

EMPOWER

Your
Imagination
—
Empower Australia



**EMPOWER
STEEL**



SMS  **group**
GERMAN
TECHNOLOGY



NOROO



EMPOWER STEEL

Empower Steel Company Limited

subsidiary of

Permsin Steel Works Public Company Limited

Empower Steel Company Limited a subsidiary of **Permsin Steel Works Public Company Limited**, with over 35 years of experience in the steel industry. We are confident in our experience and quality as we step into becoming a manufacturer of coated coils and pattern painted steel coils that meet global standards. We respond to customer needs and contribute to the expansion of the industrial sector.



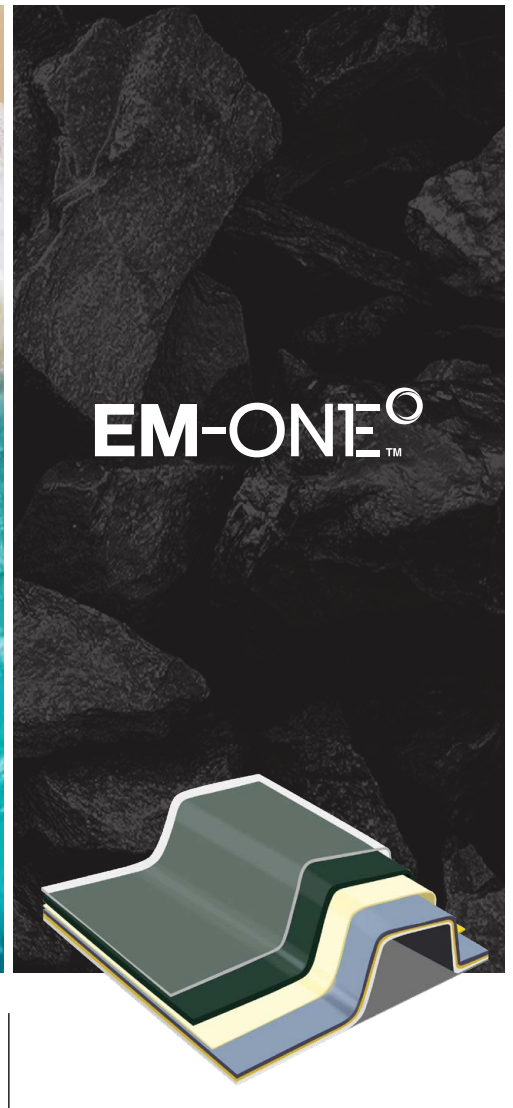




Em-Unique™ pattern painted steel utilises the most advanced manufacturing to create unique patterns and virtual textures. We also have Em-Strip™ film that will protect the steel surface from scratches during processing, transportation, and product installation. Empower Steel's innovative machinery can use various raw materials to coat multiple prints on the steel surface. Em-Unique™ meets AS2728 industry standard.

