

NOT ALL ROOFS ARE CREATED EQUAL.

A guide to choosing
the right roof.



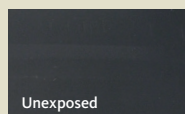
DO IT ONCE, AND DO IT RIGHT.

Choosing a roof is a big decision – after all, your roof is all that stands between you and New Zealand's unpredictable weather. It's also a big financial commitment, so it's important to get it right first time!

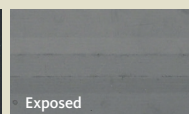


PROVEN PERFORMANCE

Rigorous testing of COLORSTEEL® products ensures optimal performance. The same can't be said for some imported pre-painted steel which, as seen below, can fade dramatically over the course of just 24 months.



Unexposed



Exposed

Test at Rockhampton, Australia – a typically severe UV durability test site recognised by AS/NZS 2728.



“New Zealand’s harsh conditions demand building materials of the highest quality. That’s why I safeguard my reputation by choosing COLORSTEEL®.”

Cocksy the builder

Created by New Zealand Steel and designed for the conditions we live and work in, COLORSTEEL® is a robust, time-tested product that has been keeping Kiwis safe, warm and dry for more than 30 years. During that time it has been used on more roofs throughout the country than any other prepainted steel product, earning a reputation as New Zealand’s favourite roof.

To produce a consistently superior product we regularly test both our own materials, and those of our competitors, using the NATA accredited BlueScope Innovation Labs to conduct quality audits. That research has provided some eye-opening insights into the quality, or lack thereof, of some products on the market.

To ensure you invest in a quality product, ask yourself these five questions before choosing a roof.

1. Will it stand the test of time?

Your roof is at the mercy of the elements, so it needs to be tough! Ongoing research and development has helped us create our toughest paint system ever, with a scratch resistant finish and a variety of specialised offerings* making COLORSTEEL® perfect for everything from residential, commercial and rural roofing to cladding, rainwater goods, garage doors and fencing. Those specialised offerings include products optimised for Total Solar Reflectance and others with anti-bacterial properties for use in coolrooms and hygiene sensitive areas.

2. Is it a healthy choice?

While your roof protects you from the elements it should also protect your health. Testing of imported prepainted steel samples from offshore manufacturers has detected levels of lead in the topcoats and backing coats of some products. COLORSTEEL® is made with lead-free paint systems as required by the Australian Uniform Paint Standard and all products are regularly tested to guarantee compliance with the highest standards and relevant codes.†

3. Does it have a consistent gauge?

The New Zealand Building Code (Acceptable Solution E2/AS1) requires materials used for profiled steel roof cladding to have a minimum BMT (Base Metal Thickness) of 0.40mm. Testing shows not all imported products have consistently met these standards.

We manufacture under a third party accredited ISO9001 Quality Management System to ensure our products consistently meet the required specifications and regulations. When a roof is subject to considerable foot traffic (from trades such as aerial installers, for instance) you can specify COLORSTEEL® with a BMT of 0.55mm for a more dent-resistant finish.

4. Will it retain its colour?

Some imported products have been found to perform poorly when it comes to colour retention. Beware of warranties which specifically exclude “weathering, chalking or fading over time as a result of normal wear and tear.” We have been alerted to many of these examples by concerned homeowners. Previous tests have found many imported products lack primer on the back side of the steel coil. COLORSTEEL® uses unique paint formulations created specifically for New Zealand’s variable climate and harsh UV rays. The same primer coating is applied to both sides of the product, providing exceptional corrosion protection and a base for top coats formulated to provide optimal colour performance.

5. Does it have a proven track record?

For more than 30 years New Zealand Steel has been monitoring, testing, and refining the performance of COLORSTEEL®. Using ‘extreme exposures sites’ in both New Zealand and Australia we frequently subject our products to the most severe conditions to assess their colour performance and long-term durability. Our representatives conduct regular inspections on COLORSTEEL® products throughout the country, collecting the valuable data and performance evidence that provides peace of mind for our clients.

OTHER BENEFITS OF COLORSTEEL®

Styled for Kiwis

Our range of products constantly evolves with the needs of our customers. In response to today's trends, our current range features more shades of grey than ever before, with a panel of leading experts (including architects, designers and landscape architects), helping us to create a colour palette that is 'uniquely Kiwi'.

Ongoing support

COLORSTEEL® is a local product, made here by New Zealand Steel and designed for our unique conditions. That means we have a service offer which is not affected by shipping delays or unforeseen issues with overseas suppliers that we can't control. It also means there's always someone local to respond to enquiries and provide support. Beware of suppliers who claim their roofing products are "manufactured in New Zealand". They may actually mean their products are manufactured in New Zealand using imported prepainted steel.

“When I build a home, I build it to last. And I know COLORSTEEL® has been designed and manufactured with the same goal in mind.” **Cocksy the builder**

KNOW WHAT YOU'RE GETTING

COLORSTEEL® has become a household name in New Zealand, and as a consequence it is sometimes used as a generic term to describe 'coloured steel'.

We regularly hear from clients who thought they were buying a COLORSTEEL® roof but instead received an inferior imported product, only becoming aware of the fact when premature fading began to occur. However, there are a number of steps you can take to ensure you're getting an authentic COLORSTEEL® product.

1. Ask your supplier to confirm, in writing, that they are supplying genuine COLORSTEEL® products made by New Zealand Steel.
2. Make sure they confirm the sub brand, gauge and colour, as well as the profile. E.g: Product brand: **COLORSTEEL®**, Sub-brand: **Endura®** or **Maxx®**, BMT (Base Metal Thickness): Typically **0.40mm** or **0.55mm**, Profile: **Corrugate**.
3. Check the branding on the back of the COLORSTEEL® sheets.
4. Ask for a copy of your COLORSTEEL® warranty.

Colour charts and COLORSTEEL® samples can be ordered online at www.colorsteel.co.nz, by calling **0800 100 523** or by visiting the Home Ideas Centres in Auckland and Christchurch.



If it is not manufactured by New Zealand Steel then it's not a genuine COLORSTEEL® branded product:

COLORSTEEL®
NEW ZEALAND'S FAVOURITE ROOF*

endura®
FOR ENDURING PERFORMANCE

maxx®
FOR EXTREME CONDITIONS

metallix®

BOUNCE®

*Please contact the COLORSTEEL® team at New Zealand Steel for further information on these particular COLORSTEEL® products.

†COLORSTEEL® products are tested in accordance with **AS/NZS4020: 1999 Products for use in contact with drinking water** to ensure they comply with NZ Building Code clause G12.3.1. COLORSTEEL® Endura® and COLORSTEEL® Maxx® are manufactured in accordance with **AS/NZS2728: 2013 Prefinished/prepainted sheet metal products for interior/exterior building applications – Performance requirements**.