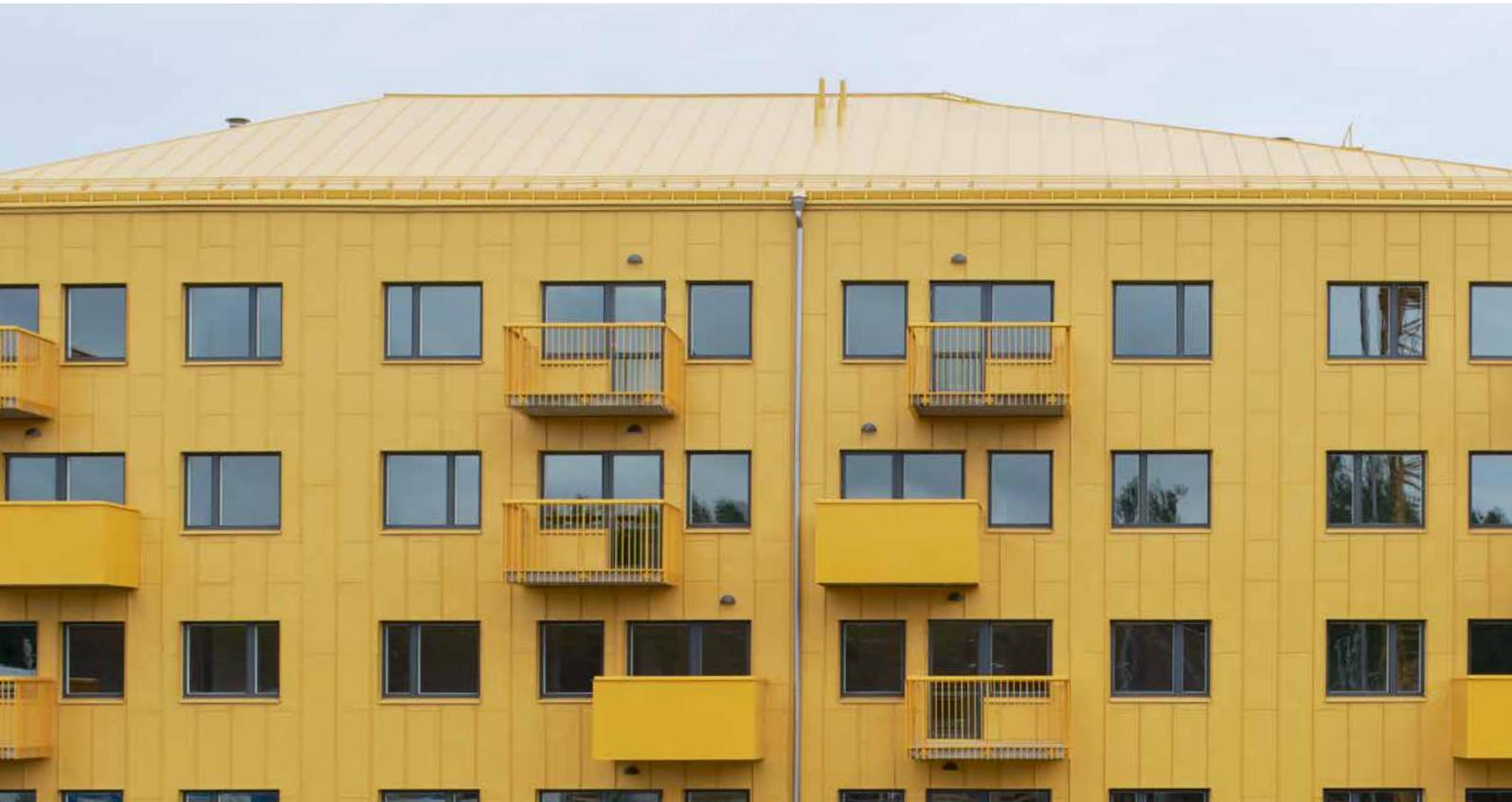


GREENCOAT®
COLORFUL STEEL

PROUDLY PRESENTS

FJÄRILEN (THE BUTTERFLY) BY
BELATCHEW ARKITEKTER AB



REMARKABLE COMPOSITION FJÄRILEN

The new Rosendal district in the Swedish town of Uppsala consists of buildings with two distinct scales and architectural approaches. On one side of the area are buildings designed with strong urbanism in mind and five or more stories. On the other side are buildings with a significant small-town character. Right in between lies “Fjärilen” (the butterfly), a unique apartment building that acts as an architectural hub by offering details that lend themselves well to both styles.

