

Colorbond® STEEL

A NEW DAWN OF DURABILITY.



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THE NEXT GENERATION

Our promise to our customers is to continue to push boundaries to produce superior performing products. This promise has led to the introduction of **AM with Activate Technology** base of **COLORBOND®** steel with the release of our next generation product.

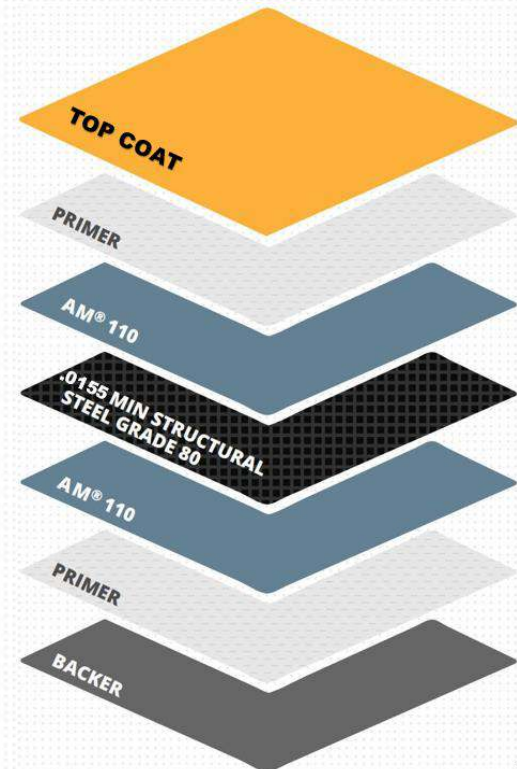
WISE LINE METAL SALES is the only company to offer this technology in CANADA.



COLORBOND® Steel is built on 28 gauge steel, measured before paint, not after.

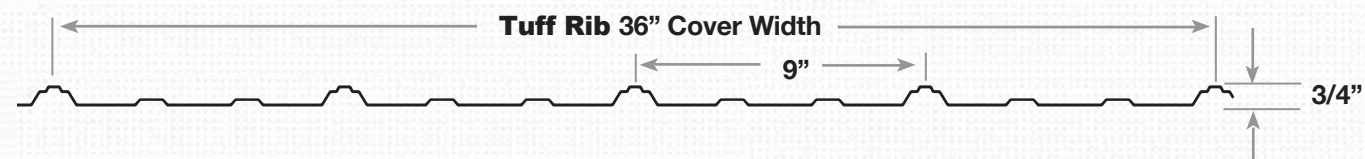
SUPERIOR BARRIER PROTECTION

Responding to market demands for a more durable, resilient, and sustainable product we introduced the **next generation of metal roofing, AM with Activate Technology**. This product is a **highly corrosion-resistant coated steel**, known as ZincoAlume® with Activate Technology. The results of a comprehensive test program ensures that the new product provides **optimum performance**.



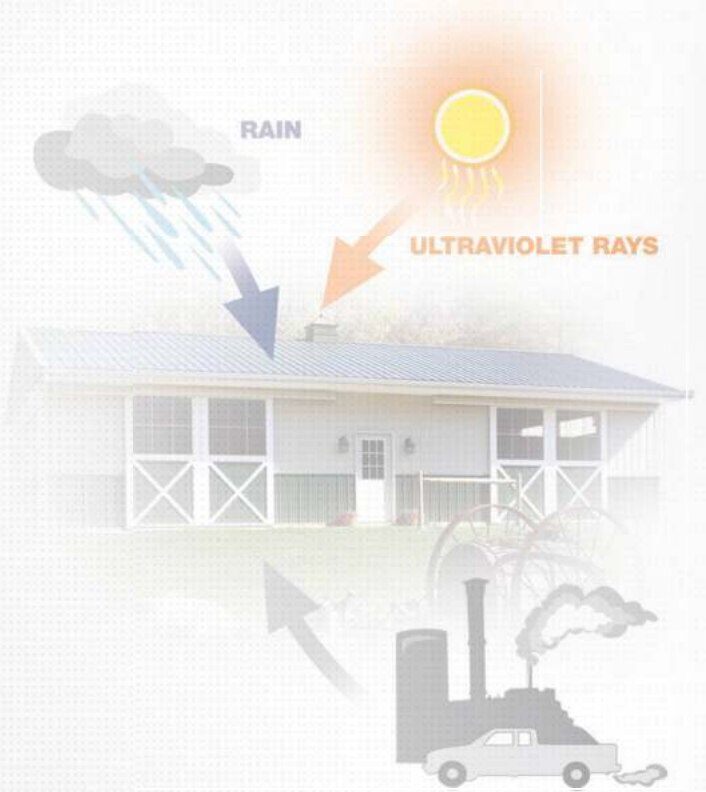
Colorbond® steel is a registered trade mark of BlueScope Steel Limited

Colorbond® Steel is available in two profiles



Colorbond® steel

COLORBOND® steel has been tested in some of the harshest regions of the world where corrosive environments and high solar intensity take their toll on painted products. Even with over 50 years of proven excellent durability in locations across the globe, BlueScope Steel continue to test and evaluate **COLORBOND®** steel for resistance to corrosion, dirt retention, chalking, color fade and gloss retention.

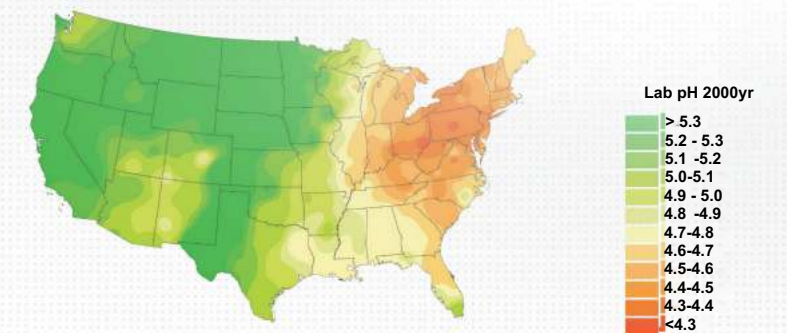


Colorbond® Steel Current & Previous SMP Technology



TESTING IN REAL CONDITIONS

Panels shown above are actual samples that were exposed to real-life outdoor conditions on the same building. **COLORBOND®** steel is trending to surpass the competitor's current and previous SMP Technology.



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AM: MORE SUPERIOR CORROSION RESISTANCE

By adding magnesium into the already proven aluminum-zinc alloy coating we improved galvanized protection by activating the aluminum. The result was the best corrosion resistance seen in the industry.

REAL WORLD EXPOSURE TESTING

Images shown below are 4"x 6" samples after 20 years exposure in a severe marine environment.



LABORATORY TESTING

After 14 weeks of Q-Fog testing, next generation AM® with Activate Technology demonstrates its superior resistance to corrosion in a laboratory simulation of natural atmospheric corrosion.

