

Blend of Metallic Beauty with Design Flexibility & Durability

COLORBOND® XRW spectrum series from Tata BlueScope Steel



Client	: BASF India Chennai, Tamil Nadu
Architect & Consultants	: Aswathanarayana & Eswara LLP
Product	: COLORBOND® XRW spectrum series
Project Size	: 47,000 sqm.

BASF, one of the world's largest chemical producers, headquartered in Ludwigshafen, Germany decided to build a manufacturing unit in Chennai for making catalytic converters used in Automobiles. Aswathanarayana & Eswara LLP, a fifty-year old Architect and Consulting firm in Chennai, was considered as an architect and consultant for the project.

BASF project site location was close to the main entrance of Mahindra world city, Chennai, hence maintaining a seamless decorum alongside the Industrial expanse with an out-of-box design, was one of the primary requirements. Also designing this landmark building with an aesthetic appeal and ensuring its long-term durability of cladding material for a brand like BASF was the final intent.

Mr. H.E. Sriprakash Shastry, Partner in Aswathanarayana & Eswara LLP who studied in Australia

was completely aware of the BlueScope brand and its extensive contribution in the steel structures and solutions space for Building Materials. To suit the reputation and legacy of BASF, ZINCALUME® steel and COLORBOND® were the obvious choices, resonating in itself a 50 year-old heritage.

Specifically, COLORBOND® XRW spectrum series was selected. Packed with a blend of metallic beauty and design flexibility & durability, the tone of spread of colors in Spectrum series has been carefully selected to blend harmoniously with tropical environment, reflecting the strength and beauty of tropics. "COLORBOND® steel's beauty, strength and environmental performance combine to make it a responsible choice for the projects and the environment," said Mahendra Pingle DGM- Market Development Coated steel Business. ZINCALUME® steel material was

selected for roof application due to its anti-darkening property, strength, flexibility, and its long-term durability.

For building a world-class architectural marvel, profile selection was the next challenge for Aswathanarayana & Eswara LLP. BlueScope Steel's Profile magazine – an inspiration in itself, was referred for profile shape, LYSAGHT CUSTOM-ORB® (Sinusoidal) was the best suitable option over trapezoidal form. Horizontal laying was adding sleek architectural look for building, and same was decided for installation methodology. The horizontal profile laying was more challenging, than the vertical laying. But with proper care on supporting structure, it was cited to be simple to erect.

Inspite of having a special requirement where color was concerned, we were able to supply the material on time -ZINCALUME® steel coils for roof application and COLORBOND® steel coils (liner panel and wall panel) to our both internal and external customers as per project schedule. Since BASF is our prestigious client, top architects and our key customers, we gave special attention to BASF project and supplied more than 300t.

"This was a unique project which was possible only with collaboration and joint efforts with all involved. It is a result of a team work and expertise from all corners. Tata BlueScope Steel's Team has truly lived upto our expectations and made it possible for us to deliver a state-of-art pre-engineered building and new age steel structure with world-class architectural look." - Aswathanarayana & Eswara LLP spokesperson quoted.

It is an iconic design and has become a landmark within the vicinity and around the Mahindra World city. Aesthetically exuberant, with a tinge of copper penny bronze shade, the structure is a striking example of imagination being transformed into reality. The building stands tall amidst serene backdrop of one of the most integrated hubs of modern India.

BASF was happy with the final output of building as said, 'building is a reflection of BASF image on factory shade as well along with high quality product.' The Project is well recognized as it is built using COLORBOND® XRW spectrum series

which enhanced overall aesthetics and appearance of BASF building.

About Tata BlueScope

Tata BlueScope Steel is an equal joint venture between Tata Steel and BlueScope Steel, Australia. The company operates in the SAARC region in the field of coated steel, steel building solutions, and related building products.

Its Coated Steel Business manufactures and supplies 55% Al-Zn Alloy coated ZINCALUME® steel and pre-painted COLORBOND® steel for building and construction industry. The company has a state-

of-the-art coated steel manufacturing plant in Jamshedpur with an annual metal coating capacity of 250,000 t and a paint line capacity of 150,000 t. The plant is accredited with ISO 9001, ISO 14001 and OHSAS 18001 certifications - a testimony to its quality and performance.

Tata BlueScope Steel's core values are Safety, Trust, Human Dignity, and Excellence. The company consistently works towards "Creating Your New World in Steel!"

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