



# NEXT GENERATION

WITH ACTIVATE™ TECHNOLOGY

## INTRODUCING COLORSTEEL® MAXAM™

Bringing together the outstanding quality and consistency COLORSTEEL® is known for, with game changing ACTIVATE™ technology.

Every aspect of COLORSTEEL® MAXAM™ is made with corrosion resistance and longevity in mind. A new single substrate product solution suitable for most of NZ's environmental conditions. Suitable whether your project is on the coast, inland, in a geothermal area, or in an industrial environment. No guessing, no confusion, no wrong choices. No matter the geographical location, COLORSTEEL® MAXAM™ should be suitable. The only exception being extremely severe or aggressive environments where COLORSTEEL ALTIMATE® may be more suitable.

### WHAT IS ACTIVATE™ TECHNOLOGY?

ACTIVATE™ technology, refers to our new and patent protected; high performance AM metallic coating, designed to deliver enhanced corrosion resistance. This is the coating applied to the base steel, before the COLORSTEEL® paint system is applied. As this is patented technology, it is only available to New Zealand Steel brands.

Currently, COLORSTEEL® has a metallic alloy coating known as AZ. Think of this as an Aluminium (55%) Zinc (45%) coating. With AZ alloy coatings, the aluminium provides barrier protection to corrosion, in addition to the sacrificial protection offered by zinc. High performance AM metallic alloy coatings go one step further, with the addition magnesium (Aluminium 55%, Silicon 1.5%, up to 3% Magnesium and the remainder zinc)

Our ACTIVATE™ technology is not just about the inclusion of Aluminium, Zinc and Magnesium, but our unique composition and microstructure of the AM alloy coating to deliver enhanced corrosion resistance.

- The aluminium/zinc/magnesium compounds are strategically positioned in the coating to activate at the start of weathering when they are most vital to provide sacrificial protection.
- The magnesium compounds encourage the formation of a more robust barrier at cuts and scratches, slowing the rate of subsequent corrosion.
- The magnesium compounds also 'activate' the metal coating resulting in more effective, longer-lasting sacrificial protection.

### WHAT IS THE COAT WEIGHT AND YIELD OF COLORSTEEL® MAXAM™?

The coat weight of MAXAM™ is AM150 and has a yield as per COLORSTEEL ENDURA® - approximately 3171m for 0.4x940mm product. MAXAM™ yield offers a slight gain vs COLORSTEEL MAXX®.



Designed for enhanced  
corrosion resistance



Suitable for most  
New Zealand environments



Industry leading warranty  
up to 50 years



Patent  
Protected

## WHAT WARRANTIES WILL COLORSTEEL® MAXAM™ OFFER?

Our new single substrate solution COLORSTEEL® MAXAM™ offers significantly improved warranties vs COLORSTEEL ENDURA® and MAXX® with a headline warranty in mild environments of up to 50 years!

And COMMERCIAL warranties will be aligned to RESIDENTIAL warranties!



### NEW ROOFING PERFORMANCE WARRANTY FROM 5 AUGUST 2024

		Environmental Categories				
		MILD	MODERATE	SEVERE	VERY SEVERE	EXTREMELY SEVERE
<b>MAXAM™</b> and <b>DRIDEX®</b>	Perforation	50 years	40 years	30 years	20 years	Not recommended
	Paint	18 years	18 years	15 years	15 years	Not recommended

### CURRENT RESIDENTIAL ROOFING PERFORMANCE WARRANTY\*

		Environmental Categories			
		MODERATE	SEVERE	VERY SEVERE	EXTREMELY SEVERE
<b>ENDURA®</b> and <b>ENDURA® DRIDEX®</b>	Perforation	30 years	15 years	Not recommended	Not recommended
	Paint	18 years	15 years	Not recommended	Not recommended
<b>MAXX®</b> and <b>MAXX® DRIDEX®</b>	Perforation	30 years	20 years	15 years	Not recommended
	Paint	18 years	15 years	15 years	Not recommended

\*To view the full COLORSTEEL® warranty guidelines, please refer to the Environmental Categories and Product Maintenance Brochure.

## COLORSTEEL® PAINT SYSTEM

The COLORSTEEL® paint system is not changing. This means that mixing of ENDURA®, MAXX® and MAXAM™ is possible. Best practice would be to avoid this but it is possible. Contact the warranty team for any assistance when mixing - 0800 697 833 or [nzs.warranty@bluescopesteel.com](mailto:nzs.warranty@bluescopesteel.com)

## HOW DO I LEARN MORE?

If you have any further technical questions, please do not hesitate to reach out to your local Business Development Manager, email [specifications@colorsteel.co.nz](mailto:specifications@colorsteel.co.nz) or ask your local rollformer.

In August, all COLORSTEEL® brand collateral will be updated. Please remove existing materials and order new brand collateral via your BDM or local rollformer.

Consumers demand COLORSTEEL® more than any other brand in the market\* and MAXAM™ with Activate™ technology will help make COLORSTEEL® an even more desirable solution - offering an improved product, enhanced durability and a longer warranty for more piece of mind, not to mention the ease of business for you! \*Kantar Brand Equity Research June 2024

