



GRANITE® DEEP MAT PAINT SYSTEM

ARCELORMITTAL DOFASCO

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MANUFACTURERS AND SUPPLIERS:

Agway Metals Inc.

**Steelway Building Systems -
ExSteel Division**

**Southwestern Metal Roofing
and Exteriors**

White Stone 1998 Inc.



The cream always rises to the top

Granite® Deep Mat is a prepainted Galvalume® coated steel that combines excellent formability and corrosion resistance and brings differentiation and originality in roofing and cladding designs for residential and commercial building projects.



With a name like Granite® Deep Mat it sounds like something that belongs at the bottom. But it is ArcelorMittal Dofasco (AMD's) newest paint system developed primarily for roofing. Part of AMD's 'Nature' collection, Granite Deep Mat is an organic coating free of hexavalent chromium and heavy metals applied to a thickness of 35 or 40 microns, normally on AZM150 Galvalume™ steel. That description simply doesn't do justice to the product.

Cladding manufacturers, installers and consumers all remark on the same things: in two words, beauty and affordability. It's difficult to really see the characteristic texture of this product from the photos as this could be any painted steel system. However, the significantly reduced gloss is a very important feature of the Granite Deep Mat paint system.

Burk Blanck, General Manager Sales for Agway Metals Inc., whose Andex Division in Exeter, Ontario manufactures cladding incorporating Granite Deep Mat (GDM), says the company has supplied the recently available product to about a dozen projects. "We supply roofing products across a range of applications. Under the proprietary name Springhouse Shingles we supply Granite Deep Mat predominantly for residential projects, although it has also been used on nursing homes."

He adds that the main attraction for consumers "seems to be the lower-gloss, speckled look of the finish." This is echoed by Steve Pike, Owner, White Stone Inc., who installs roofing with Granite Deep Mat, including Springhouse Shingles for Agway Metals Inc., and says the steel shingles look like slate. "Plus superior traction of the Springhouse shingles speeds up installation." Steve has completed 25 projects with GDM since he began using it in December 2012.

So far the colours requested by homeowners and installed by White Stone are QC60039 Jet Black,

QC60035 Graphite Grey, QC60037 Chrome Green, QC60045 Slate Grey, and QC60041 Sepia Brown. Another cladding manufacturer singing the praises of GDM is ExSteel, the building components division of Steelway Building Systems of Aylmer, Ontario. Bryan Hernandez, Sales Manager of Steelway, had it installed in Chocolate Brown on his own home. "The job was done in three days and all our neighbours say it looks beautiful and Sue and I do too!"

Bryan says his customers are equally enthusiastic "The product is new and just catching on and we continue to get the word out and so far, they love it!" ExSteel employs .343mm (.0135") Galvalume substrate with .75mm (3/4") rib depth at 229mm (9") centres.

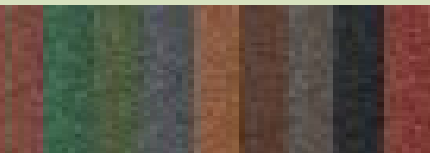
Mike Guindon, Owner of Southwestern Metal Roofing & Exteriors began working with Granite Deep Mat in July 2013 on Bryan's roof, and by mid-fall had installed four roofs in Chocolate Brown, one in Grey and one in Black. "I like the finish and the price – and my customers do too. It lets me compete with the traditional shingles market."

Granite Deep Mat combines very good formability and corrosion resistance, and facilitates easy assembly. Its textured surface is easily cleaned by rainwater. In addition to roofing, Granite Deep Mat can also be used for vertical cladding and accessories.

The flexible coating allows for a variety of profiles to be roll formed and stamped. Granite® Deep Mat's low gloss textured surface property, gives it a consistent appearance from any angle or position. It's difficult to really see the characteristic texture of this product from the photos, as this could be any painted steel system. However, the significantly reduced gloss is a very important feature of the Granite Deep Mat paint system.



Granite® Deep Mat's paint system is resilient to cracking and crazing during forming due to its high flexibility. Its textured surface is easily cleaned by rainwater and the significantly reduced gloss is a very important feature of the GDM paint system.



The combined use of a high durable resin technology as well as high grade pigments meet the technical requirement of the roofing market with traditional colours.



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