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TATA STEEL INTRODUCES NEW GENERATION COLORCOAT PRISMA®

Tata Steel has launched its new generation three-layer Colorcoat Prisma® pre-finished steel, offering superior ultraviolet (UV) resistance and durability. The latest evolution is based on revolutionary three-layer technology that delivers greatly enhanced aesthetics with superior colour and gloss retention. The new Colorcoat Prisma® product pushes the boundaries of pre-finished steel and will be available with an extended Confidex® Guarantee for up to 40 years.



Utilising cutting-edge clear coat technology, often used within the automotive industry, the new Colorcoat Prisma® is a truly enhanced and robust pre-finished steel product. The three-layer product provides added UV resistance and corrosion protection, exceeding the highest European standard requirements.

To utilise the experience from previous generations of the product, Colorcoat Prisma® also incorporates Tata Steel's renowned Galvalloy® metallic coating to provide unrivalled corrosion protection.

Fully manufactured within the UK, the step-change pre-finished steel product consists of three layers that are uniquely manufactured in one pass, on an upgraded state of the art production line.

The enhanced product is also available in exciting new colours ideal for wall applications. Providing architects with increased design choice, the Elements range provides a sparkly, pearlescent exterior for buildings, while the Matt range offers the market the increasingly popular effect.

In addition, both the Solid and Special Metallics colour ranges have also been updated based on market feedback and insight to include new colours such as Ariana, an earthy bronze metallic and Sargasso, a solid deep dark shade of blue - an ideal complementary colour. With these additions to the colour range, the product is ideal for many sectors, particularly commercial and retail buildings, which demand high quality aesthetics.



Samples of the new Colorcoat Prisma® range have been rigorously tested at more than seven worldwide locations in varying climates such as Florida, Malaysia and Singapore. Exposed to artificial UVA, UVB and Xenon rays in accelerated testing, the product demonstrated a significant improvement in UV resistance and therefore colour retention.

Furthermore, Colorcoat Prisma® is the most independently tested product in the 50-year history of Tata Steel's pre-finished steel products. The stringent testing program has included British Board of Agrément (BBA), Russian GOST standards, Polish ITB, U-mark in Germany, and ASTM certification.

Peter Barker, Manager Product Development at Tata Steel said, “Fully REACH compliant, the new Colorcoat Prisma offers an even more durable and aesthetic building envelope solution that also goes the extra mile to support BREAAAM and LEED certification.

“A superior product with an enhanced lifespan, we’re so confident in its ability, we’ve extended the length of its Confidex® Guarantee by a significant 10-year period. This will provide building owners with peace of mind for up to 40 years upon registration.”

Colorcoat Prisma® is available to the market through Tata Steel’s market leading Colorcoat® supply chain partners.

For more information on Colorcoat Prisma® by Tata Steel, please visit www.colorcoat-online.com

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