

STEEL STORIES

Amazing Coated Steel by BlueScope

May Ramadhan
Bring You Blessings
That Shine The Light On
A Meaningful Eid Al-fitr

*Selamat Berpuasa
& Selamat Hari
Raya Aidilfitri!*

from all of us at
NS BlueScope Malaysia

STEEL STORIES Feature

GO HARDCORE WITH TRUECORE®

The process of building an architectural project starts with the construction of its foundation; known within the industry as house framing. This is typically done by fitting together pieces of construction materials to form the fundamental structure and support the shape of the planned architectural design.

Imagine house framing as constructing the 'skeleton' of a building. While this 'skeleton' is not meant to be seen, it has the important duty of holding the entire building up for the long run. Without a strong frame, the integrity of the structure will be compromised.

Uncompromised Strength Even with Less Used

One of the biggest benefits of TRUECORE® steel is its strength. While a general-purpose steel has a yield strength of about 250MPa, TRUECORE® steel has a GUARANTEED yield tensile strength of 550MPa!

Put simply, TRUECORE® steel is more than 2X stronger in withstanding great strain or pressure. Hence, builders are assured that it will not break or deform so easily.

Besides that, the superior strength of TRUECORE® steel also enables it to handle structural load better with less frames and beams required for support. As opposed to conventional house framing where more timber trusses are required to prevent structural failure, TRUECORE® steel fulfills the same function with less trusses used.

This is why choosing a good framing material is not just important – it is a must.

While it is common to use timber, concrete and steel bars for framing, BlueScope has an innovative alternative: TRUECORE® Steel. In this issue of Steel Stories, we turn the spotlight on this astonishingly-amazing steel. Specifically designed as a high-strength structural grade building material, TRUECORE® Steel is a unique solution that will surprise you with its many benefits compared to conventional framing materials.

Looking at the heavyweight abilities of TRUECORE®, it's easy to assume that the material is heavy and bulky physically. But in actual fact, TRUECORE® is far from that. The material is actually really lightweight and does not require heavy lifting like conventional house framing materials. This makes it easy to handle when it comes to installation and best of all – it also helps to minimise costs, from lifting to time spent!



Triple Protection: Anti-Corrosion, Anti-Deformation & Termite Proof

Apart from boosting its high tensile strength, the multi-layered coating of TRUECORE® steel gives it a very strong and valuable advantage: protection.

Every builder knows that corrosion, deformation and insect infestation are like ticking timebombs to any structure. With TRUECORE® steel's robust coating, it acts as a highly-durable protective layer against these common structural enemies.

Tested and proven to withstand corrosion, deformation caused by moisture and termite infestation, TRUECORE® steel is capable of a service life up to minimum 50 years! That's how hardcore the product is. And if that sounds too good to be true for you, take it from TRUECORE® steel's 50-Year Warranty!

In addition, because TRUECORE® steel is unaffected by these factors, minimal maintenance is required, hence contributing to overall cost-efficiency in the long run!

Distinctively Blue, Exceptionally Hardcore

The distinctive blue exterior of TRUECORE® is a symbol of its robust, superior, multi-layered coating.

Coated with BlueScope's signature proprietary metallic coating technology, TRUECORE® steel is galvanised with 55.0% aluminum, 43.5% zinc and 1.5% silicon with minimum coating mass of 150g/m² via triple spot test. Then, a layer of proprietary surface treatment is applied and finished with blue-tinted resin.

Together, these layers cohesively reinforce the strength and durability of TRUECORE® steel – transforming it into an invincible building material with amazing benefits, starting from the core.

Flexibly-Fit For Any Architectural Design

Whether it is a conventional structure or an artistic expression of the architect, TRUECORE® steel is flexible enough to match any design idea. While the product is high in strength, TRUECORE® steel can be shaped into specific forms. Be it curvy or angular shapes, architects and builders can look forward to building their dream designs, no matter how complex they are.

Strong yet lightweight, durable yet flexible, robust yet cost-saving – TRUECORE® Steel is one of the rare materials in the world that's truly made of brains and brawn. Now that's hardcore!

Get TRUE Performance Only with ENDUROFRAME®

For optimal results and savings when building with TRUECORE® steel, the product is recommended for use with the ENDUROFRAME® building system. An intelligent system developed by BlueScope according to Australian Standards, ENDUROFRAME® consists of several programmes that can be linked together to rollform TRUECORE® steel sheet into desired building materials.

