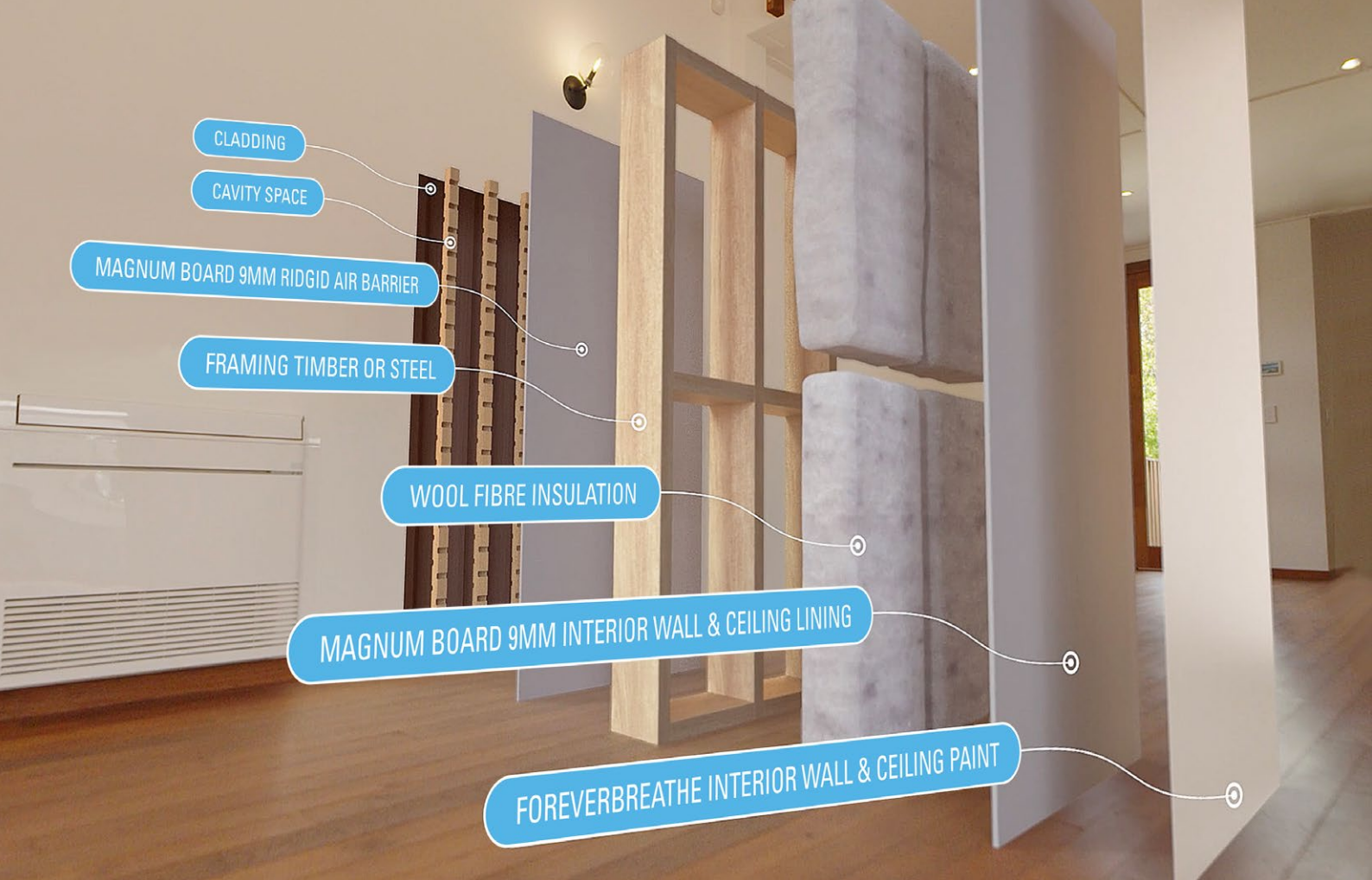




**FOREVER  
BREATHE™  
SPECIFICATION**

The new standard in high-performance sustainable building





## ***Breathe easy in a Foreverbreathe Home***

The homes in which we live our lives have a direct impact on our health and the environment, so the way we build them matters. An understanding of this cause and effect led to the development of the Foreverbreathe Specification - the new standard in healthy, sustainable building.

The Foreverbreathe Specification delivers exceptional air quality and energy efficiency through a sophisticated combination of high-performance materials that work together to naturally reduce indoor humidity while managing air tightness. Mechanical ventilation is limited to bathrooms, kitchens, and laundries. This saves on energy bills for ventilation, heating, and cooling.

Components used in the specification are carefully chosen to remove hazardous chemicals from the home, and ensure materials are sustainable and high performing. With the Foreverbreathe Specification, you can breathe easy in the knowledge that your space is a healthy place.

