

Colorbond®

LOOKS CAN BE DECEIVING...

# BEWARE IMITATIONS



*There's only one COLORBOND® steel. While other products may look the same, they won't necessarily perform to the same standards. Fortunately, there's a few things you can do to make sure you're getting the genuine article.*



LOOK FOR THE BRAND NAME – INSIST ON COLORBOND® STEEL

# DEMAND THE REAL THING



## Demand the real thing

Tell your roofer or supplier you want genuine COLORBOND® steel from BlueScope Steel, not a look-alike.

## Specify the correct colour name

All the colour names in the COLORBOND® steel range are trade marked – which means no one else can use them to describe their products.

## Check the 'fine print'

The underside of every sheet of COLORBOND® steel is stamped with the COLORBOND® steel brand mark. It's your guarantee of the authenticity of the product.

## The proof's in the pudding

COLORBOND® steel is made in Australia for Australian conditions. It's been extensively tested in the field to ensure it stands up to our harsh climatic conditions, and it meets all relevant Australian building standards.

## Newer for longer

COLORBOND® steel also continues to set new performance benchmarks. The latest enhancement is an advanced Super Polyester pre-painted coating technology that helps keep your roof looking newer for longer.

## Ask about a warranty\*

BlueScope Steel backs the performance of COLORBOND® steel with a warranty.\* Ask your roofing or fencing manufacturer for details.

## Don't compromise

Your house is more than a home. It's also a substantial investment. So don't risk it by using a product that may not last the distance. Always ask for genuine COLORBOND® steel, made only by BlueScope Steel.

## This simple checklist is your guarantee of the superior BlueScope Steel difference:

- Made only by BlueScope Steel in Australia for Australian conditions
- Meets Australian building standards
- Product performance is field-tested
- Supported by a BlueScope Steel warranty\*

To make sure your product is from BlueScope Steel, look for the COLORBOND® steel brand mark.

# Colorbond®



COLOUR CHOICES



HI-TECH PRODUCTION



DURABILITY



DESIGN FLEXIBILITY



ENVIRONMENTALLY FRIENDLY



THERMAL EFFICIENCY



WARRANTY



For further information please phone BlueScope Steel Direct on 1800 022 999 or visit [www.colorbond.com](http://www.colorbond.com)