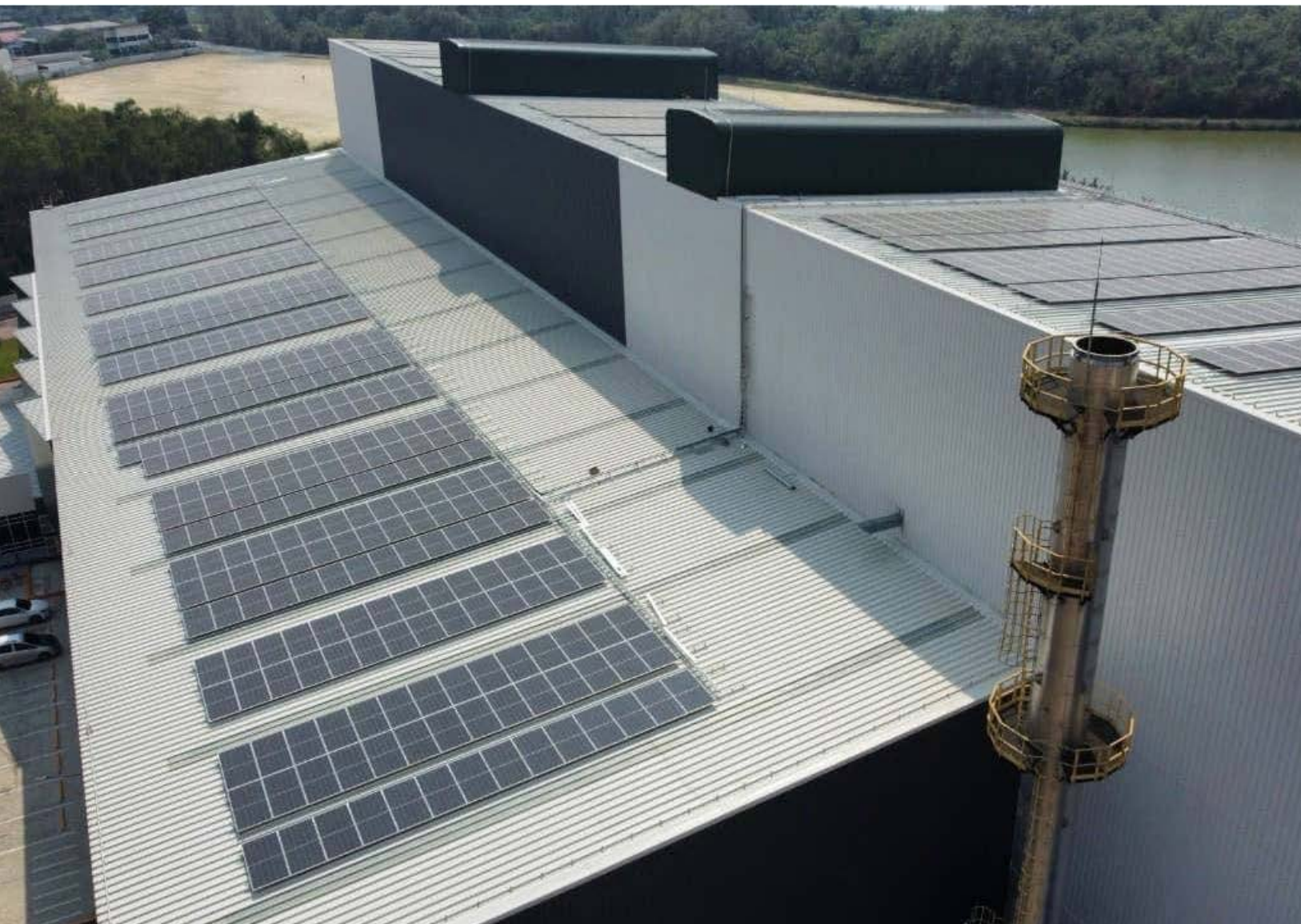


Em-Dura™ pre-painted steel was developed by Empower Steel with advanced coating technology PVDF paint. Em-Dura™ pre-painted steel is resistant to UV light with heat reflecting properties and is used in highly corrosive areas. Em-Dura incorporates auto clean technology to help keep the surface clean and bright for longer. Em-Strip™ film is designed to protect the steel surface from scratches during processing, transportation and product installation. With Solar Reflective technology, the colours stay beautiful for longer.



Em-One™ pre-painted steel was developed by Empower Steel using modern paint technology called Super Advance Durability Polyester (SADP), which contains pigments derived from "natural minerals" to increase its efficiency with greater durability in different environments. Em-One™ incorporates auto clean technology to help the surface stay clean and bright. Empower Steel has also designed Em-Strip™ film to protect the steel surface from scratches during processing, transportation and product installation. With Solar Reflectance technology, the colours stay beautiful for longer. Em-One™ pre-painted steel reflects heat better than other manufacturer.

