



COLORSTEEL[®] roofing - celebrating over 30 years

1982 was the year New Zealand first experienced COLORSTEEL®

Thirty years on, it has become an iconic part of the residential and commercial landscape with COLORSTEEL® growing to become New Zealand's preferred roofing brand. Lessons have been learnt along the way with continued product improvements ensuring that COLORSTEEL® remains high performing and of exceptional quality well into the future.

Beware of imitations

While others might try and portray their products as locally made or describe their wares as "Coloursteel", genuine COLORSTEEL® is made by New Zealand Steel using West Coast ironsand and paints specifically formulated for our harsh UV and climate extremes.

When it comes to colour performance, laboratory testing has shown that New Zealand made painted steel achieved the best results, with imported product being the least durable.

An analysis of an imported pre-painted steel sample by BlueScope's independent accredited laboratory also showed unacceptable levels of lead in the paint. This breaches the recommendations provided in Schedule 3 of the Uniform Paint Standard in Australia and New Zealand. COLORSTEEL® products are made with lead free paint systems and comply with NZBC G12.3.1 to allow the collection of potable water, provided the water is not contaminated from other sources.

Lately we have received complaints from homeowners who thought they had purchased a COLORSTEEL® roof. The most recent report concerned a garage roof built in 2005 which suffered paint de-lamination - a product issue that we have resolved in the past. Upon inspection it became apparent that imported South Korean material had been used.

Another homeowner accepted a quote for a COLORSTEEL® roof; however upon asking for his COLORSTEEL® warranty he was told that his roof was in fact manufactured in South Korea. The homeowner wanted the genuine COLORSTEEL® roof he had requested and this means legal action could be taken if the genuine product is not delivered.

Don't risk your reputation. Stick with the New Zealand made product you know and trust. Quote the product brands requested and make sure that this brand is in fact supplied.

COLORSTEEL® Roofing – The roof of New Zealand®

NEW ZEALAND MANUFACTURED PRODUCT



IMPORTED PRODUCT



Above: After 2000 hours of UV testing the New Zealand product showed no evidence of degradation compared with the imported product (below) tested under the same conditions. Photographs used with the permission of NZMRM.

Why do more Kiwis' prefer COLORSTEEL® products?

- COLORSTEEL® prepainted steel is made locally by New Zealand Steel.
- COLORSTEEL® products have been tested and proven within New Zealand's unique environmental extremes.
- COLORSTEEL® products meet stringent AS/NZS2728:2007 requirements.
- The COLORSTEEL® prepainted steel warranty has proven its worth.
- New Zealand Steel supports Kiwi industries as well as our country as a whole.

