

PRESS RELEASE

SSAB launches GreenCoat to the global building industry

SSAB is launching GreenCoat color-coated steel solutions to the global building industry. GreenCoat offers superior corrosion resistance, long lasting appearance and a lower impact on the environment, even in harsh weather conditions.

GreenCoat is SSAB's new brand for innovative, sustainable color coated products for the building industry and other segments. GreenCoat products feature a color coating partially developed from plant oil instead of traditional fossil oil-based supply, which significantly reduces their environmental footprint. The GreenCoat products are highly resistant to corrosion, UV radiation as well as scratches, while still being easy to form.

Due to this unique coating, GreenCoat offers many advantages over traditional materials:

"We are extremely confident in the performance of our coatings. This is due to 40 years of testing experience and outdoor exposure for over 10,000 panels at locations on the Swedish west coast and in Florida, USA. The panels have endured excessively harsh climates and conditions, year-round, including snow, ice, rain, sun and storms," says Pär Åkerbäck, Director Color Coated Products at SSAB.

"GreenCoat PLX, for example, can be worked with in temperatures down to -10 °C. This allows roofing teams to work year round leading to costs savings and a competitive advantage for industrial companies, roofers, tin smiths, installation companies and architects," adds Pär Åkerbäck.

GreenCoat steel products for the building industry also provide builders with a significantly lighter material than concrete tiles and have a lower temperature elongation than other materials for reduced buckling. Furthermore, they are 100 percent recyclable and easy to press, bend, cut, punch and profile.

All GreenCoat steels are available in a wide variety of attractive colors and finishes that are optimal for use in components such as roofs, rainwater systems, facades as well as for the profiling industry.

The launch of the GreenCoat brand will incorporate many color-coated products. Additionally, popular names like Pural, Purex and Hiarc will stay in the color-coated product range.

Since the merger between SSAB and Ruukki last year, the best technology and experience from both companies has been applied to make SSAB's offering the largest product portfolio of specialized steels for the building industry. SSAB offers joint product development from the beginning of the design phase.

GreenCoat color-coated steel products are available directly from SSAB's manufacturing sites and from SSAB stocks. This ensures short delivery times and wide-reaching customer service. The launch of GreenCoat is the first of a number of product and service launches from the new SSAB.

Photos:

- 1) Pär Åkerbäck, Director Color Coated Products at SSAB.
- 2) GreenCoat PLX can be worked with in temperatures down to -10 °C.

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SSAB is a Nordic and US-based steel company. SSAB offers value added products and services developed in close cooperation with its customers to create a stronger, lighter and more sustainable world. SSAB has employees in over 50 countries. SSAB has production facilities in Sweden, Finland and the US. SSAB is listed on the NASDAQ OMX Nordic Exchange in Stockholm and has a secondary listing on the NASDAQ OMX in Helsinki.