



**EMPOWER  
STEEL**

**Empower  
your  
imagination.**

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# Empower Steel.

Empower Steel utilises advanced manufacturing technology with precision-engineered machinery and a production line extending over 800 metres. Operations are controlled through IoT (Internet of Things) systems, integrating computerised equipment with digital processes to deliver high-quality, consistent products.



# Empower manufacturing facility.

Empower Steel's manufacturing facility breaks the industrial mould. A multi-dimensional shark fin façade both architectural statement and engineering solution channels natural ventilation and heat dissipation throughout the factory. Daylight floods the interior, cutting reliance on artificial lighting and improving energy efficiency. Forward-thinking design, built into every coil that leaves the plant.





# Empowering the environment.

## Built for New Zealand. Respectful of It.

From the black-sand coastlines of the west to the alpine ranges of the south, New Zealand's landscape is unlike anywhere else on earth and unforgiving to materials that aren't built for it.

Empower Steel is engineered to thrive in New Zealand's most demanding environments.

Our advanced SADP coating system is lead, mercury and cadmium-free, with low-VOC formulations that protect the land as much as the homes built on it. Solar reflectance technology reduces thermal load, auto-clean surfaces minimise harmful runoff and with perforation warranties up to 50 years less replacement, less waste, less impact.

## EM-ONE<sup>®</sup>

Em-One™ pre-painted steel is developed by Empower Steel using advanced coating technology known as Super Advance Durability Polyester (SADP). This technology incorporates pigments derived from natural minerals, enhancing performance and ensuring superior durability across a wide range of environments.

Em-One™ also features auto-clean technology, helping the surface remain clean and bright over time. To further protect the product, Empower Steel has developed Em-Strip™, a protective film designed to prevent surface scratches during processing, transportation and installation.

With integrated Solar Reflectance technology, colours retain their vibrancy for longer. Em-One™ pre-painted steel also offers improved heat reflection compared to conventional products from other manufacturers.

### Auto-Clean Technology

Advanced additives integrated into the paint system help resist the buildup of dirt and dust. This allows contaminants to be washed away more easily, keeping the surface clean and maintaining the product's appearance for longer.

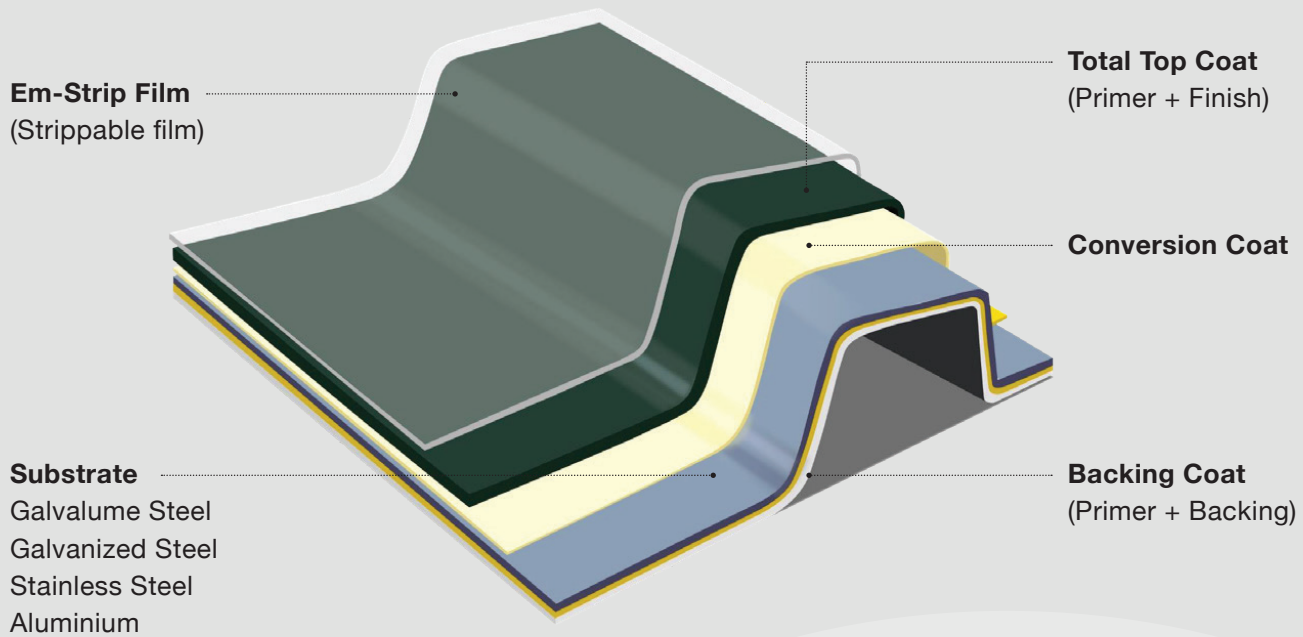
### Solar Reflectance Technology

Specially formulated pigments within the coating enhance the reflection of solar radiation across all colours. This reduces heat absorption, helping to lower the amount of heat transferred into buildings.