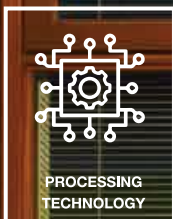
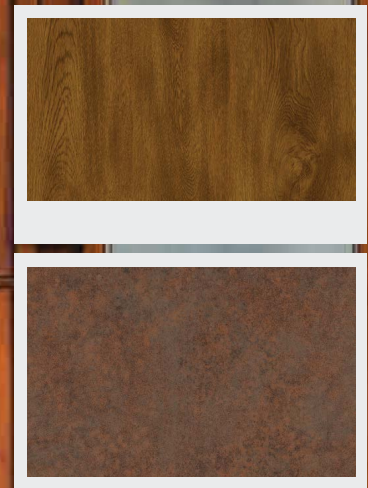
**EMPOWER
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Strengths

Empower Steel

- The only Asia-Pacific company capable of producing pattern painted coated steel certified with Australian quality standards.
- Manufacturing technology from SMS Group, Germany.
- Technology utilising up to 4 machines to inprint patterns onto steel sheets to achieve the deepest and most realistic depth possible.
- Hot Laminator technology used to protect surfaces from scratches during processing and transportation.
- International standard quality tested in a laboratory accredited to IEC/ISO 17025 standards.
- Technology for air pollution control from Tenova Italy.
- Designing reusable packaging.
- Produced in Thailand.



PROCESSING
TECHNOLOGY



PLANNING &
PROCESS CONTROL



INTERNATIONAL
STANDARD
QUALITY CONTROL



ENVIRONMENT
CONSERVATION



WAREHOUSE &
AVAILABLE STOCK



PACKING



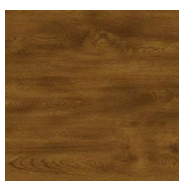
LOGISTIC



GERMAN TECHNOLOGY

Empower Steel utilises the most advanced manufacturing technology in Southeast Asia utilising, machinery from SMS Germany, boasting a length of over 800 meters. Operations are controlled via IoT (Internet of Things) systems, integrating computerised equipment with digital processes and materials to create uniquely distinctive and high-quality products.

For colour-coated and pattern-printed steel, Empower Steel selects AkzoNobel and Noroo Paints, known for their superior quality. A 4-head pattern paint machine, the only one of its kind in Southeast Asia, is used to create patterns resembling natural textures such as wood, granite, and rust. Simultaneously, we excel in a comprehensive production process, from surface treatment to high-quality coating application, including Hot Laminate technology to prevent scratches during transportation and installation, ensuring products remains beautiful throughout.



GENERAL WOOD PW-GW-001



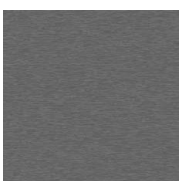
GENERAL WOOD PW-GW-002



KNAR WOOD PW-KW-002



WEATHERED IRON PW-WI-001



ZINC GRAPHITE PZ-DG-001



ZINC GRAPHITE PZ-DG-002



HAIR LINE PH-DG-001



WHITE MARBLE PS-WM-001

EM-UNIQUE[®]™



PLANNING & PROCESS CONTROL

TECHNOLOGY-DRIVEN EXCELLENCE

Empower Steel emphasizes using cutting-edge computer technology and software in the manufacturing planning process to enhance efficiency and accuracy. Advanced analytical software processes production data such as order quantities and raw material usage. This helps to reduce errors in the production process by simulating and testing production plans in advance. As a result, production plans can be adjusted promptly to adapt to changing circumstances and conditions.



Automated System

Automation technology is utilised every step of the production process, enhancing efficiency and reducing errors. This includes the use of robotics and automated control systems in machinery to increase speed and accuracy in production.

Internet of Things (IoT)

IoT is utilised to connect machinery and equipment throughout the production process, enabling efficient monitoring and control of production.

