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GREENCOAT®
COLORFUL STEEL

Creating innovative roofs and façades begins with Swedish rapeseed oil.

Find out why!

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-BT- concept_v1-2017, Confetti, Österbergs.

*Creating innovative roofs and façades
begins with Swedish rapeseed oil.*

Find out why!



This is GreenCoat®

A sustainable pioneer in the building industry – GreenCoat is SSAB's brand for innovative, eco-conscious colour coated steel solutions.

GreenCoat products are developed specifically to provide roofs and façades with superior aesthetics and long lasting performance. They give builders and architects new possibilities for creative and innovative buildings, while using the most sustainable colour coated steel products on the market.

Take a look at how GreenCoat came to be, and find out why creating innovative roofs and façades begins with Swedish rapeseed oil.

Bio-based Technology (BT)

There are many things that set GreenCoat apart from other building materials. One of the most important is sustainability.

Most GreenCoat products feature a Bio-based Technology (BT) where a substantial portion of the traditional fossil oil is replaced by Swedish rapeseed oil.

This unique, patented solution from SSAB reduces the environmental footprint significantly – and it makes the GreenCoat colour coated product portfolio the market's greenest offering for roofs and façades.



Bio-based Technology

BT PATENT PROTECTED



The GreenCoat BT story – the idea is born

What started in 2002 as just an idea has resulted in bringing major environmental changes to the building industry.

At the time, the greenest step that the industry had taken was to begin removing chromate from paint systems for colour coated products, something that is now standard. For the global steel company SSAB, this was not enough. SSAB researchers and engineers believed that future market demands would place even more focus on the environment.