### **HOW IT WORKS**

What makes the specification so good is the Foreverbreathe Wall System and the exothermic performance it provides. This clever hygroscopic system enables moisture created within the home to be absorbed into wool insulation. Through a completely natural exothermic reaction within the wool, this moisture is vapourised and in so doing releases energy in the form of heat. And it does this for FREE, 24 hours a day, without the reliance on costly whole-home mechanical ventilation systems.

# Performance Benefits



Sustainable materials used within the specification establish airtightness and energy reductions, without the use of high volumes of plastics, polystyrene, or harmful chemicals, which harm the environment and the air we breathe.



A clever combination of materials enables the absorption of moisture into wool insulation. Through a completely natural exothermic reaction within the wool, this moisture is vapourised and released as energy in the form of FREE heat, dehumidification, and passive ventilation.



True to aims of sustainability, the Foreverbreathe Specification fulfils the needs of current generations, without compromising the needs of generations to come. Materials used have been carefully selected with consideration to their long-term impact, to ensure positive outcomes for the environment, human health, and social well-being.



A clever combination of vapour permeable building components work in harmony to provide air-tightness, control humidity, and remove moisture from the indoor space.



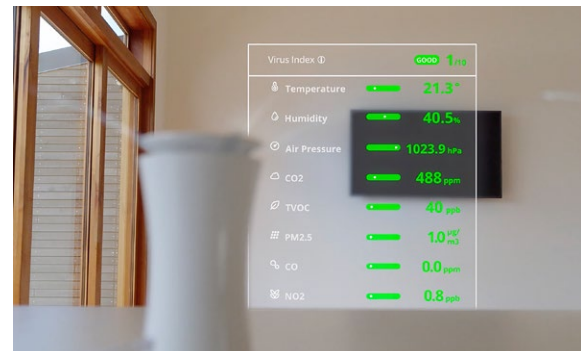
As the Foreverbreathe Specification manages air-tightness and moisture so well, it provides an exceptionally comfortable environment that is easy to heat & cool.



Foreverbreathe Specification includes components that capture & store carbon in their raw state before being made into wall & ceiling linings, claddings, flooring, and framing.



Foreverbreathe Specification converts moisture in your home to **FREE ENERGY** with exothermic performance.



## Ready to make your space, a healthy place?

Foreverbreathe Specification can be introduced at the design phase of your building project and include your builder, architect, or designer.

Let us show you how easy it is to build a healthy, sustainable, high-performance home. Phone (03) 9701 2777 or visit [mccormacksaustralia.com.au](http://mccormacksaustralia.com.au)







## *Advancing the building industry away from toxic materials*

The buildings in which we live, work, and play are major contributors to human and environmental health. So, we need to build well. But sadly, this isn't the case. The negative impacts are easy to see in declining air quality, illness, pollution, and environmental devastation.

Products, that contain or release harmful chemicals need to be replaced, but instead they make their way into the structure of our homes. These products impact outdoor and indoor air quality, and too easily end up in landfill, waterways, and oceans, through waste created during product manufacturing, construction, and natural disaster.

We believe the building industry, and businesses that construct and supply building materials have a responsibility to do better. They need to be sustainable and offer consumers better, healthier options. If they don't, poor health and environmental outcomes will plague generations to come.

The Foreverbreathe Specification demonstrates a sustainable future is possible and is leading the world in the perfection of air quality within built environments. This specification delivers a high-performance, energy-efficient home with exceptional air quality, with the confidence materials used ensure healthy outcomes for you and the environment.

## *Make your space, a healthy place.*

Discover how easy it is to build a healthy, sustainable, high-performance home. **Phone (03) 9701 2777 or visit [mccormacksaustralia.com.au](http://mccormacksaustralia.com.au)**



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## **The negative impacts that traditional building industry standards have on human and environmental health are easy to see.**

Large volumes of plastics and hazardous toxins are used to build our homes, schools, and workplaces. They are often hidden in plain sight in the form of carpet, insulation, paint, joinery, plastic frame wrap, and membranes.

Sure, some of these materials provide short-term benefits, but long-term the negative impacts are clear to see, as human and environmental health suffers. Through production, inefficient building practices, and natural disaster, unsustainable volumes of construction waste ends up in landfill or the environment, where it becomes a problem for future generations.

The pollution and waste that building materials create throughout their product lifecycle must be prioritised, to ensure a healthy, sustainable future.

**Here is are few of the negative impacts the building industry is having on human & environmental health:**



### **PLASTICS & TOXINS POISONING WATERWAYS**

Climate change is bringing more frequent and devastating weather events, such as floods, that destroy homes & communities and distribute waste into waterways where it is spread across the planet's land and oceans.



### **TOXIC BUILDING WASTE IN LANDFILL**

Unsustainable volumes of hazardous construction waste ends up in landfill, where over time it breaks down, releasing toxins into soil, waterways, and the air we breathe.



### **DECLINING AIR QUALITY**

The use of products that contain hazardous material and plastics has a direct effect on air quality. The toxins they contain are released into the air we breathe during manufacture, over time with use, or disposal.