

Mahendra Pingle, Dy. General Manager, Market Development, Tata Bluescope Steel, discusses why steel products and solutions for roof and wall cladding are being preferred in today's complex contemporary structures.



What application scope and growth potential do you see for the Steel Roofing & Cladding market in India?

In building and construction segment, claddings are an integral part amounting to 6% of the total building cost protecting 94% of the investment. High quality coated steel cladding is being used in various segments such as industrial, commercial, institutional and residential, for over two decades in India. This roof and walling industry is estimated to grow over 2 million tons for FY20 with an estimated 6-8% growth.

Expanding railways and metros have pushed demand for quality and performance driven cladding systems such as LYSAGHT KLIP-LOK® concealed fixed locking profile and FLEX-LOK® standing seam zip profiles. These offer leak-proof performance, withstand high wind pressures, and provide long-term durability, along with aesthetics.

Under the government's new scheme of NextGen Airports for Bharat Nirman, India is poised to be the 3rd largest domestic aviation hub in the world with 100 new airports planned over the next 15 years. The most demanding construction and design requirements with outstanding performance and pleasing aesthetics for this industry are adequately met by our brand COLORBOND® steel.

Increasing demand for same-day-delivery has increased demand for warehouses and distribution centers in tier 2 cities. With international players such as Amazon, Walmart and Ikea setting shops in India, it is pertinent for us to offer technologies that are internationally competent. Through globally renowned brands such as BUTLER®, we offer PEB solutions that are quick to install and offer 100% leak-proof performance due to its MR-24® roof system. It is the only roof system in India that withstands highest wind pressures in standing seam category, is FM approved and a UL rated system.

However, adequate awareness regarding usage of color coated steel as a whole SYSTEM (Al-Zn coating, conversion coating, primer, and exterior finish - 7 layers) needs to be taken into account at the time of tendering of the project. Adequate availability of skilled personnel trained for expert installation practices, will further push demand for high quality coated steel products. Tata BlueScope Steel offers colour coated steel products and solutions that embody all features expected by today's complex structural and contemporary requirements.

What are the advantages of using coated steel in construction?

Catering to niche customer demand for alternate applications and manufacturing of allied products, we at Tata BlueScope Steel offer ZINCALUME® steel (55% Al-Zn alloy coated steel) that ensures superior corrosion resistance with a higher lifespan and outstanding durability as compared to any other coated steel sheets. It also offers design flexibility for framing structures and manufacturing articles. Being lightweight yet strong with uniform quality on the finished product, ZINCALUME® steel is ideal for making light gauge framing systems, grain silos, water tanks, pipe insulation, fencing and solar power structures, to name a few.

What has been the response to your THERMATECH™ Solar Reflectance Technology in COLORBOND® steel? How has demand grown and in which sectors?

Sustainability is inevitable today. Architects are committed towards using eco-friendly building materials; and embracing technologies that do more with less. As a market trend, the designers and

consultants are gradually opting for high quality pre-painted roofing steel sheets (high solar reflectance & thermal emittance) over unpainted/bare AL-ZN coated steel (moderate solar reflectance and low thermal emittance) products.

Tata BlueScope has introduced an innovative Thermatech solar reflectance technology in pre-painted ZINCALUME® steel (i.e. COLORBOND steel), that improves thermal comfort inside the building, gives a longer roof life, and ensures lesser energy consumption. It is well accepted within the construction ecosystem due to its green credentials, especially for facilities such as warehousing, manufacturing, commercial structures and community spaces in urban habitats.

What are the eco-friendly features and sustainable benefits of your products, installation time and cost benefit, durability and lifespan?

Technological advancements over the years have contributed immensely for enhancement of quality, through sustainable products and solutions. At Tata BlueScope Steel, within our entire value chain, we constantly endeavor to offer products and solutions that are environmentally viable with little or no degradation or wastage. Tata BlueScope's ZINCALUME steel (Al-Zn alloy coated steel) and COLORBOND® steel (pre-painted Al-Zn alloy coated steel) are most preferred materials, especially for cladding applications, as

compared to conventional bare and painted galvanized steel. Being 100% recyclable, these materials last up to 4 times longer than galvanized steel (Z275) with zero maintenance.

For our PEB business, sustainability starts right in its design phase. Since it is predesigned with a predetermined registry of building materials, it optimizes resource utilization; minimizing wastage. PEB structures have longer life since they are termite, insect and fire resistant, and can withstand rigors of terse environments. Environmental degradation is minimal while erecting a PEB. Traditional buildings incur costs due to maintenance that need to be performed regularly. Steel buildings on the other hand, due to their durability, have lower or trouble-free performance.

What business growth does Tata BlueScope anticipate from the upcoming infrastructure development and smart city projects?

Due to our customer-centric approach, our products and solutions are well accepted in all progressive segments contributing for the socio-economic development in India. With decades of tried and tested product performance and a legacy of international repute, we have the right technical know-how for any given application within the roof and wall cladding industry. With world class safety practices and installation techniques, Tata BlueScope is the preferred partner for top architects and consultants.
