

CASE STUDY

VERSATECH LAMINATES



CATEGORY:
Manufacturing

LOCATION:
New South Wales

PRODUCT:
ZINCALUME® steel

Versatech And BlueScope Sheet Metal Supplies Form A Very Strong Bond

Marrying new laminate film technology with a steel substrate developed with the help of BlueScope Sheet Metal Supplies to provide a superior bond, Versatech Laminates are renewing their offer to the market with an exciting range of highly durable laminated steel products.

The ability of BlueScope Sheet Metal Supplies to not only supply products to clients, but to actually partner with them in product development is nowhere more evident than in the relationship they have established with Versatech Laminates.

With over twenty years' experience providing laminates to the building and manufacturing industry, Versatech Laminates is Australia's leading manufacturer of designer metal laminates whose proven products are found in a wide range of applications.

These applications include internal and external claddings for building projects; fixtures and furnishings for retail and hospitality environments, and sanitised finishes for healthcare, food processing and water storage facilities, to name just a few.

Zincalume®

"We not only have a supplier that provides a quality product, efficient service and competitive pricing; we also have a true business partner that brings incredibly valuable resources to the table"

- Nick Holden, Founder and CEO of Versatech Laminates

However for some years steel-based laminate products had lost favour as powder coated surfaces enjoyed a surge in popularity – as Nick Holden, Founder and CEO of Versatech Laminates, explained.

"Powder coating had taken a bit of the market, however there are time and cost issues with a powder coated profile in that you have to get the metal, form it into shape, send it out to be powder coated and wait for the powder coating to come back," Nick Holden said.

"Two years ago we had a resurgence of interest in our product, because the technologies within the vinyl and film had advanced to the point where steel-based laminates were preferred for both internal and external applications," Holden explained. "This was due to the fact the product is much more robust and the finishes that we can now achieve, which include beautiful timber grains and metallics, are very realistic and sophisticated.

"Also, with our product, our customers have the benefit of just picking a sheet up off a shelf, forming it in their machinery and the goods are finished and ready to be sold or dispatched right away," he stated.

With the upturn in demand, and seeking to ensure their products delivered the very best in performance, Versatech turned to BlueScope Sheet Metal Supplies to assist in developing a steel

substrate that would provide a superior bond with the laminate films and assure the quality and durability their customers expected from Versatech Laminates' products.

Walter Suber, BlueScope Market Development Manager - Metallurgist, who is based at BlueScope Sheet Metal Supplies' Granville branch in Sydney and worked closely with Nick Holden on the Versatech substrate development, explained how the R&D resources offered by BlueScope Sheet Metal Supplies helped ensure an outstanding result.

"By doing exhaustive experimental work for almost 12 months with the BlueScope research laboratories at Port Kembla, we were able to provide guidance in selecting an appropriate material to be the substrate for the Versatech product," Walter Suber said. "We supplied a number of material samples for lamination by Versatech, which we then tested for adhesion, and it was determined that Next Generation ZINCALUME® steel with pre-painted primer as a finish would provide the best adhesion with the laminate system used at Versatech.

"We conducted comprehensive testing, including tests for UV stability of the laminate, as well as various corrosion tests to gauge any undercutting or rust issues; together with Versatech we have developed a product which can give the company, and their customers, peace

of mind that it will perform well into the future," Walter concluded.

As a result of this partnership, Versatech Laminates offer superior, steel-based laminate products that BlueScope Sheet Metal Supplies are also now pleased to be offering to their customers; laminate products which perform exceptionally well in areas of abrasion, moisture/chemical resistance and heat tolerance, with a wide range of decorative finishes and colours to suit any décor.

"BlueScope Sheet Metal Supplies has now been exclusively supplying that line for close to two years," Nick Holden said. "It's a great relationship in which we not only have a supplier that provides a quality product, efficient service and competitive pricing; we also have a true business partner that brings incredibly valuable resources to the table."

For more information visit
www.versatechlaminates.com.au



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