

STEEL STORIES

Amazing Coated Steel by BlueScope

Wishing You Abundant
Prosperity & Strengthened
Bonds with Loved Ones!

GONG XI FA CAI

from all of us at NS BlueScope Malaysia

STEEL STORIES Feature

NEW Colorbond® MATT Stylishly Sophisticated

Soft and natural, yet stylish and sophisticated, matte finishing on coated steel offers a design alternative that is highly attractive and well-appreciated in the architectural industry today. Not only does it create a desirable modern façade, matte coated steel also opens a path for endless architectural possibilities in modern-contemporary designs.

Recently launched in December 2019 by NS BlueScope Malaysia's Country President, Mr. Koh Boon Hong, the new COLORBOND® MATT steel is envisioned to lead a trend of new sophistication, while being the benchmark of high-quality matte finishing. In this issue of Steel Stories, we explore what's different about COLORBOND® MATT steel – and how will it chart course towards a new architectural trend in modern design.

Superior Coated Steel

With Innovative Matte Finish

While sharing a similar DNA to COLORBOND® steel in strength and beauty, COLORBOND® MATT steel offers builders and architects the option of a more sophisticated matte finish. Depending on the design direction, the outcome can even vary from being soothingly elegant or urban chic rugged.

Either way – COLORBOND® MATT steel is pleasing to look at, both in appearance and visual comfort.



This is where COLORBOND® MATT steel really stands out.

Problem Glare

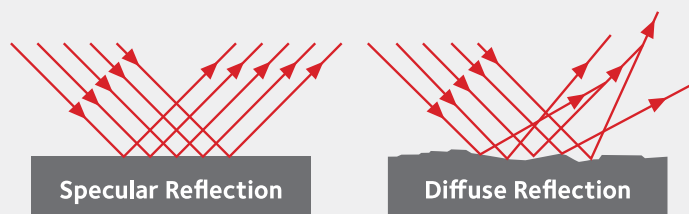
What Causes Visual Discomfort?

Any building with too much reflection is obviously glaring to look at. This is especially apparent on buildings located in dense city skylines, where other tall buildings surround it.

Glare is caused by reflection of light against the building's surface. While most people think that glare is amplified by the colour of the surface, it is actually more strongly-related to the surface's characteristics. We see discomforting glare based on the time of the day of year on a building because of the amount of specular reflection bouncing off the surface.

In general, most opaque surfaces reflect both specular (mirror-like reflection) and diffuse (reflection in all direction) light. As **specular reflection** reflects light in a straight direction, it intensifies glare to the eyes. On the other hand, **diffuse reflection** distributes light in all directions, which tones down the reflection, resulting in less piercing glare into the eyes.

COLORBOND® MATT steel is specifically developed to offer a matte solution that would overcome visual discomfort caused by specular reflection, while delivering an aesthetic matte alternative to modern-contemporary architectural scene.



Glare is often caused by specular reflection turning sunlight into visually discomforting glare

Where Matte in COLORBOND® MATT Comes From

More Matte, Less Glare

So how does COLORBOND® MATT steel achieve its sophisticated aesthetic? The effect is achieved mainly from BlueScope's advanced low gloss paint technology. Through a unique formulation, the paint produces surface with lower gloss level and minimises specular reflection. At a Gloss Unit (G.U.) of less than 10, COLORBOND® MATT steel produces classy matte finish that amplifies sophistication on any architecture it is built with.

With COLORBOND® MATT steel, builders, architects and even home owners can build their dream structure in any desired location, without being restricted to certain material limitation such as the higher gloss level.

Instead, they can now build, and be proud of their architectural creation that glows in matte sophistication, instead of one that glares.



COLORBOND® MATT steel is designed with G.U. of less than 10

Gentle in Appearance

Excellent in Performance

Beyond its sophisticated appearance, COLORBOND® MATT steel is also designed with functionality in mind. It offers a host of advantages that builders can benefit from – be it in timelessness, versatility and even cost in the long run! Because after all, what is form without function?

Apart from enabling new elegant possibilities, COLORBOND® MATT steel is also:



Strong & Durable

Developed and continuously improved through stringent testing, COLORBOND® MATT steel is proven to be strong and durable, even against harsh weather. This allows COLORBOND® MATT steel to stand tall, and long lasting in hot tropical climates such as Malaysia.



