

GREENCOAT®
COLORFUL STEEL



*Innovative roofs and façades begin
with Swedish rapeseed oil.*

This is why!

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588en-INT-Creating innovative roofs and facades with GreenCoat_V7_2020.
Confetti, Österbergs.

GREENCOAT[®]
COLORFUL STEEL

*Creating innovative roofs and façades
begins with Swedish rapeseed oil.*

Find out why!



This is GreenCoat®

GreenCoat® is the brand for innovative, sustainable color coated steel solutions for roofs, façades and rainwater systems.

GreenCoat® products are developed specifically to provide roofs and façades with superior aesthetics and long-lasting performance. They give builders and architects new possibilities for creative and innovative buildings, while using the most sustainable color coated steel products on the market.


Take a look at how GreenCoat® came to be, and find out why creating innovative roofs and façades begins with Swedish rapeseed oil.

Nordic quality steel and bio-based coatings

There are many things that set GreenCoat® apart from other building materials. One of the most important is sustainability.

Most GreenCoat® products feature a bio-based coating which uses a substantial portion of Swedish rapeseed oil instead of traditional fossil fuel oils.

This unique, patented solution from SSAB reduces the environmental footprint significantly – and it makes the GreenCoat® color coated steel product portfolio the market's greenest offer for roofs and façades.



*GreenCoat® products offer a substantial portion
of Swedish rapeseed oil in the coating.*



The GreenCoat® color coated steel story

SSAB has been manufacturing color coated steels for the building industry for more than 50 years.

What started as an idea in 2002 has resulted in major environmental changes to the building industry.

At the time, the greenest step that the industry had taken was to begin removing chromate from paint systems for color coated steel products, something that is now standard. For the global steel company SSAB, this was not enough. SSAB researchers and engineers believed that future market demands would place even more focus on the environment.

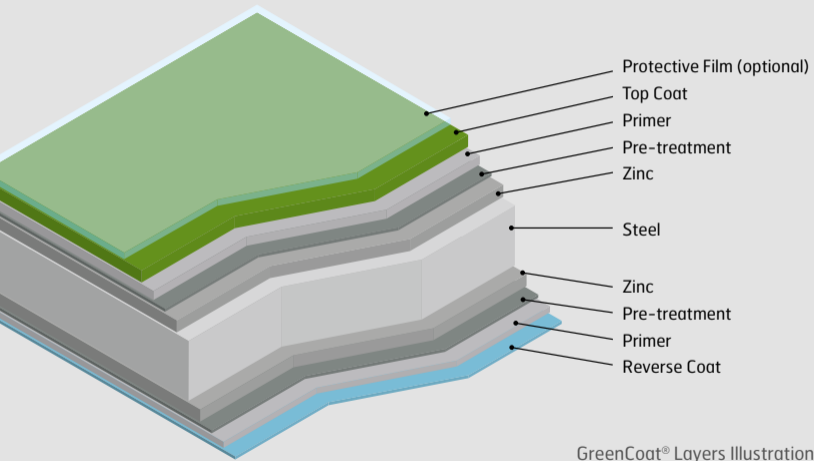
The GreenCoat® color coated steel story

Therefore, the idea was to create a better color coating made from natural sources. One that provides real environmental benefits, and even better performance.

GreenCoat® color coated steels with a sustainable coating became a reality after:

- Over 10 years of development and outdoor testing in harsh climates
- 6 peer reviewed scientific papers
- 1 PhD thesis
- Over 10 conference presentations
- 1 worldwide patent





GreenCoat® Layers Illustration

Why Steel?

Steel in buildings is nothing new. GreenCoat® steel products are easy to form, are less prone to buckling and experiencing other undesired deformations, and will keep their uniform look for years to come, ensuring a longer product life.

When it comes to sustainability, steel is one of the few materials that offer a 100 percent closed recycling loop – without the creation of hazardous waste. Steel is also easy to repurpose and reuse, and emits less CO₂ during its production than other common building materials like aluminum.

Steel is also preferable to other metals when it comes to building. Many governments prohibit the use of non-ferrous metals like zinc and copper in buildings due to the risk of soil contamination when these metals are washed into the ground by rain.

