

# 6 Good Reasons to trust ZINCALUME® steel

The substrate for COLORSTEEL® prepainted steel,  
New Zealand's preferred roofing material



Zincalume®

COLORSTEEL®

  
NEW ZEALAND  
STEEL

# 6 Good Reasons to trust ZINCALUME® steel

When it comes to COLORSTEEL® pre-painted steel, we don't often mention the metallic coated steel substrate that's kept COLORSTEEL® products performing for the last 20 years. When you choose COLORSTEEL® Endura® or COLORSTEEL® Maxx® roofing, cladding or rainwater products, you're also getting the assurance of ZINCALUME® steel.

ZINCALUME® steel – it's the steel substrate that's helped make COLORSTEEL® pre-painted steel New Zealand's favourite roofing brand ... by far.

## ZINCALUME® steel is proven to perform in the real world

ZINCALUME® steel has a 20 year history on New Zealand roofs and 35+ year history in Australia and the USA. Competitor products do not have the same history of performance in the real world.

## ZINCALUME® steel is proven to perform in the laboratory

An independent, peer-reviewed scientific publication in the journal of Corrosion Science (2009) compared a range of coated steels, including ZAM®, 55% Al-Zn (ZINCALUME® steel) and Galfan®. Of the five market-leading coated steel products tested by the researchers, ZINCALUME® steel was demonstrated to have the lowest overall corrosion rate.

## ZINCALUME® steel is the only steel roofing substrate that is made in New Zealand

ZINCALUME® steel is made in New Zealand by New Zealand Steel. Why buy an imported product when you can purchase high quality, affordable New Zealand made product? You can count on us for consistent and regular supply and if you need us, you will have someone local to talk to. You also know that you can rely upon New Zealand Steel to stand behind our product warranties and be around for the long-term. Can you have the same trust in imported products?

## ZINCALUME® steel is specifically designed for roofing and cladding applications

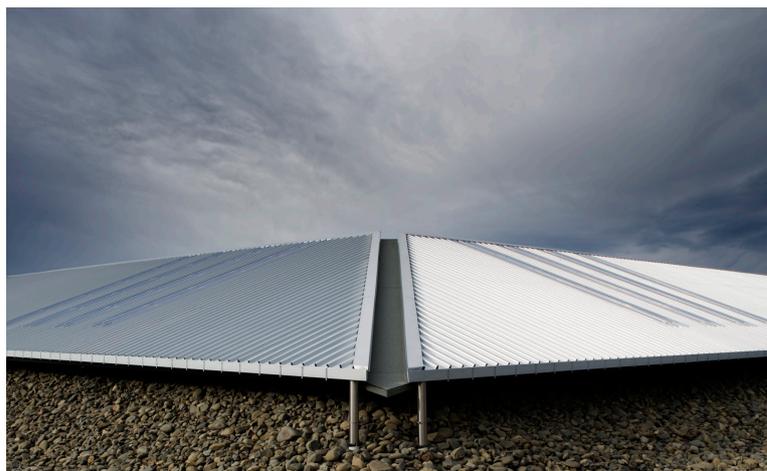
Not all steel substrates are specifically designed for roofing and cladding. For example, ZAM® was originally developed for structural components and in most of the world (other than New Zealand) is not used for roofing or cladding. Roofs and walls in New Zealand are exposed to a range of harsh environmental conditions that structural elements are not typically exposed to. ZINCALUME® steel is designed to perform well in harsh UV light, snow, wind and ice conditions that are typical exposure environments for New Zealand roofs and walls.

## ZINCALUME® steel is thick but smart

ZINCALUME® steel has a coating that is 55% aluminium. Aluminium is strong but weighs less than zinc. This means that COLORSTEEL® Maxx® AZ200 ZINCALUME® steel has a targeted minimum metallic coating thickness of 54µm, which is 17% thicker than the targeted minimum coating used for ZM275 ZAM® roofing and cladding products in New Zealand.

## ZINCALUME® steel is at the leading edge of materials innovation

There is a team of more than 50 researchers in New Zealand and Australia focused on ZINCALUME® steel R&D to ensure it remains a global benchmark for resilience and superior real-world performance. These researchers have been testing and developing our next generation of ZINCALUME® steel for the past 17 years. That is why you can trust that ZINCALUME® steel will continue to be a global leader in roofing and cladding performance, innovation and resilience.



\* Edavan, E. and Kopinski, R. (2009) "Corrosion Resistance of Painted Zinc Alloy Coated Steels". Corrosion Science, 51 (10), pages: 2429–2442.

ZINCALUME® is a registered trademark of BlueScope Steel Limited. COLORSTEEL®, COLORSTEEL® Maxx®, COLORSTEEL® Endura®, and The Roof of New Zealand® are registered trademarks of New Zealand Steel Limited.

November 2013



For more information about ZINCALUME® steel or for general enquiries, call 0800 100 523, visit [colorsteel.co.nz](http://colorsteel.co.nz) or email us at [info@colorsteel.co.nz](mailto:info@colorsteel.co.nz) | New Zealand Steel, Private Bag 92 121, Auckland 1142