Long-Lasting Beauty

COLORBOND® MATT steel is designed with COLORBOND®'s signature Clean Technology which enhances its resistance against dirt staining. This helps to maintain its sleek matte finishing even after prolonged exposure to harsh weather – ensuring that the building remains elegant for many years to come.



Superior Heat Reflection

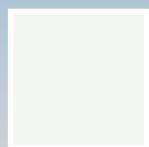
Incorporated with BlueScope's Thermatech® Solar Reflectance Technology, COLORBOND® MATT steel keeps the roof and interior of a building cool by reflecting the solar heat away. Thermatech® technology also optimises the air-conditioning system, which helps to reduce electrical bills.

A Myriad of Matte Colours to Bring More Ideas to Life

COLORBOND® MATT steel's stylish and sophisticated matte finishing allows builders and architectures to explore new design possibilities not just in texture but also in colour!

With its new launch, COLORBOND® MATT steel offers a new premium selection of colours – providing even more options to bring new ideas, visions and dream designs to life.

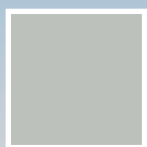
COLORBOND® MATT steel is available in:



Winter Matt



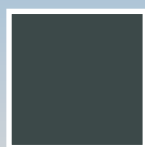
Scallop Matt



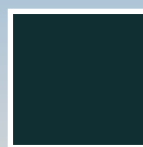
Coffee Matt



Hidden Matt



Graphite Matt



Eclipse Matt

COLORBOND® Steel

Build Your Dream Architecture with Confidence

In conjunction with the launch of COLORBOND® MATT steel, NS BlueScope Malaysia has also introduced its newly upgraded colour fading warranty for all COLORBOND® steel variants.

Instead of 10 years warranty, builders, architects and homeowners can now enjoy an upgraded 12 years warranty for their peace of mind. This also means more flexibility for builders and architects to build with COLORBOND® steel for the perfect home that will last the test of time.



Visit bluescope.com.my to download the NEW COLORBOND® MATT's brochure!

BEAUTIES WITH PURPOSE: **Architectures with A Sporting Spirit**

Sports are a form of performance; a powerful force that raises one's fighting spirit and pushes people to challenge their limits in achieving their goals.

In this chapter of Beauties with Purpose, we explore two Australian architectures that were inspired by the sporting spirit. One, designed with a message to keep pushing forward; and the other – an example of how great things can be achieved, no matter the limits.



MARIBYRNONG COLLEGE SPORTS ACADEMY, MELBOURNE

An Icon of Sporting Prowess

Inspired by the sport science idea of 'previsualisation' – where positive, dynamic imageries are used to arouse powerful emotions of athletes when competing – the Maribyrnong College Sports Academy is a structure that inspires progressiveness and sports excellence.

Standing at 10 metres high, the monolithic architecture sports a folded, inclining façade which looks like arrows continuously moving forward. The white and grey sequence makes the illusion of movement even more apparent, hinting at the powerful message to the academy's students: to do their best everyday.

The unique façade is made with COLORBOND® steel, which clearly had the versatility and colour choices to realise the unique story Maribyrnong College aims to tell.

MILSON ISLAND SPORTS & RECREATION CENTRE, SYDNEY

A Challenge Accepted, And Conquered

From a powerful representation of sporting dynamics, we slow down to Milson Island, a place surrounded by the picturesque Hawkesbury River. Once a hospital and prison ground, Milson Island today is a camp site for primary school children, and a weekly recreation ground for kids to enjoy activities such as canoeing, fencing, climbing and high ropes.

What stands out in the Milson Island is of course, its sports and recreation centre. In fact, with its seamless 'upturned boat' roof design, the Milson Island Sports & Recreation Centre could easily stand out anywhere. Especially when one discovers that the great building was built with a great challenge: limited funds.

By using COLORBOND® steel, architects were able to reduce structural force by 30% – thereby cutting building costs without losing mandatory strength and stability. Not only that – with COLORBOND® steel, Milson Island Sports & Recreation Centre also enjoys better interior ventilation and durability against outside wind loads today. Now that's more than one challenge conquered!