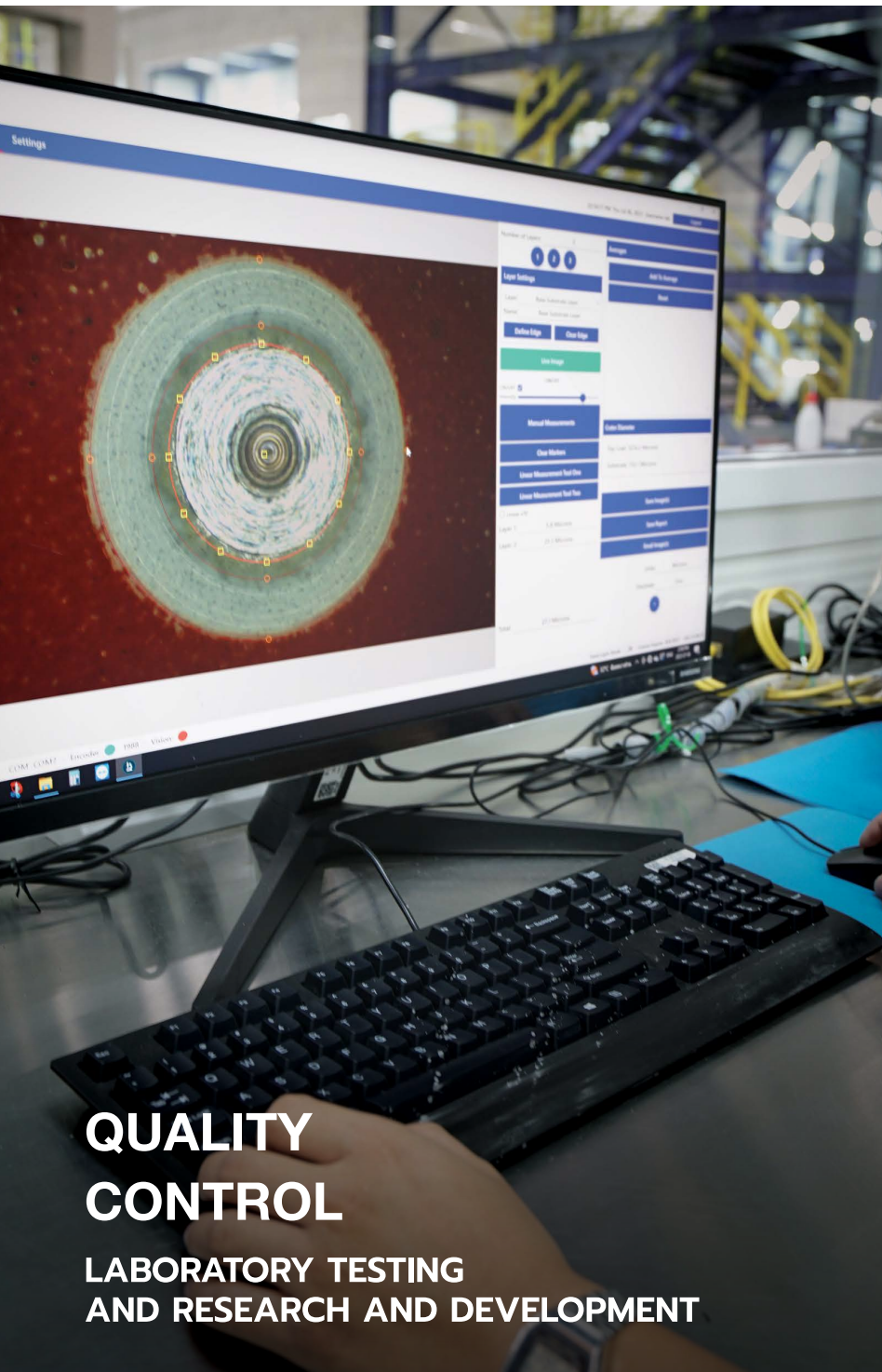


Big Data and Data Analysis

The company focuses on gathering data from various sources such as machinery operation systems, production data and other industrial streams to analyse and process. This helps in creating reliable data to aid in product.

Product Simulation

Computer simulation of products allows for testing and analysing new products before actual production, enabling adjustments and improvements to ensure high quality and precise alignment with customer needs.



QUALITY CONTROL

LABORATORY TESTING AND RESEARCH AND DEVELOPMENT

Empower Steel Company Limited has invested in establishing a laboratory for testing and developing products, a crucial step in ensuring the quality and reliability of products. We are dedicated to testing according to the international standard ISO/IEC 17025 and the industrial standard AS1397/AS2728 to provide customers with confidence in the quality of our products.





Within the laboratory, specialists conduct tests and analysis to assess the quality and durability of colour-coated steel according to specified standards, through various tests including:

Adhesion Test: Evaluating the strength of adhesion between the coating and the steel substrate.

