




Not All Roofs are Created Equal

A guide to choosing
the right roof

Do it once, and do it right

Choosing a roof is a big decision – after all, your roof is all that stands between you and New Zealand’s unpredictable weather. It’s also a big financial commitment, so it’s important to get it right the first time!





New Zealand's harsh conditions demand building materials of the highest quality.

Created by New Zealand Steel and designed for the conditions we live and work in, COLORSTEEL® is a robust, time-tested product that has been keeping Kiwis safe, warm and dry for more than 35 years. During that time it has been used on more roofs throughout the country than any other pre-painted steel product, earning a reputation as New Zealand's favourite roof.

To produce a consistently superior product we regularly test both our own materials, and those of our competitors, using the NATA accredited BlueScope Innovation Labs to conduct quality audits. That research has provided some eye-opening insights into the quality, or lack thereof, of some products on the market.

To ensure you invest in a quality product, ask yourself these five questions before choosing a roof.

1. Will it stand the test of time?

Your roof is at the mercy of the elements, so it needs to be tough! Ongoing research and development has helped us create a tough and reliable paint system, with a scratch resistant finish and a variety of specialised offerings making COLORSTEEL® perfect for everything from residential, commercial and rural roofing to cladding, rainwater goods, garage doors and fencing. Specialised offerings include products optimised for solar reflectance and others with antibacterial properties for use in coolrooms and hygiene sensitive areas.

2. Is it a safe choice?

While your roof protects you from the elements it should also not compromise your safety. Testing of imported pre-painted steel samples from offshore manufacturers has previously detected levels of lead in the topcoats and backing coats of some product. COLORSTEEL® is made with lead-free paint systems in accordance with the Australian Uniform Paint Standard and all products are regularly tested to guarantee compliance with the highest standards and relevant codes.†

3. Will it meet structural requirements?

We manufacture under a third party accredited ISO9001 Quality Management System to ensure our products consistently meet the required specifications and regulations. When a roof is subject to frequent foot traffic (from trades such as aerial installers, for instance) you can specify COLORSTEEL® with a BMT of 0.55mm for a more dent-resistant finish.

4. Will it retain its colour?

Some imported products have been found to perform poorly when it comes to colour retention. We have been alerted to many of these examples by concerned homeowners. COLORSTEEL® uses paint formulations suitable for New Zealand's variable climate and harsh UV rays. The same primer coating is applied to both sides of the product, providing exceptional corrosion protection and a base for top coats formulated to provide optimal colour performance.

5. Does it have a proven track record?

For more than 35 years New Zealand Steel has been monitoring, testing, and refining the performance of COLORSTEEL®. Using 'extreme exposure sites' in both New Zealand and Australia we frequently subject our products to the most severe conditions to assess their colour performance and long-term durability. Our representatives conduct inspections on COLORSTEEL® products throughout the country, collecting the valuable data and performance evidence that provides peace of mind for our clients.



If it is not manufactured
by New Zealand Steel
then it's not genuine
COLORSTEEL®

COLORSTEEL® Support

COLORSTEEL® is a local product, made here by New Zealand Steel and made and tested for our unique conditions. That means there's always someone local to respond to enquiries and provide support. Beware of suppliers who claim their roofing products are "manufactured in New Zealand". They may actually mean their products are manufactured in New Zealand using imported pre-painted steel.

Sustainability

COLORSTEEL® Endura® and Maxx® products carry the Environmental Choice NZ ecolabel license. In addition to this we have also published an Environmental Product Declaration for COLORSTEEL®. An Environmental Product Declaration (EPD) is an independently verified and registered document that communicates transparent and comparable information about the life-cycle environmental impact of products.

Know what you're getting

COLORSTEEL® has become a household name in New Zealand, and as a consequence it is sometimes used as a generic term to describe 'coloured steel'.

We regularly hear from clients who thought they were buying a COLORSTEEL® roof but instead received an inferior imported product, only becoming aware of the fact when premature fading began to occur. However, there are a number of steps you can take to ensure you're getting an authentic COLORSTEEL® product.

1. Ask your supplier to confirm, in writing, that they are supplying genuine COLORSTEEL® products made by New Zealand Steel.
2. Make sure they confirm the product solution, gauge and colour.
E.g: Product solution: COLORSTEEL® Endura®, Maxx®, or Dridex®
Gauge: Typically 0.40mm or 0.55mm
3. Check the branding on the back of the COLORSTEEL® sheets and if your order has come with protective film, make sure it has COLORSTEEL® branding on the protective film as well.
4. Ask for a copy of your COLORSTEEL® warranty.

Colour charts and COLORSTEEL® samples can be ordered online at **www.colorsteel.co.nz**, or by calling **0800 697 833**.

† COLORSTEEL®, COLORSTEEL® Endura®, COLORSTEEL® Maxx®, and COLORSTEEL® Dridex® meet the requirements of AS/NZS2728: 2013 Prefinished/pre-painted sheet metal products for interior/exterior building applications – Performance requirements.

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