



**EMPOWER
STEEL**

EMPOWER Your Imagination.

EMPOWERING AUSTRALIA

EMPOWER Your Imagination.



Empower Steel Company Limited, established in Thailand offers an exciting new choice for consumers of internationally advanced pre-painted steel. Leading the way in South East Asia Empower Steel manufactures in compliance with AS 1397 & AS2728.

Our technically experienced R&D team has been assembled to develop the highest performance in coating systems based on selected substrates, conversion coatings and primers that provide superior anti-corrosion performance as a foundation for improved paint adhesion, cracking, peeling resistance and enhanced colour topcoat life.

Why Empower Steel For Australia

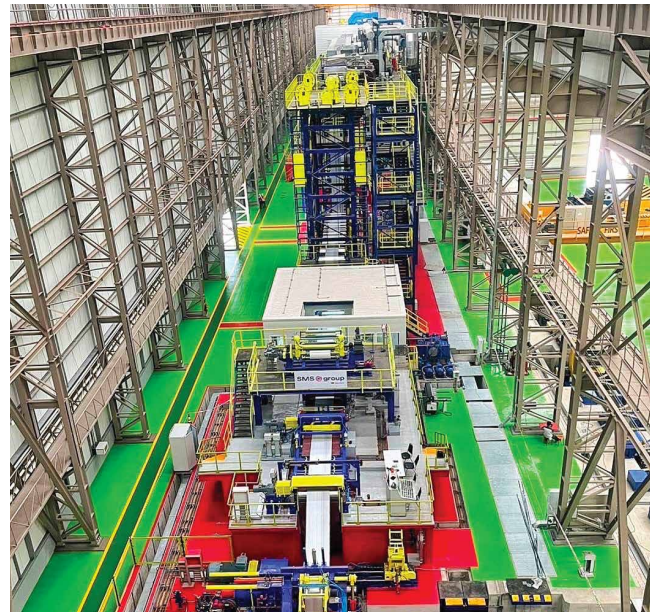
Make Empower Steel your first choice to power your imagination with innovative pre-painted and pattern painted steel materials researched and designed to withstand Australia's climatic conditions.

Empower Steel has partnered with world class paint suppliers AKZO NOBEL and NOROO Coil Coatings to formulate paint systems that measure up to Australia's climate to provide superior product quality and durability.



FREE





Product Capability

EM-UN QUE[®]

Substrate	Galvalume Steel (AZ150 / AZ200 or AM100 / AM150), Galvanised Steel, Stainless Steel and Aluminium**
Material Grade	G550, G300
Surface Treatment	Chemical Conversion Coating
Base Coat	Paint system : PVDF or Advance Durability Polyester 10 µm, Corrosion Inhibitive Primer 5 µm
Ink Coat	PVDF (Ink) or Advance Durability Polyester (Ink) 3 µm
Clear Coat	High Durability Polyester 10 µm
Backing Coat	Paint system : Modified Polyester 5 µm, Corrosion Inhibitive Primer 5 µm
Strippable Film*	Em-Strip Film™
Base Metal Thickness (BMT)	0.20 - 1.20 mm
Width	940 - 1200 mm (Up to 1270 mm)
Coil Weight	2.5 - 4.5 Mt
Minimum order	24 Mt per size & colour (Empower Steel standard size, colour and pattern only)

EM-ONE[®] & EM-ONE[®] ULTRA[™]

A U S T R A L I A

Substrate	Galvalume Steel (AZ150 / AM100 or AZ200 / AM150), Galvanized Steel, Stainless Steel and Aluminum**
Material Grade	G550, G300
Surface Treatment	Chemical Conversion Coating
Top Coat	Paint system : Super Advance Durability Polyester 20µm Corrosion Inhibitive Primer 5 µm
Backing Coat	Paint system : Modified Polyester 5 µm, Corrosion Inhibitive Primer 5 µm
Strippable Film*	Em-Strip Film™
Base Metal Thickness (BMT)	0.20 - 1.20 mm
Width	940 - 1200 mm (Up to 1270 mm)
Coil Weight	2.5 - 4.5 Mt
Minimum order	24 Mt per size & colour (Empower Steel standard size and colour only)



EM-UNIQUE[®]

Design Innovation.

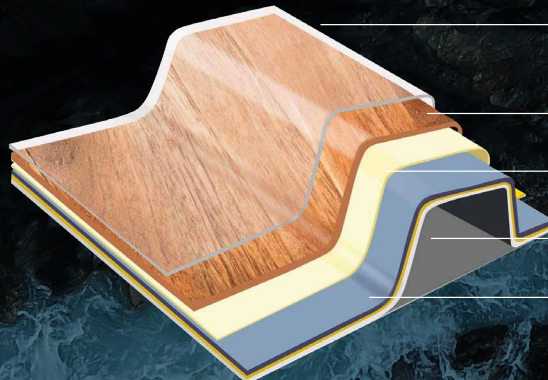


EM-UNIQUE[®]
Specification Product

EM-UNIQUE[®] pattern painted steel utilises the most advanced manufacturing processes to create unique patterns and virtual textures. EM-UNIQUE[®] also has Em-Strip[™] film that will protect the steel surface from scratches during processing, transportation and product installation.