For its striking, well-composed look and smart use of material, Fjärilen has caught the eye of many in the world of architecture. It has also been shortlisted for the Swedish Steel Building Award 2017 (Stålbyggnadspriset 2017).

To achieve this extraordinary building, the award-winning architect Rahel Belatchew chose to work with details like façade shifts as well as a varied roof. On the façade, a vertical panel design was used. The roof was inspired by traditional Swedish villas with a deep and high vaulted ceiling. The city block around Fjärilen already contains buildings with many different materials and colors. Therefore, Belatchew wanted to create a monochrome effect and limited herself to a single color and one material on both the roof and façades. In addition, a major goal was to choose building materials that have a low impact on the environment.

A very close dialogue was established between the architect, SSAB and the tinsmith company, Erikssons Plåt & Kopparslageri AB. With the help of many GreenCoat® color samples, a unique shade of yellow was chosen by Belatchew Arkitekter.

Well-known among tinsmiths and metal roofers for its easy hand forming and long color retention, GreenCoat PLX Pro BT also features a Bio-based Technology (BT) with a substantial portion of Swedish rapeseed oil instead of fossil based oils, which are traditionally used. The unique, patented BT solution by SSAB reduces the environmental footprint significantly.

In addition, GreenCoat PLX Pro BT is highly resistant to corrosion, UV radiation as well as scratches. Installation went smoothly and thanks to the low temperature elongation, the result was a clean look without buckling or deformation.

The bi-annual Stålbyggnadspriset (Swedish Steel Building Award), which Fjärilen has been nominated for, is awarded to a construction project that uses steel in an innovative, sustainable and architecturally appealing way. The aim is to encourage efficient use of steel in construction and give rise to new ideas and inspirational solutions.



PHOTOS FJÄRILEN: ÅKE E:SON LINDMAN; COPYRIGHT: SSAB.

HARVEST YELLOW, RR24 / SS0189

PROJECT: UPPSALA, SWEDEN «FJÄRILEN»

PRODUCT: GREENCOAT PLX PRO BT

TARGET: DEVELOP AN APARTMENT BUILDING THAT FULFILLS BOTH A CREATIVE ARCHITECTURAL DESIGN AS WELL AS DEMANDING ENVIRONMENTAL REQUIREMENTS.

COLOR: HARVEST YELLOW, RR24 / SS0189

ARCHITECT: BELATCHEW ARKITEKTER AB

TINSMITH: ERIKSSONS PLÅT & KOPPARSLAGERI AB



6 QUESTIONS FOR RAHEL BELATCHEW

Why did you choose steel for the roof and façades and not other materials?

We wanted a monochrome building with a single material on the roof and façade. Steel proved to be ideal for that purpose.

What were the challenges you had to overcome while designing Fjärilen?

The challenge was to bridge a gap between two blocks with very different typologies.

What can you tell me about the quality of GreenCoat® in general?

The product has proven to be very reliable, giving us a very satisfactory finish without any buckles.

What do you think about having selected sustainable steel with Swedish rapeseed oil in the paint?

Every alternative to fossil based oil is welcome.

Why did you choose the Harvest Yellow color?

We spent some time looking for the right yellow tint. The Harvest Yellow color is bright and warm at the same time.

How do you feel about being shortlisted for the Swedish Steel Building Award 2017?

It is a great honor.

Fjärilen is currently nominated for:
2017 Shortlisted Stålbbyggnadspriset



Colorful steel for greener living



GreenCoat® is SSAB's brand for innovative color coated steel solutions for the building and component industry. As the greenest product portfolio of high quality color coated steel for exterior building applications and one of the most comprehensive for the entire building industry, GreenCoat® provides many benefits including:

- High color retention and long-lasting finishes in any weather
- Environmentally conscious color coatings (most products use a substantial portion of Swedish rapeseed oil in the coating)
- Nordic top quality steel
- Easy formability – even at temperatures below zero for some products
- Low weight
- Wide color offering
- Performance guarantee

SSAB has manufactured products for the building industry for more than 50 years and is the pioneer and innovator of creating sustainable color coated products offering Swedish rapeseed oil in the coating. This unique, patented solution reduces the environmental footprint of GreenCoat® products significantly and it makes the GreenCoat® color coated product portfolio the market's greenest offering for roofs, façades and rainwater systems.

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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