

# Decades of Proven Performance

Steel Buildings are either made by conventional methods or by pre-engineered steel building method (modern technology). In both cases, coated steel roofing and wall cladding are preferred over the other materials due to environmental, health issues and higher maintenance cost associated with other material.

The metal roofing / wall cladding is one of the principle building component that acts like an envelope, it helps transfer load to secondary member, restraining the secondary steelwork and also provides thermal as well as acoustic insulation. Considering all these parameters, selection of the right material for cladding is necessary to ensure long term durability with aesthetics for the building.

Tata BlueScope's ZINCALUME® steel & COLORBOND® steel are the most preferred products for the roofing and walling applications and assure durability in extreme environment, aesthetics for longer duration, cool comforts. Additionally are environmental friendly – green products, boats of high strength and are almost zero maintenance

BlueScope steel (JV partner) launched ZINCALUME® steel in 1976. After extensive research and development, it continues to set the standards for corrosion resistance and long life. BlueScope steel has also been investing in COLORBOND®-pre painted steel since 1966 with continuous targeted



*Exposure site : Bellambi Point Australia (Marine)*



*Exposure site : Jamshedpur India (Industrial)*

research into paint technology development and real life field performance over a full range of climatic conditions.

For over three decades BlueScope Steel (JV partner) and owner of the COLORBOND® and ZINCALUME® brands, has monitored the performance these products across a wide range of climatic conditions

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using exposure test sites and infield inspections. There are thousands of test samples undergoing outdoor exposure tests at many sites in Australia, New Zealand, Asia and now in India (more than 3 year old test sites) and COLORBOND® steel has been proven to stand the test of time because it was designed to withstand the rigors of various climatic conditions.

In Australia itself, as part of the assessment program, there are over 12,000 panels on exposure across, ranging from moderate to very severe marine environments, and from tropical to industrial locations. Assessment program of BlueScope for COLORBOND® steel is designed to replicate building applications in actual conditions. By recreating actual building applications – including varying pitches, profiles, product types and the inclusion of

unwashed areas –the assessment regime exceeds the testing standards for steel building products, giving a genuine understanding of how COLORBOND® steel will perform in real environment.

This has resulted in BlueScope steel owning the I.P for our new Super Durable Polyester pre painted technology that has proven “to look new for longer”.

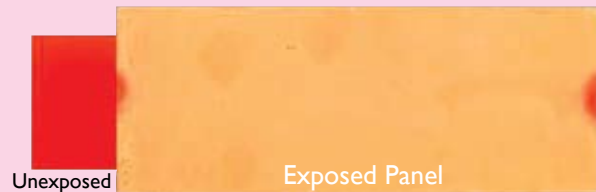
Ongoing product development has ensured that COLORBOND® steel remains the market leader. Some of the key attributes added over time include Color Retention, Chalk resistance, Gloss Retention, and Infra-red Thermatech Technology.

The product manufactured at Tata BlueScope Steel, Jamshedpur plant is of the same standard as BlueScope steel mill around the world.

## COLOR Performance : 4 year Exposure at High UV test site



COLORBOND® XRW steel uses high quality stable resins and inorganic pigments for excellent resistance to color fading and chalking



Conventional Pre-painted steel uses low quality resins and organic pigments results in excessive color fading and chalking