opting for a neutral palette with varying tones of white combined with the warmth of natural timber, the pair chose a steel spine staircase that hugged three of the interior walls at the home's entry. To match the natural tones of the timber finishes throughout the rest of the home, 3RT-engineered Blackbutt was chosen for the floating treads.



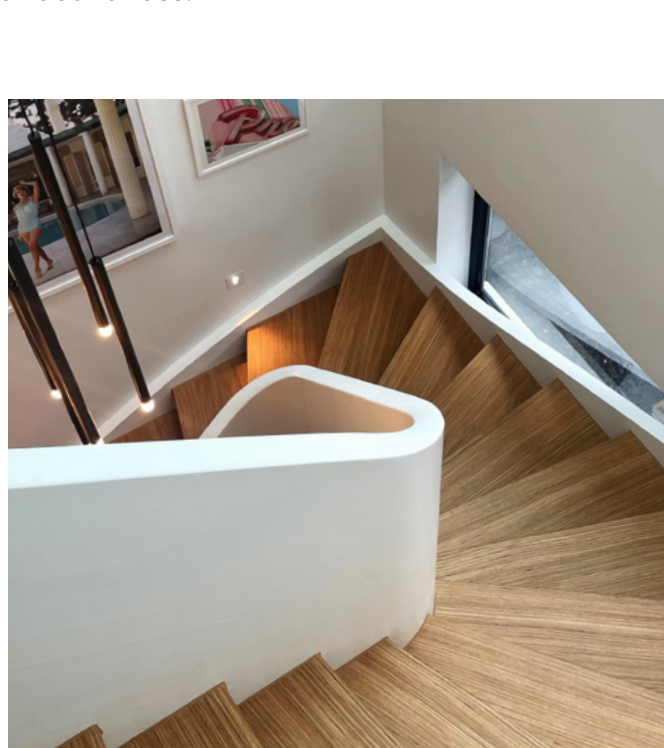
"The outcome of the staircase in House 1 was great. The stairs finished beautifully and were well received by the contestants, production team and the public," says Staircom Co-founder and Director, Damien Hunter.

### House 2: Leah and Ash

In House 2 Brisbane couple Leah and Ash had fun playing with colour, texture and striking geometry. Splashy and bold, the duo chose a dramatic sculpture-like staircase, made possible by the team at Staircom. Positioned at the home's entryway, the open staircase is accompanied by a high-wall balustrade and 3RT-engineered Blackbutt treads. As with House 1, the material was well received by *The Block* production team, especially for its cost-effectiveness.



"The contestants were very impressed by the 3RT Blackbutt timber treads. We had many questions about it during the installation and had great feedback from the clients and builders for its cost, performance and durability," says Hunter.



### A stellar performance

Collaborating on projects beyond *The Block*, Staircom has teamed up with 3RT on various residential and commercial builds around Australia for the last year, and Hunter says the engineered timber product has outperformed hardwood in several areas.

"3RT performs exceptionally well and outperforms hardwood timber in any example we've used so far, including the examples from *The Block*. It has a low moisture content and has very limited movement and doesn't delaminate."

"The look of some of the 3RT products is very similar to the look of hardwood and has the appearance of timber grain, with all the same aesthetics of a hardwood," says Hunter.

### Meeting the demand for sustainable options

With more consumers and specifiers seeking local and sustainable building material options, Hunter says the process of obtaining the engineered timber product has been effortless.

"The process for ordering, sourcing and delivery has been a better experience than the process of specifying a hardwood timber. We've had great access to the raw material and ordering has been very easy. Once the order is sent through, it's cut to size and generally shipped within two weeks."

"People have shown a heightened interest in using sustainable materials in their projects. If there's a sustainable option, we're very happy to promote it and 3RT is a positive concept we can get behind," says Hunter.



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