

BlueScope Continues to Innovate



COLORBOND® Steel W30 Introduction
January 2024

At the core of COLORBOND® steel is an unyielding focus on material excellence.

We believe that using the best raw materials are the foremost component of creating a quality product. As such, meticulous attention is expended when sourcing our materials, to ensure superiority right from the start.

Proprietary Paint System

Colours can make or break a design, and COLORBOND® steel understands this best. Our proprietary paint system with its optimal formula and unique pigment blends developed from years of study delivers both lasting colour and stunning finish options.

Our Technical experts analysed insights from past production and field tests to develop the ultimate COLORBOND® steel formula.

The results are astonishing and unmatched.

Extended paint and colour performance warranty Staying truer and looking newer for longer

15
Years*
AGAINST PAINT
FLAKE & PEEL

12
Years*
AGAINST
EXCESSIVE
COLOUR FADING

5
Years*
AGAINST
EXCESSIVE
DIRT STAINING

*Based on Benign Environment and Warranty Terms and Conditions apply

2. Increase in SRI value

Further reducing the impact of Urban Heat Island effect wherever COLORBOND® steel is used.

Colour	Current (SRI)	W30 (SRI)
Off-White	80	82
Shale Grey	66	68
Volcanic Grey	28	31
Cape Charcoal	20	22

3. More vibrant, cleaner colours – Combining market requirements with superior colour performance.

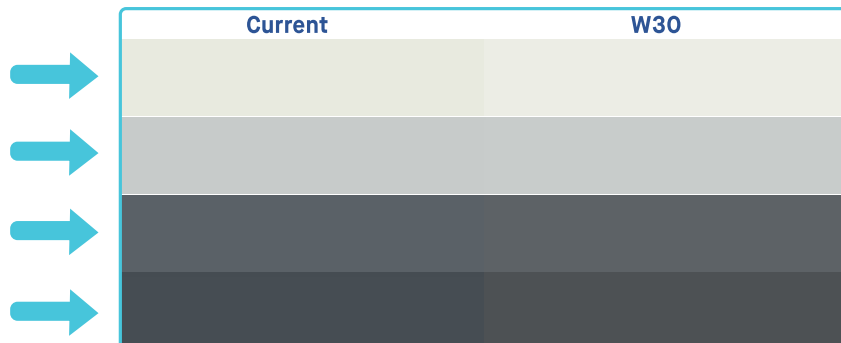
We have listened to the market, wanting cleaner and more neutral shades of our standard colours, with the W30 versions tailored to meet the needs in providing a neutral and sophisticated colour finish.

Off-White/Enduring White
Cleaner, less yellow undertone.

Shale/Ultimate Grey
Cleaner and neutral light grey.

Volcanic/Ore Grey
No blue undertone, clean and neutral grey.

Cape/African Charcoal
No blue undertone, clean and neutral dark grey.



4. Three new colours to the market:

Through long-term colour performance data, BlueScope is able to offer you these new, dark and intense tones.

Providing you with increased design freedom, whilst ensuring long-term colour fastness for your projects.