### Em-Strip Film

(Available as an optional feature)

A high-quality protective film designed for use with Empower Steel products. It helps prevent surface scratches during forming, transportation and installation, ensuring the product retains its original appearance.



<b>Substrate</b>	Galvalume Steel (AM150) Galvanized Steel, Stainless Steel and Aluminium
<b>Material Grade</b>	G550, G300
<b>Surface Treatment</b>	Chemical Conversion Coating
<b>Top Coat</b>	Paint System: Super Advance Durability Polyester* 20 µm** Corrosion Inhibitive Primer 5 µm**
<b>Backing Coat</b>	Paint System: Modified Polyester 5 µm** Corrosion Inhibitive Primer 5 µm**
<b>Strippable Film</b>	Em-Strip Film***
<b>Base Metal Thickness (BMT)</b>	0.40, 0.55 mm (Up to 1.20 mm.)****
<b>Width</b>	914-1219 mm (Up to 1270 mm.)

\* The top coat incorporates solar reflective pigment and self-cleaning technology  
 \*\* Triple spot minimum coat thickness is 80% of the nominal value  
 \*\*\* Thicknesses outside those listed in the table can be produced in the range of 0.25–1.20 mm (BMT)

# Empower 8 year fade warranty.

## 8 years, all zones, no exceptions.

Colour fade is the first visible sign a roof is ageing before its time. That's why Empower Steel backs every coil with an 8-year colour fade warranty across all three environmental zones. Mild, moderate and severe.

Most manufacturers pull back the moment a building faces real New Zealand conditions. We don't. Whether it's salt-laden winds off the Tasman, harsh UV across the Canterbury Plains or geothermal exposure in the Central North Island, the colour you specify is the colour that stays.



Engineered for punishing climates, with SADP paint systems supplied by world-class partners Akzo Nobel and NOROO Coil Coatings.

## Inspired by New Zealand's landscape.

The Empower colour range reflects tones of coast, bush and sky. From deep Ironsand and Ebony to soft Gull Grey and weathered greens, each shade is designed to sit naturally within its environment complementing both contemporary and traditional architecture while capturing New Zealand's ever-changing light and terrain.

## Colour technology.

EM-ONE™ colours are developed through advanced coating formulation and rigorous laboratory testing to ensure durability and long-term performance. Each system is evaluated in ISO/IEC 17025 accredited laboratories, undergoing tests including adhesion, flexibility, corrosion resistance, colour consistency, weathering simulation and gloss retention. This ensures coating integrity in demanding environments. By combining high-performance resins with controlled processes, EM-ONE™ delivers consistent finish quality, colour stability and reliable performance across architectural and industrial applications.

# Empower colour range.

## Ironsand

TSR 25% | LVR 8%

## Grey Friars

TSR 26% | LVR 10%

## Ebony

TSR 5% | LVR 5%

## Nightfall

TSR 25% | LVR 8%

## Gull Grey

TSR 57% | LVR 51%

## New Denim Blue

TSR 24% | LVR 11%

## Karaka

TSR 24% | LVR 8%

# Residential and commercial warranty guide.

Category		Perforation (years)	Paint (years)	Fade (years)	Maintenance
<b>Mild ISO C1-2</b> Typically starts 5000m from breaking surf and greater than 1000m from calm saltwater and estuaries.	Roofing and wall cladding	50	20	8	Rain washing. Manual washing every 12 months
<b>Moderate ISO C3</b> Typically starts 1000m from the breaking surf.	Roofing and wall cladding	36	18	8	Rain washing. Manual washing every 12 months
<b>Severe ISO C4</b> Typically starts 500m from the breaking surf.	Roofing and wall cladding	20	15	8	Rain washing. Manual washing every 3 months
<b>Very severe ISO C5</b> Typically starts 30-60m from the high water on the coast.	Roofing and wall cladding	15	15	8	Rain washing. Manual washing every 3 months