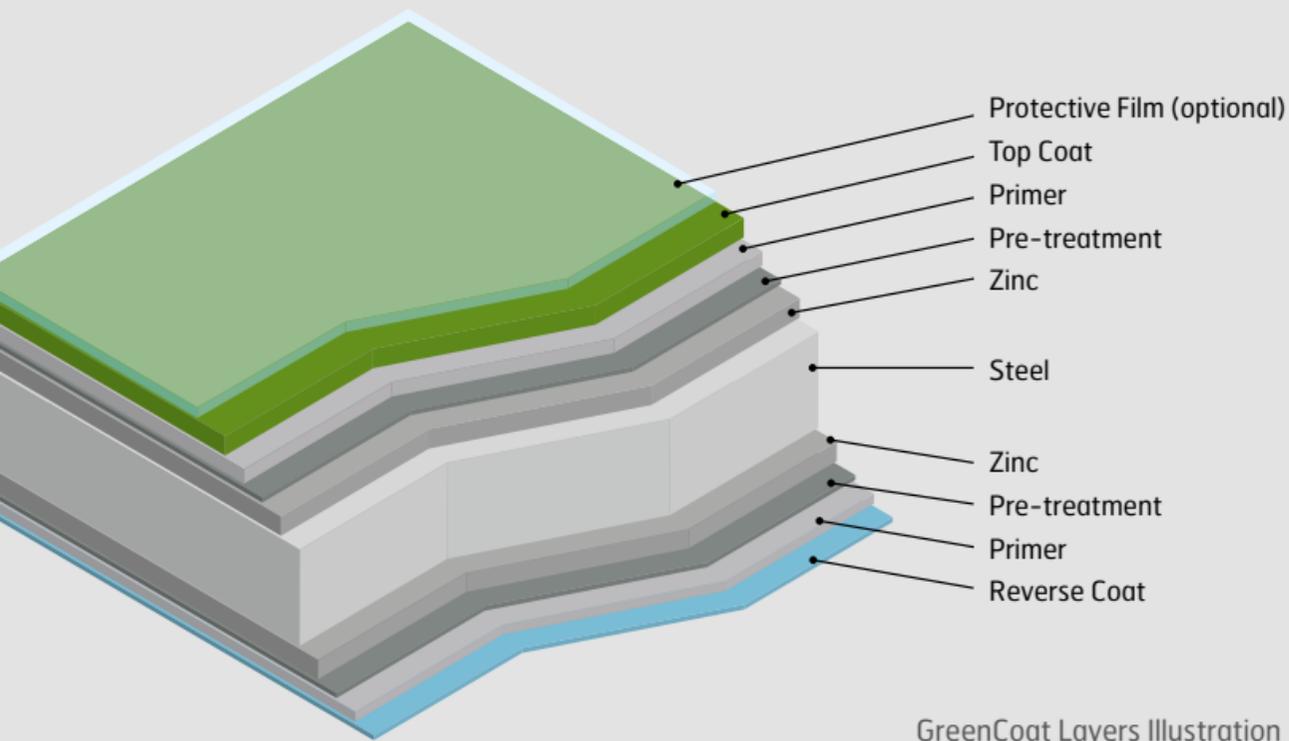
The GreenCoat BT story – continued

Therefore, the idea was to create a better colour coating made from natural sources. One that provides real environmental benefits, and even better performance.

After:

- more than 10 years of development and outdoor testing,
- 6 peer reviewed scientific papers,
- 1 PhD thesis,
- over 10 conference presentations,
- 1 worldwide patent,

GreenCoat BT became a reality.



Why Steel?

Steel in buildings is nothing new. However, GreenCoat products have Nordic quality steel in the substrate that is recognized worldwide as one of the best steels available on the market.

It is 100 percent recyclable with no loss of quality and has a low weight compared to other materials. It is easy to bend into complex shapes and process by hand, and has one of the lowest thermal expansion rates compared to other metals.

This means GreenCoat is less prone to buckling and other undesired deformations, and will keep its uniform look.

Tested and approved worldwide

GreenCoat products provide high colour retention and long lasting finishes that resist corrosion and UV radiation as well as scratches and the build-up of dirt.

This is ensured through numerous outdoor testing sites located in harsh environments across the world. Over 10,000 panels of GreenCoat colour coated steel have been exposed year-round to harsh climates and conditions including saltwater, snow, ice, rain, UV-radiation, high humidity, wind and storms.





GreenCoat in action

Eel Pie Hotel, London

Architect: Henry Harrison

With a history that includes some of the world's most famous musicians, architect Henry Harrison's home on the site of London's Eel Pie Hotel boasts a unique and modern design, yet is still consistent with the island's character. He achieved it with the help of GreenCoat PLX Pro BT for the roof.

GreenCoat in action

Tin House, London

Architect: Henning Stummel

Architect Henning Stummel's "Tin House" utilizes GreenCoat PLX Pro BT for the entire façade and roof of the construction. It was chosen for the unique ecological and aesthetic benefits and the final result has gained international attention.

The Tin House is currently awarded and nominated for:

- 2016 Winner RIBA London Award
- 2016 Shortlisted RIBA National House of the Year
- 2016 Shortlisted Stephen Lawrence Prize
- 2016 Shortlisted World Building of the Year, WAF
- 2017 Shortlisted BD's Architect of the Year Awards, UK – Individual House

RIBA 





The way forward

GreenCoat colour coated products inspire creativity and quality in architecture, while limiting a building's impact on the environment. They are easy to work with, provide long lasting surfaces for any weather and are available in a wide range of colours.

Get to know GreenCoat even better by visiting:

www.ssab.com/GreenCoat

Or get in touch with SSAB at:

greencoat.uk@ssab.com

About SSAB

SSAB has manufactured products for the building industry for more than 50 years and is the pioneer and innovator of creating sustainable colour coated products offering Swedish rapeseed oil in the coating.

SSAB is a Nordic and US-based steel company offering value added products and services developed in close cooperation with its customers to create a stronger, lighter and more sustainable world. SSAB has production facilities in Sweden, Finland and the US and employees in over 50 countries.

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