

SSAB appointed JanLa Oy as a GreenCoat® partner

At a ceremony in Helsinki on September 12, SSAB appointed the company JanLa Oy as a GreenCoat® partner. Membership means that JanLa Oy has the right to market the GreenCoat® brand in the Finnish market.

GreenCoat® is SSAB's brand for innovative and environmentally-friendly color-coated steel for roofs, façades and rainwater systems. It is a unique and patented system where Nordic rapeseed oil has replaced a large part of the fossil solvent in the paint.

"It feels very good to be appointed an official partner of SSAB. Together with our customers, we can now further strengthen our position in the Finnish market and continue to be fast, flexible and even more environmentally aware," says **Janne Lahtela**, CEO, at JanLa Oy.

"The partnership feels like a natural consequence of our long cooperation with SSAB. We have previously worked hard in the Finnish market and with GreenCoat® we take another step towards the consumers and their need for sustainable roofing product," continues Lahtela.

The strategy of appointing partners to SSAB is an increasingly growing trend. As competition from companies outside the Nordic region continues to grow, SSAB chooses to have closer links with some reputable and well-functioning distributors through a partnership.

"The choice of JanLa Oy feels very simple and natural. Our long-standing cooperation guarantees that customers and consumers receive a good product that meets the strict requirements for sustainability and environmental adaptation," says **Lotta Ruottinen**, Sales Director Finland, color-coated products.

Strengthened market position

JanLa Oy is known for their active marketing and delivery capacity in the Finnish market. The most common colors are sold from stock, which has made JanLa Oy and their distribution centers a trusted supplier. In addition, the patented BT coating* in GreenCoat® gives customers another competitive advantage.

"The unique BT coating has a worldwide patent and provides not only environmental benefits but also better performance. The process of mixing rapeseed oil into the paint makes the coated products more easily processed and smooth. This is something that our customers really appreciate," says Janne Lahtela at JanLa Oy.

* The unique (bio-based technology (BT) coating holds a worldwide patent and offers not only environmental advantages, but also increased performance. The GreenCoat® color-coated product portfolio is currently the market's greenest offering for roofs, façades and rainwater systems.

For more information, please contact:

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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 Nasdaq Stockholm and has a secondary listing on Nasdaq Helsinki. www.ssab.com.

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