

Year - 2009

Year - 2019

## COLORBOND® steel

### Quality that Stands the Test of Time



#### Introduction

Successfully tested for over five decades, COLORBOND® steel has withstood challenging weather conditions; ranging from extreme cold, dust, cyclonic, saline coastal environments to heat zones exceeding 50°C. Its corrosion resistant ZINCALUME® steel base and best in class paint system helps resist chipping, peeling and cracking, ensuring COLORBOND® steel delivers a long lasting performance.

#### Customer Requirement

The customer is a well known MNC brand in construction equipment. The company wanted to diversify by expanding its production capacity. Addressing emerging trends in India, with this upcoming facility the company planned to manufacture advance equipments for the construction market. Their vision was to install a facility that is Hi-tech and sustainable. To match up with their global repute and enable operational efficiency, it was critical for the company to set up a facility that was a combination of quality, technical excellence and long lasting performance.

#### Tata BlueScope Steel's Scope

COLORBOND® steel was chosen as the roofing material in Cottage Green® and Surfmist® colour shades. Cottage Green® perfectly suited company's brand personality due to its rich, deep green colour. Inspired by the tranquil and peaceful qualities associated with this colour, it resulted in a structure that was modern and in sync with the environment.

## Delivering Customer Success

This steel structure is a living testimony to years of demanding exposure the facility has experienced under the guarded roofing material of COLORBOND® steel. The structure has completed more than a decade of unshakable performance. As per management of the company, it has truly lived upto its international standards where quality and durability are uncompromised!

## The COLORBOND® Edge



### A Significantly Longer Lifespan

COLORBOND® steel can last up to four times longer than conventional pre-painted Zinc coated steel



### Superior Aesthetics

Super Durable Polyester (SDP) paint applied to the COLORBOND® steel provides high resistance to chipping, peeling and cracking than ordinary paint systems



### Cool Comfort for Building Occupants

COLORBOND® steel with THERMATECH™ technology can reduce annual cooling energy consumption by up to 15% and also reduces peak roof temperature by up to 6° C, compared to roofing materials of similar colour with low solar reflectance



### Environment Friendly Credentials

COLORBOND® steel has several environment friendly credentials. No heavy metal in the paint making it suitable for water harvesting. Steel being 100% recyclable and reusable makes COLORBOND® a favourite for those looking at sustainable future

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