Empower Steel's innovative machinery can use various raw materials to coat multiple prints on the steel surface. EM-UNIQUE[®] meets industry standard requirements of AS2728.

EM-UNIQUE[®] Painted Finish Technology



Em-Strip Film[™]
(Strippable film)

Pattern Paint
(Primer + Base Coat + Ink Coat + Clear Coat)

Conversion Coat

Backing Coat
(Primer + Backing Coat)

Substrate:
Galvalume Steel
Galvanized Steel
Aluminium
Stainless Steel



Product recommendation area

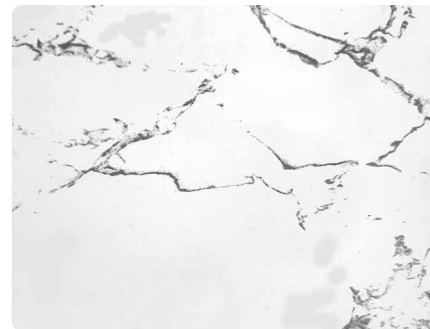




GENERAL WOOD PW-GW-001



WEATHERED IRON PC-WI-001



WHITE MARBLE PS-WM-001



GENERAL WOOD PW-GW-002



ZINC GRAPHITE PZ-DG-002



HAIR LINE PH-DG-001



GENERAL WOOD PW-GW-003



CONCRETE CORTEN PC-CC-001



KNAR WOOD PW-KW-001



LIGHT GREY-BACKING COAT COLOUR
Also known as SHADOW GREY

EM-ONE[®] & EM-ONE[®] ULTRA[™]

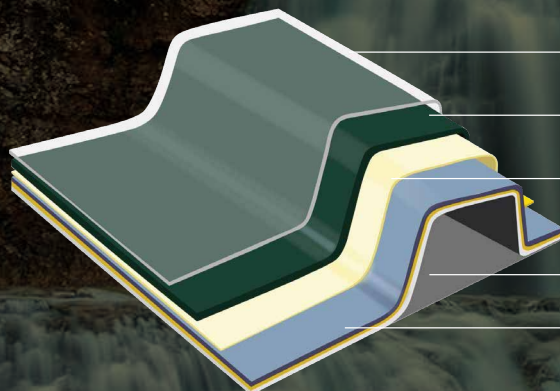
A U S T R A L I A

Beauty Value Creation.

EM-ONE[®] pre-painted steel was developed by the Empower Steel using AKZO NOBEL paint technology called Super Advance Durability Polyester (SADP) which contains pigments derived from natural minerals to increase it's efficiency with greater durability in different environments. **EM-ONE[®]** incorporate auto clean technology to help the surface remain clean and bright for longer.

Empower Steel has also designed an **Em-Strip[™]** film to protect the steel surface from scratches during processing, transportation and product installation. With Solar Reflectance technology, the colours are beautiful for longer. **EM-ONE[®]** meets industry standard requirements of AS2728.

EM-ONE[®] Painted Finish Technology



Em-Strip Film[™]*
(Strippable film)

Total Top Coat
(Primer + Finish)

Conversion Coat

Backing Coat
(Primer + Backing)

Substrate:
Galvalume Steel
Galvanized Steel
Aluminium
Stainless Steel



Product recommendation area



INTERIOR SPACE



URBAN AREA



SUBURB AREA



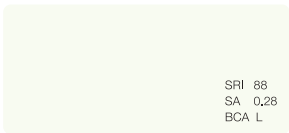
INDUSTRIAL AREA

*Em-Strip[™] Film is an optional



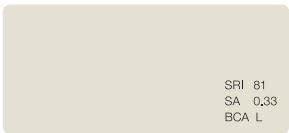
EM-ONE[®]
Specification Product





BULLA WHITE
Also known as DOVER WHITETM

SRI 88
SA 0,28
BCA L



OFFWHITE
Also known as SURFMIST[®]

SRI 81
SA 0,33
BCA L



SEA BREEZE
Also known as SOUTHERLY[®]

SRI 71
SA 0,40
BCA M



GULL GREY
Also known as SHALE GREYTM

SRI 66
SA 0,44
BCA M



FOREST BLUE
Also known as BLUEGUM[®]

SRI 48
SA 0,57
BCA D



ARMOUR GREY
Also known as WINDSPRAY[®]

SRI 44
SA 0,60
BCA D



BASAL
Also known as BASALT[®]

SRI 66
SA 0,44
BCA D



SMOOTH CREAM
Also known as CLASSIC CREAMTM

SRI 81
SA 0,33
BCA L



MERINO
Also known as PAPERBARK[®]

