

The Melbourne Convention and Exhibition Centre, Australia

COLORBOND® steel, A Responsible Choice!



The main objective of a sustainable design is to reduce or completely avoid, depletion of critical resources like energy, water and raw materials; prevent environmental degradation caused by facilities and infrastructure throughout their life cycle; and create built environments that are liveable, comfortable, safe, and productive.

Every Greenfield project could move towards becoming a green building or a sustainable building in two steps, firstly by using sustainable building materials like steel, geo synthetics, etc. and secondly by using energy efficient technologies. We at Tata BlueScope Steel, through COLORBOND® steel offers products that are sustainable as they are lead free and 100% recyclable.

Recyclability refers to how effectively and efficiently

a product or material can be recycled into a new product. Recycling prevents the waste of potentially useful materials; reduces consumption of raw materials and energy; and reduces overall pollution. Steel is easy to recover from waste streams because of its magnetic properties. This, coupled with its economic value, makes steel the most recycled material in the world by volume.

COLORBOND® steel are backed by THERMATECH™ technology optimises the thermal performance and ensures lesser energy consumption. THERMATECH™ is a solar reflectance technology that does not affect the appearance or aesthetics of the roof, however it lowers surface temperature by absorbing lesser heat from the sun.

COLORBOND® steel is durable and resilient to harsh

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climate and its long life helps conserve resources and energy, that may otherwise be invested in products with a shorter life span.

In fact, the testimony of our contribution for a greener world is the recognition received by one of our international projects. Melbourne Convention and Exhibition Centre (MCEC) has been nominated as the first convention centre in the world to have achieved a 6 Green Star rating in 2008. This recognition was accredited by the Green Building Council of Australia (GBCA) established in 2002, with an objective to

develop a sustainable property industry in Australia and drive the adoption of green building practices through market-based solutions. The entire roofing solution at the Melbourne Convention and Exhibition Centre; was provided with profiles made of COLORBOND® Steel (backed by THERMATECH™ technology).

Together, COLORBOND® steel's beauty, strength and environmental performance combine to make it a responsible choice for your future, and the environment.