What ENDUROFRAME® can do:

ENDURO®

High Speed ENDURO® Rollformer

Manufactures precision house frames with high speed production

ENDURO CADD®

World Class ENDURO CADD® Software System

The core of ENDUROFRAME® incorporating over 20 years of research & development and projects data

ENDURO FRAME®

ENDUROWALL® & ENDUROTRUSS® Framing System

Cost competitive, easy-to-install building system for a complete housing solution

SMARTLINK

SMARTLINK Scheduling System

Connects ENDURO CADD® to ENDURO® Rollformer where it manages all work schedules

From blueprint to scheduling and the actual rollforming itself, ENDUROFRAME® becomes a complete one-stop solution to help builders build smartly, save on labour and costs, gain better efficiency and even increase the speed of their construction.

Coupled with the amazing TRUECORE® steel, looks like a new force to propel your projects further is here.

Discover Amazing in Person!



The industry's biggest event is back and BlueScope has much lined up for you! Come visit us and discover all the latest on coated steel and building technologies!

FEATURING: 1-to-1 Interactions with Product Experts

Booth No. : Hall 5 - 5Q573
 Venue : KL Convention Centre
 Date : 3-6 July 2019
 Time : 10am - 7pm

BEAUTIES WITH PURPOSE: BUILT TO SERVE THE PEOPLE

Colorbond®
STRONG AND BEAUTIFUL

Buildings are a part of our lives, built to serve varying purposes – from providing us with much needed shelters, to housing conveniences and services that are essential to our daily lives. While we are accustomed to admiring landmarks, skyscrapers and buildings with an iconic difference, we often overlook buildings built for public services.

As avid fans of architecture, the Steel Stories team has long been intrigued by the architectural value of public service buildings. Not only are they built to serve the people but more often than not, they boast of a quality that every Malaysian can feel proud of.

In this issue, we turn the spotlight on three unique public service buildings in Malaysia. How many have you seen in person?

JABATAN AUDIT NEGARA, NEGERI TERENGGANU

A New Face of Terengganu's Heritage

Designed to immortalise Terengganu's local heritage, Jabatan Audit Negara (JAN) stands proud with its stunning red crown; an iconic structure in the midst of the still-developing township of Bandar Baru Bukit Besar in Kuala Terengganu. Inspired by the traditional architectural designs significant to Terengganu's heritage such as the 'Rumah Tele', 'Rumah Tiang 12' and 'Pemeleh' – JAN is not only an architectural pride, but also an elegant cultural representation of Terengganu that is built with COLORBOND® steel.



GATEWAY@KLIA2, KUALA LUMPUR

A Traveller's Home In Transit

Since commencing operations in 2014, gateway@klia2 has grown to be a bustling hub for both local and global travellers. Measuring 350,000 sq ft in size, gateway@klia2 is an integrated complex sandwiched between the airport's terminals, providing 5,600 bays of parking convenience and a mall-within-airport experience. Supporting klia2's vision to be Malaysia's Next Generation International Airport Hub, gateway@klia2 is estimated to accommodate 45 million passengers a year and caters to the booming low-cost travel industry. Its roofing is also built with COLORBOND® steel – a modern welcome for travelers while keeping them sheltered no matter rain or shine!



TUN ABDUL RAZAK CHANCELLERY, UNIVERSITY MALAYSIA PAHANG

An Iconic Beauty, In Design and Function

Located alongside the coastal horizons of Pekan, Pahang, is the iconic Tun Abdul Razak Chancellery of University Malaysia Pahang (UMP). Completed in June 2015, this chancellery building flaunts its curvaceous feature with a prominent semi-circular structural design and a bold hemispherical dome perched atop. Apart from being a stunning contrast to conventional designs, every inch of the building has also been thoughtfully laid out to provide a harmonious working space for its staff. Its wide, extensive roofing is crowned with COLORBOND® XPD, giving the building an overall sophisticated façade, while it protects against harsh coastal weather.



While this list only scrapes the surface of the many beautiful public service buildings in Malaysia, we hope it has opened your eyes to the architectural value of such buildings. The next time you see an interesting one, take a picture and share it with us!

