

STEEL STORIES

Amazing Coated Steel by BlueScope

STEEL STORIES Feature

VERMOE™ CAPTIVATING TEXTURED BEAUTY

From high-end exclusive to mainstream modern, the contemporary trend has been blossoming in Malaysia's building industry for a while now. As more Malaysians opt for modern contemporary designs for their dream homes, architects and builders have also become more innovative in exploring design possibilities with available building materials.

As a leader and pioneer of steel building materials, BlueScope makes innovation a part of our business. Our R&D and product development centres are constantly pushing the boundaries of steel, not only to provide more options to the community, but also to advance the building industry itself. Today, this passion paves the way for an all-new variant of contemporary steel building material to be introduced — the all-new VERMOE™.

Innovated with a unique texture on its surface, VERMOE™ is designed for new possibilities in architectural design as it adds a whole new dimension to how a building is visually projected.

Steel Stories explores the brilliance of the all-new VERMOE™, and how it provides architects and builders with a new level versatility and modernity in contemporary designing from now on.

A TEXTURE THAT MAKES ALL THE DIFFERENCE

Even at a glance, VERMOE™ steel easily catches the eye. There seems to be a kind of light, shimmery twinkle to it; an air of simplistic elegance; a certain kind of depth and character that clearly indicates that VERMOE™ steel is beyond the usual sleek steel material.

The secret? It lies in the unique profile of VERMOE™. By zooming in on VERMOE™ steel, you will notice that there is a brilliant wrinkle texture that envelopes its surface.

This grainy, wrinkle finishing is unique to VERMOE™ steel and is made possible thanks to BlueScope's signature proprietary paint system, comprising of optimised paint formulation. Formulated with blends of inorganic pigments, the paint system gives VERMOE™ its long-term colour stability so it appears vibrant and stays beautiful through time. BlueScope's signature paint system also helps to enhance the durability of VERMOE™ steel's textured finish, giving it a robust quality.

The grainy, wrinkle texture gives VERMOE™ its unique, captivating profile

BRILLIANT POSSIBILITIES, FROM ROOF TO FACADE

VERMOE™ is a material set to offer versatility in contemporary designing and building. Adding to this versatility are the colour options available with VERMOE™. Architects will be delighted to know that this unique wrinkle-textured steel comes in various sizes and modern colour options that helps to further accentuate elegant designs and add depth to the intended visual effect. When adorned to the roof of a home, VERMOE™ adds a new zest to contemporary designs in its own unique way – a statement or urban dynamism in residential architecture.

VERMOE™ steel is available in four elegant colours:



THUNDER GREY
for a brilliant shimmer
(SRI 36)



DAZZLING BLACK
for stylish sophistication
(SRI 20)



NATURE GREEN
for simplistic classiness
(SRI 25)

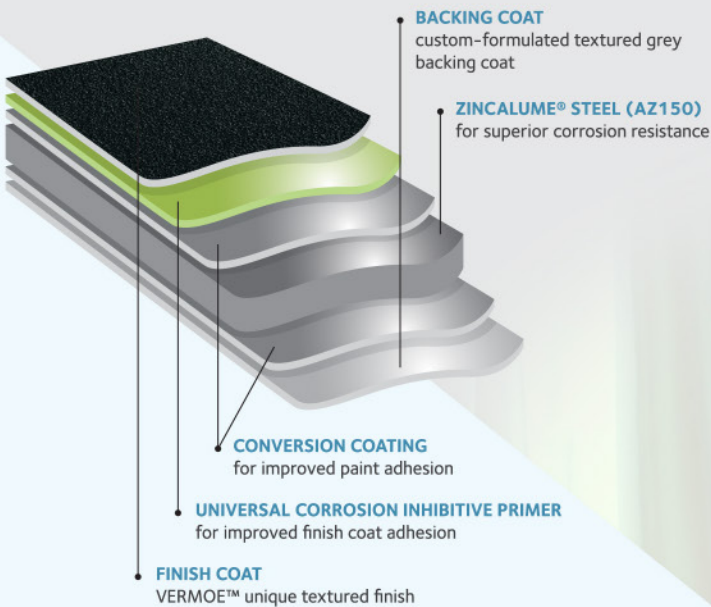


ALLURING BROWN
for a polished elegance
(SRI 23)



