

## COLORBOND® Coolmax® Steel

Residential, commercial and industrial building owners and tenants are interested in minimising energy costs and containing price escalations.

COLORBOND® Coolmax® steel in Whitehaven® is designed to reduce the annual cooling energy costs of your building by up to 7.5% compared to COLORBOND® steel in Surfmist®. And it delivers quality, durability and a COLORBOND® steel warranty.

Cooler, more energy efficient buildings make good financial and environmental sense, so your choice of Coolmax® steel is a prudent choice.

### **Payback the Investment Premium within Five Years**

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

### **Reduce Upfront Air-Conditioning Equipment Costs**

COLORBOND® Coolmax® steel also reduces the up-front, capital cost of air-conditioning equipment. By specifying a roof made from COLORBOND® Coolmax® steel, you may reduce the peak cooling load on your building that may enable you to downsize the capacity of the air-conditioning equipment. Whitehaven® - Coolmax steel colour

### **One Cool Colour**

COLORBOND® Coolmax® steel is available in only in the colour Whitehaven® – to deliver maximum thermal performance, cost-saving and environmental benefits.

### **Maintains Solar Reflectance**

COLORBOND® Coolmax® steel in Whitehaven® is designed to maintain all the qualities of COLORBOND® steel that include resistance to dirt retention and maintenance of solar reflectance.

### **Help Mitigate the Impact of Urban Heat Islands**

Specifying COLORBOND® Coolmax® steel may help mitigate the impact of Urban Heat Islands (UHI). Elevated temperatures from UHI, particularly during summer, can affect environment impacts and your quality of life.

### **Peace of Mind**

COLORBOND® Coolmax® comes with benefits of thermal efficiency, beauty, strength and a warranty\* backed by Australia's BlueScope® Steel.



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## COLORBOND<sup>®</sup> Coolmax<sup>®</sup> Steel

### Winter Temperatures

Some argue that cool roofs have a winter heating penalty. Cool roofs are still appropriate for most climates as the summer cooling benefit usually outweighs any winter heating penalty, especially in the major Australian regions that have hot summers. The winter penalty is often less significant for temperate Australian regions as the winter sun is lower in the sky so sunlight on the roof is less intense, days are shorter and there is often more cloud cover.

### Roof Glare

Another argument is that there is a direct relationship between cool roofs such as Coolmax<sup>®</sup> and increased glare. High solar reflectance and glare are not the same, and in the case of cool roofs, high solar reflectance does not necessarily translate to increased potential for glare.

Problem glare is known to be associated with mirrored surfaces, but as COLORBOND<sup>®</sup> Coolmax<sup>®</sup> steel roofs age, the surface dulls hence reducing surface glare.



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