SSAB steel production will soon emit water, not CO₂ *Fossil-free steel with HYBRIT technology*

In line with Sweden's goal to become a carbon neutral country by 2045, SSAB is also committed to the sustainable production of steel. SSAB is a member of the joint venture HYBRIT project, which aims to revolutionize the steel industry **with fossil-free steel by 2026**.

In 2016, SSAB, LKAB and Vattenfall joined forces to create HYBRIT. This project aims to replace coking coal, traditionally needed for ore-based steel making, with hydrogen made from renewable energy. The result will be unique: the world's first fossil-free steel making technology, with virtually no carbon footprint. As a result, the by-product from the steel making process would be **water, not carbon dioxide**.

In June 2018, construction work for the pilot plant started in the Swedish town of Luleå and is expected to be completed during autumn 2020.



The image features the number '500' in a large, bold, sans-serif font. The digits are filled with a dark, metallic, brushed steel texture. The number is set against a solid, vibrant green background. The '5' and '0' are connected at the top, and the second '0' is significantly larger than the first.

*GreenCoat® guarantee
- Buildings built to last*

GreenCoat® color coated steels offer not only bio-based coatings and soon fossil-free steel, but also:

- an up to 50-year technical guarantee on the steel
- an up to 25-years on the aesthetic appearance of the coating

GreenCoat® products are fire-rated according to EN 13 501-1.

Tested and approved worldwide

GreenCoat® products provide high color retention and long-lasting finishes that resist corrosion and UV radiation, as well as scratches and the build-up of dirt.

This is ensured through numerous outdoor testing sites located in harsh environments across the world. Over 10,000 panels of GreenCoat® color coated steel have been exposed year-round to harsh climates and conditions, including saltwater, snow, ice, rain, UV-radiation, high humidity, wind and storms.





A wide range of colors for GreenCoat® products

Vibrant and made to last – GreenCoat® products are available in more than 400 colors. The opposite page shows our top 28 colors, collected from architects, builders and partners. Each has been carefully selected based on modern building and design trends.

We recommend that you order your GreenCoat® sample for correct color reproduction at: samples.greencoat@ssab.com.

If you have specific color requests, please contact us.



Produkten bedömd i
SundaHus Miljödata



BYGGVARUBEDÖMNINGEN™

Environmental certifications and eco-labels

SSAB actively tracks and anticipates future changes in environmental, safety and chemical legislation and complies with valid chemical regulations. GreenCoat® color coated steel products are completely free of chromates and in compliance with the following regulations:

- REACH regulations
- CLP (1272/2008/EC)
- SundaHus
- BASTA (2017:A1)
- Byggvarubedömningen (Building Material Assessment, BVB, 2013)
- Swedish Building Product Declarations (Föreningen för Byggvarudeklarationer, BPD 3, 2007)



GreenCoat® in award-winning architecture

Tin House, London

Architect: Henning Stummel, Henning Stummel Architects Ltd.

Award-winning architect Henning Stummel's "Tin House" utilizes GreenCoat® color coated steel for the entire façade and roof of the building. It was chosen for its unique sustainable and aesthetic benefits. The final result has gained international attention.

The Tin House is currently awarded and nominated for:

2017 House of the Year, AJ Architecture Awards

2017 Winner Iconic Awards

2017 Shortlisted BD's Architect of the Year Awards, UK – Individual House

2016 Winner RIBA London Award

2016 Shortlisted World Building of the Year, WAF

2016 Shortlisted RIBA National House of the Year

2016 Shortlisted Stephen Lawrence Prize

RIBA 



GreenCoat® in award-winning architecture

Lilla Integralen, Sweden

Architect: Thomas Sandell,
sandellsandberg arkitekter

Sandellsandberg arkitekter chose sustainable GreenCoat® for the distinctive façade of Lilla Integralen, specifically for its color consistency, as well as its strong resistance to corrosion, UV radiation and scratches, which will help ensure a building that lasts for many generations.

Lilla Integralen is currently awarded
and nominated for:

2019 World Architecture Festival (WAF)
Award

2019 Plåtpriset



PLÅT
PRIS
2019
FINALIST





GreenCoat® in award-winning architecture

Space Studios, UK

Architect: PRP Architects Manchester

Space Studios Manchester attract world class film & TV productions. The design of the buildings is intentionally modernist and industrial, firstly as a reference to the site's heritage, but also for affordability and sustainability. GreenCoat® color coated steel was chosen due to its sustainability, precise detailing possibilities and longer product life.