MORE THAN JUST A SUPERFICIAL BEAUTY

Beyond VERMOE™'s beautiful facade, there is more than meets the eye. VERMOE™ is in fact a robust steel designed to deliver a balance of aesthetics and architectural function. It is coated with multiple layers of coating, each formulated to enhance colour performance while enforcing its superior durability.



Furthermore, VERMOE™ is built with ZINCALUME™ steel as its base steel – which is notoriously known for its high resistance against corrosion and has proven to be 4x more superior than others in BlueScope's stringent R&D quality control testing. With ZINCALUME® as the base, VERMOE™ steel enjoys this superior and durable quality as well.

The finishing coat of VERMOE™ steel also comes with superior weathering and corrosion resistance, thanks to BlueScope's proprietary paint system. This makes VERMOE™ steel superior in strength, both inside and out while being able to maintain its beautiful appearance for a long time.

Adding on to its impressive functionality is the REFLEC™ technology – a system that efficiently maintains thermal levels inside a building by reflecting away infrared (IR) rays. This gives VERMOE™ an added layer of insulation in hot weather. As a result, REFLEC™ technology allows VERMOE™ steel to provide comfortable indoor environments without sudden spikes in temperature at a sunnier time of day. This translates to a reduced dependency on air-conditioning to cool the building and better savings on electricity bills in the long run!

CREATE YOUR MASTERPIECE, WITH PEACE OF MIND

Poised to be the new gem of steel building materials, VERMOE™ opens a new world of design possibilities with its unique properties. VERMOE™ enables renewed exploration of the modern contemporary trend, allowing creative experimentation that was not possible before. Along with its versatility in composition and colour, ideas are surely abound for the building community.

More importantly, VERMOE™ comes with a quality you can trust. NS BlueScope has always prided itself in delivering the best products for the building industry. With VERMOE™, you are assured of the same stringent standards. As with other BlueScope products, VERMOE™ comes with branding text imprinted on the sheets. This helps builders to identify a genuine VERMOE™ product and is also a mark of NS BlueScope's quality approval after rigorous performance and longevity testing.

What's more, VERMOE™ steel is backed by up to 25 Years Warranty against perforation caused by corrosion; up to 10 Years Warranty against flaking and peeling; and up to 8 Years Warranty against excessive colour fading.

With BlueScope's trademark quality assurance, architects and builders are now truly free to explore and be creative with VERMOE™. Now that's what we call real modern versatility!

Visit www.nsblescope.com/my/ to find out more about VERMOE™ steel.



DISCOVER ALL
THINGS STEEL!

steel CONNECT

ALL-NEW WEBINAR LIVE ON



When you think of steel, what do you imagine?

Dull, dirty monotonous industrial buildings?
Or elegant homes, and amazing skyscrapers?

Discover the many possibilities of steel today in shaping elegant architecture and its power to build in Steel Connect – an all-new webinar exclusively brought to you by NS BlueScope Malaysia. It takes place once a month and is designed with the intent of raising awareness in building with steel.

The webinar will uncover a curation of views, opinions, trends, learnings, tips and hacks beneficial for property owners, developers, contractors and architects alike.

Having said that, Steel Connect is not just limited to people in the building industry – it can be enjoyed by anyone with an interest in steel.

Broaden your horizons about the power of steel and its possibilities with Steel Connect now.

To start tuning in, drop us an email at event@bluescope.com. Details will be sent to you accordingly.

Don't forget!

Steel Connect Webinar happens once every month, on Thursdays at 2pm!

Next Webinar Date: 3 Sept 2020, Thursday - 2pm

To check out past episodes now, log on to:
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