

GLOSS OFF
IT'S THE
MATT SEASON

The new trend for steel roofing has arrived

clean

Colorbond[®]
ULTRA MATT



Setting a new
DEFINITION
for beauty...



When thinking of roof, one would usually not associate it with the beauty of a building. But the truth is, the roof actually has a massive impact on the look of a building. Much like how hairstyles can enhance one's overall appearance. Think of the best looking person you've ever seen, now imagining that person with a really bad haircut. See what we mean?

Hence, being up-to-date with the latest trend does matter. BlueScope is proud to introduce the latest trend in roofing material that will enhance the beauty of a building and is durable at the same time: a first-of-its kind matt finished steel.



This is where
the trend starts

the **MATT**
season



Gloss has lost its... gloss. It's all about matt now.

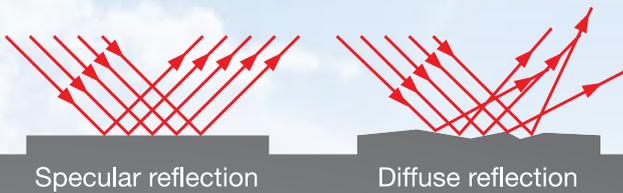
Tough. Bold. Minimalistic. And ruggedly beautiful. No wonder the world has fallen madly in love with matt. Cars look stunning in matt. Homes look outstanding in matt. Even clothes are amazing in matt.

But matt is not just plain beauty; to us, it is a lot more.

Meet the new Clean COLORBOND® ULTRA MATT steel, our all-new innovative matt steel roofing.

More importantly, meet the future of steel roofing.

There are two kinds of daylight reflection - specular reflection and diffuse reflection. A specular reflection occurs when light is reflected in a concentrated, mirror-like manner; while a diffuse reflection, on the other hands, is a scattered and unfocused reflection of light.



Glare is often caused by specular reflection, the type of reflection that glossy surface reflects due to its highly reflective nature; turning sunlight into visually-discomforting glare.

Green accreditation for the environment

Environmental sustainability is a continuous effort and commitment from all of us. We ensure our customers receive the standard in both quality and efficiency with the environment's best interest at heart, there is no better way to demonstrate our commitment than receiving green accreditation from renowned independent bodies.

Our Clean COLORBOND® steel range of products are accredited with Eco-Label by SIRIM QAS International, a member of the Global Ecolabelling Network (GEN) and certified with Singapore Green Building Product by Singapore Green Building Council (SGBC).

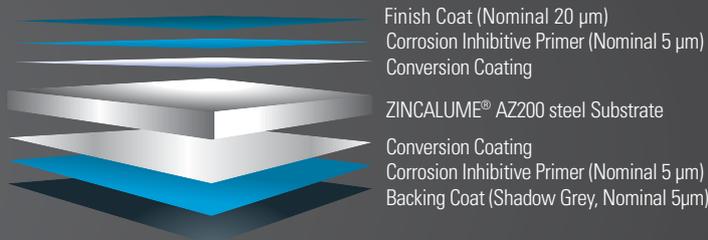
The SIRIM Eco-Label and Singapore Green Building Product certifications identify a product's overall environmental impact and the communication of its environmental information to consumers and business. Through these schemes, the product has undergone independent evaluation; and certified by both independent bodies on its environment performance against criteria which include the composition of raw materials used, hazardous substances management and waste and energy management in the entire manufacturing operation cycle.



How does **MATT** work?

There is Genius in **MATT-ness**

Clean COLORBOND® ULTRA MATT steel is intelligently designed matt, with a gloss unit of nominal 7±3, to drastically reduce specular reflection. Retaining in our renowned durability and reliability, and you will discover that Clean COLORBOND® ULTRA MATT steel is not only the more fashionable option, but the more sensible one as well.



We've got you covered

Clean COLORBOND® ULTRA MATT steel is covered by BlueScope's Material Warranty*

- up to 30 years against perforation by corrosion
- up to 15 years against flake and peel
- up to 10 years against excessive colour fading
- up to 5 years against dirt staining

*terms & conditions apply

Clean COLORBOND® ULTRA MATT steel is available in 4 colours:



Oceania Matt



Cloudy Matt



Oyster Matt



Granite Matt

SOLAR REFLECTANCE INDEX¹

TOTAL DAYLIGHT REFLECTANCE²

1. Solar Reflectance Index (SRI) is calculated using ASTM E1980 with Medium Convection Coefficient (12) value reported.
 2. Total Daylight Reflectance - is measured according to ASTM E903 (390nm to 700nm)
 3. Specular Daylight Reflectance of colours above are not exceeding 10%
- This data is approximate values only - may vary based on paint formulation and/or metallic coating thickness.

Note: The Clean COLORBOND® ULTRA MATT steel colours shown in the brochure have been reproduced to represent actual product colours as accurately as possible. However, we recommend you to check your chosen colour against actual sample of the product before purchasing, as varying light conditions and limitations of the printing process affect colour tones.

For product identification and originality, please check the reverse side of the coil for the following branding text.

Clean COLORBOND® (R) ULTRA MATT steel made by BlueScope 1618 DIAPRIM II



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Clean COLORBOND® is a trade mark of BlueScope Steel Limited.

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