Flexibility Test: Assessing the coating's flexibility to withstand bending and deformation without cracking.

Corrosion Resistance Test: Testing the steel's resistance to corrosion under complex environmental conditions.

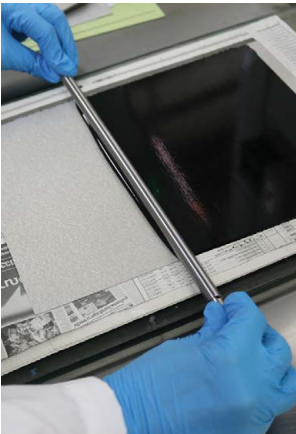
Colour Consistency Test: Examining the colour consistency across different batches of colour-coated steel.

Impact Resistance Test: Measuring the steel's ability to resist damage from impacts or mechanical stresses.

Weathering Test: Simulating exposure to sunlight, humidity, and temperature changes to evaluate the coating's durability over time.

Gloss Retention Test: Evaluating the coating's ability to maintain gloss and appearance after exposure to environmental factors.

These tests ensure that the colour-coated steel meets quality and durability standards before entering the market.



Maximum 36 years

Empower Steel guarantees the highest quality of colour-coated steel and pattern-painted colour-coated steel for a maximum of 36 years. This guarantee is not merely a verbal claim but a testament to our confidence in the quality of our products. Each product undergoes thorough inspection before delivery to ensure that it meets the highest standards and quality.







ENVIRONMENT CONSERVATION

Under the Em-Green policy of the company, we aim to preserve the environment and conserve energy.

Waste Water Treatment

A wastewater treatment system utilises technology from Mitsui Japan, capable of treating water to the RO (Reverse Osmosis) level, allowing it to be reused by up to 80%.

Heat Energy Treatment

The heat treatment technology from Tenova Italy allows the machinery to conserve energy by up to 60%.

Electricity Energy

The company has installed a solar roof system, which is a clean energy source capable of replacing up to 80% of conventional energy sources.



Empower Steel has designed a modern and innovative factory, setting it apart from typical industrial buildings. One distinctive feature of Empower Steel's factory buildings is the multi-dimensional design resembling shark fins, which serves various functional purposes. This designs incorporate ventilation channels to facilitate air circulation and heat dissipation within the factory, while also allowing natural light to enter, reducing the need for artificial lighting and thus conserving energy.





AFTER SALES SERVICE*

WAREHOUSE

Empower Steel has a warehouse space exceeding 100,000 square meters, allowing for stocked products. This approach saves time and reduces costs, enabling swift and continuous delivery.

*Available only Thailand market

PACKAGING

Packaging products densely and robustly to prevent damage during transportation is essential. Each item is clearly labeled with product codes for easy identification, and proper storage is maintained to ensure products are ready for delivery to customers. Additionally, the packaging is designed for reusability whenever possible.



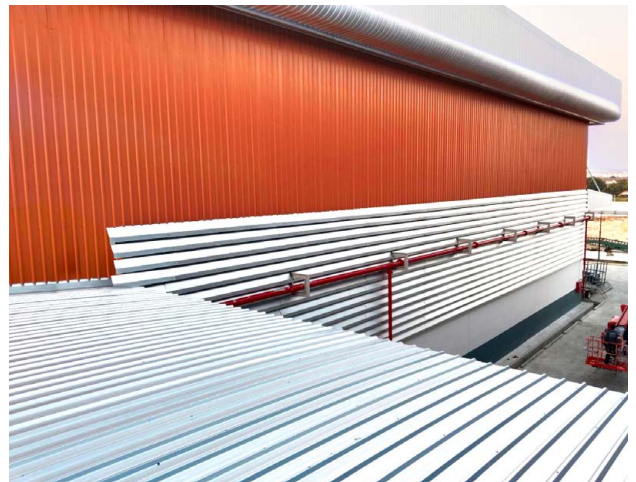
LOGISTICS*

The proper handling of goods transportation, ensuring no damage occurs during transit, along with prompt delivery within 24 hours.

*Available only Thailand market



PRODUCT REFERENCES





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STEEL**



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