Space Studios is currently awarded and nominated for:

2018 Winner - Regeneration - RICS Awards, North West 2018

GreenCoat® in award-winning architecture

Skýli, Sweden

Architect: UTOPIA Arkitekter

Skýli is a proposed mountain trekking cabin with a strong sustainable angle. It will feature a brilliant blue roof, which will be made from sustainable GreenCoat® color coated steel. The chosen color and distinct roof represents the Nordic light and ensures that Skýli is visible in the Nordic landscape.

Skýli is currently awarded and nominated for:

2017 Shortlisted World Architecture Festival "Leisure-led Development - Future Projects"





GreenCoat® in award-winning architecture

Baltic Station Market, Estonia

*Architect: Andrus Kõresaar,
KOKO architects*

The renovated Baltic Station Market features a grandiose saw-tooth roof with a gradual longitudinal section. KOKO architects chose to use long strip panels of sustainable GreenCoat® color coated steel in order to withstand the 50 cold cycles per year in Tallinn and ensure a long product life. It also allowed for a very visual roof, while providing significant environmental benefits.

Baltic Station Market is currently awarded and nominated for:

2019 Mies van der Rohe Award / Nominated

2018 World Architecture Festival (WAF) / Old and New / Shortlisted

2017 EAACEC Construction Project of the Year



GreenCoat® in award-winning architecture

Longhouse, Netherlands

Architect: Rick Eijsbouts, Architecten Studio-pls

The 'rustic-modern' Longhouse features a roof made from GreenCoat® color coated steel, which was chosen for a number of reasons. One of them was the ability to create sharp lines for a very graphical house. Other reasons were proven long-lasting durability, as well as sustainability.

Longhouse is currently awarded and nominated for:

2017 BNA Building of the Year Award

Other acknowledgements:

2018 Featured on Dutch TV program BinnensteBuiten





GreenCoat® in award-winning architecture

Fernaig Cottage, UK

Architect: Hopkins Architects, Andrew Barnett and Pedder & Scampton Architects, Gillian Scampton

GreenCoat® color coated steel was chosen for the roof of this highly acclaimed refurbished cottage that is now a comfortable three-bedroom home with environmentally sound technologies and a modern design.

Fernaig Cottage is currently awarded and nominated for:

- 2017 Longlisted RIBA House of the Year
- 2017 Winner Royal Incorporation of Architects in Scotland (RIAS) Awards
- 2017 Winner Resource Efficiency Award
- 2017 Highly Commended British Homes Award
- 2017 Shortlisted Manser Medal
- 2017 Shortlisted AJ Retrofit Award
- 2017 Shortlisted Sunday Times

Other acknowledgements:

- 2017 Shown on Grand Designs series TV program

GreenCoat® in award-winning architecture

Fjärilen (the butterfly), Sweden

Architect: Rahel Belatchew, Belatchew Arkitekter AB

In choosing sustainable GreenCoat® color coated steel for the roof and façade of Fjärilen (the butterfly), architect Rahel Belatchew was able to create a striking monochrome architectural hub that joins the surrounding buildings of the neighborhood.

Fjärilen is currently awarded and nominated for:

2017 Shortlisted Stålbyggnadspriset





The way forward

GreenCoat® color coated steel products inspire creativity and quality in architecture, while limiting a building's impact on the environment. They are easy to work with, provide long lasting surfaces for any weather and are available in a wide range of colors.

Get to know GreenCoat® even better by visiting:
www.ssab.com/GreenCoat

Or get in touch with SSAB at:
greencoat@ssab.com

Order GreenCoat® color samples at:
samples.greencoat@ssab.com

Follow GreenCoat® on   

GreenCoat® is available in

bimobject®

SSAB has manufactured products for the building industry for more than 50 years and is the pioneer and innovator of sustainable color coated steel products offering Swedish rapeseed oil in the coating.

SSAB is a Nordic and US-based steel company offering value added products and services developed in close cooperation with its customers to create a stronger, lighter and more sustainable world. SSAB has production facilities in Sweden, Finland and the US and employees in over 50 countries.

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