SRI 67
SA 0,43
BCA M



DUSK
Also known as EVENING HAZE[®]

SRI 67
SA 0,43
BCA M



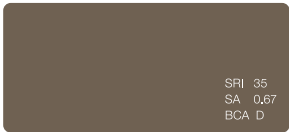
BIRCH
Also known as DUNE[®]

SRI 60
SA 0,48
BCA M



GULF
Also known as GULLY[®]

SRI 39
SA 0,64
BCA D



JASMINE BROWN
Also known as JASPER[®]

SRI 35
SA 0,67
BCA D



HERITAGE RED
Also known as MANOR RED[®]

SRI 31
SA 0,70
BCA D



WALLAROO
Also known as WALLABY[®]

SRI 39
SA 0,64
BCA D



SLATE GREY
Also known as WOODLAND GREY[®]

SRI 31
SA 0,70
BCA D



MIST GREEN
Also known as PALE EUCALYPT[®]

SRI 44
SA 0,60
BCA D



CAULFIELD GREEN
Also known as COTTAGE GREEN[®]

SRI 27
SA 0,73
BCA D



IRON GREY
Also known as IRONSTONE[®]

SRI 27
SA 0,73
BCA D



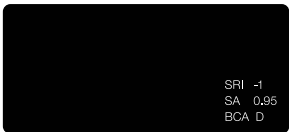
MOUNTAIN BLUE
Also known as DEEP OCEAN[®]

SRI 25
SA 0,74
BCA D



MONOLITH
Also known as MONUMENT[®]

SRI 27
SA 0,73
BCA D



EBONY
Also known as NIGHT SKY[®]

SRI -1
SA 0,95
BCA D

Empower's steel products identified as Em-OneTM and Em-One UltraTM is available in colours similar to Colorbond[®] (registered trademarks of Bluescope Steel Limited). This reference is for colour comparison purposes only. Empower's product is not affiliated with, or endorsed, licensed or sponsored by Bluescope Steel Limited.



LIGHT GREY-BACKING COAT COLOUR
Also known as SHADOW GREY

***Remark :** **SRI (Solar Reflectance Index : SRI)** is an indicator of the ability of roof surface to return solar energy to the atmosphere.
SA : Solar absorption
BCA : Building code of Australia



Quality Performance & Warranty Offers

Follow Industrial Standard			
Properties	Test Method	Purpose	Standard
Dry film Thickness	Dry Film Thickness Measurement	Paint Thickness	AS/NZS1580.108.1,TIS 2753, ASTM D5796
Paint Film Hardness	Pencil Hardness	Hardness properties of paint layer	AS 1580.405.1,TIS 2753, ASTM D3363, JIS G3322
Paint Adhesion	Cross Cut	Adhesion between paint layer	AS 1580.408.4,TIS 2753, ASTM D3359-2, JIS 3322
	T-Bend	Colour adhesion and flexibility	AS/NZS 2728 (App.F), TIS 2753, ASTM D4145,JIS G3322
	DuPont Impact	Colour adhesion and flexibility	TIS 2753, JIS G3322
	Reverse Impact	Colour adhesion and flexibility	AS/NZS 2728 (App.E)
Gloss	60° Gloss Meter	Colour gloss	AS/NZS 1580.602.2, ASTM D523
Corrosion Resistance	Salt Spray Test (SST)	Corrosion resistant properties	AS 2728 (App.I), TIS 2753, ASTM B117
Additional Product Qualification Tests			
Properties	Test Method	Purpose	Standard
Weathering Resistance			
Calking	QUV	Weather resistant properties	AS/NZS 1580.481.1.11, ASTM D4214 method D
Colour Fading	QUV	Weather resistant properties	AS/NZS 1580.601.4, ASTM G154, ASTM D2244
Humidity Resistance	QCT (Cleveland)	Relative humidity resistance properties	AS/NZS 1580.481.1.9, ASTM D4548 / D4548M
Solvent Resistance	Mechanical Rubbing (MEK)	Dryness of paint	ASTM D5402 or D7835 / D7835M
Colour Shading	Light Source (Colour-Visual)	Colour difference	AS/NZS 1580.601.1
	Colour Spectrophotometer (ΔE)	Colour deviation	ASTM D2244
	Products Warranty		Years
	Perforation due to corrosion		36 years
	Colour Peeling and Flake		10 years*
	Colour Chalking		5 years*
	Products Warranty		Years
	Perforation due to corrosion		36 years
	Colour Peeling and Flake		20 years
	Colour Fading and Chalking		8 years

*The number of years warranty is only for Australia in the vertical position panel (90°).

Qualified Performance.

QUALITY ASSURANCE
FROM PAINTED COIL SPECIALISTS

Manufacturing compliance with
**AS2728, JIS G3322, ASTM A755/A755M,
BS/EN 10169**





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