



Take the heat off cooling costs

The reality is energy costs are going up, not down. That's a concern for most commercial and industrial building owners and tenants. So it's reassuring to know that a roof made from COLORBOND® Coolmax® steel in Whitehaven® could help reduce the annual cooling energy costs of your building by up to 7.5%¹ compared to COLORBOND® steel in Surfsmist®.

Best of all, COLORBOND® Coolmax® steel delivers all the quality, durability and warranty* support that comes only with genuine COLORBOND® steel.

For a cooler building it pays to start at the top

Cooler, more energy efficient buildings make financial as well as environmental sense, so your choice of roofing material is critical. You can be confident that COLORBOND® Coolmax® steel will assist to maximise the thermal performance of your building.

Payback the investment premium within 5 years²

By helping to reduce the ongoing cooling energy costs of your building, a roof made from COLORBOND® Coolmax® steel can pay back the initial investment premium within 5 years², compared to COLORBOND® steel in Surfemist® and ZINCALUME® steel.

Use our online calculator for an understanding of the possible savings on your particular commercial or industrial building. Visit

colorbond.com/coolmax

Reduce upfront air-conditioning equipment costs³

Reducing cooling energy operating costs is a major benefit. But the use of COLORBOND® Coolmax® steel in roofing can also reduce the up-front, capital cost of air-conditioning equipment.

By specifying a roof made from COLORBOND® Coolmax® steel you could help reduce the peak cooling load on your building, which may enable you to downsize the capacity of the air-conditioning equipment³.

One very cool colour

COLORBOND® Coolmax® steel is available only in the colour Whitehaven® – to deliver maximum thermal performance, and greater financial and environmental benefits. Nominal Solar Reflectance⁴ = 0.77.



For test results, swatch samples or more information visit colorbond.com/coolmax or call 1800 022 999.

Maintains solar reflectance

COLORBOND® Coolmax® steel in Whitehaven® is designed to maintain all the qualities of COLORBOND® steel. One such quality is the excellent resistance to dirt retention and maintenance of solar reflectance. As an example samples of COLORBOND® steel in Surfemist®, exposed over a decade at the BlueScope Steel testing facility in Rockhampton QLD, retained 95% of their initial solar reflectance.

Reference: Adams JC & Stark GK, The benefits of light coloured steel roofing, BlueScope Steel Research, BSR/S/2005013, August 2005.

Help mitigate the impact of Urban Heat Islands

Specifying COLORBOND® Coolmax® steel over lower solar reflectance roofing materials may help mitigate the impact of Urban Heat Islands

(UHI). Elevated temperatures from UHI, particularly during summer, can affect a community's environment and quality of life. According to the USA EPA, impacts include increased energy consumption, elevated emissions of air pollutants and greenhouse gases, and impaired water quality.

For more information on UHI visit <http://www.epa.gov/heatisland/about/index.htm> or visit colorbond.com/coolmax

Peace of mind

Beauty, strength and a warranty* backed by Australia's BlueScope Steel. COLORBOND® Coolmax® steel delivers all the advantages you've come to know and trust, plus even greater thermal efficiency.



1. COLORBOND® Coolmax® steel in Whitehaven® has a 9% higher solar reflectance than COLORBOND® steel in Surfemist®. Based on independent roof studies of the solar reflectance of roofing contained in a report by the US Environmental Protection Agency (<http://www.epa.gov/hiri/resources/compendium.htm>), we calculate this difference could result in cooling energy savings of up to 7.5%. Any savings may vary and depend upon the particular circumstances of your building, including building location, level of insulation, location of air-conditioning ducts, building shape, building function and environmental factors. 2. Based on expectation for a daytime occupied and air-conditioned single storey commercial building in BCA Climate Zone 2. 3. Based on calculated reduced heat flows, specifying COLORBOND® Coolmax® steel in Whitehaven® over COLORBOND® steel in Surfemist® and ZINCALUME® steel has the potential to save approximately \$0.57/m² and \$1.70/m² of roofing respectively on the cost of HVAC cooling equipment. The actual benefit may be greater when air-conditioning ducts run within the roof space or near the roof as the impact of heat and infiltration on ducting is not taken into account, but any savings may vary and depend upon the particular circumstances of your building, including building location, level of insulation, location of air-conditioning ducts, building shape, building function and environmental factors. 4. Measured in accordance with ASTM E 903-96, standard test method for solar absorptance, reflectance and transmittance of materials using integrating spheres. *Warranty subject to application and eligibility criteria. For full terms and conditions and to determine the eligibility of your building for the warranty visit www.colorbond.com or call 1800 022 999. COLORBOND®, ZINCALUME®, Surfemist®, Coolmax®, Whitehaven® and BlueScope are registered trade marks of BlueScope Steel Limited. © 2010 BlueScope Steel Limited ABN 16 000 011 058. All rights reserved.

