



Tata Steel Europe has regained its market and commercial leadership with developing a new three-layer painted steel product called Colorcoat Prisma® for the construction sector.

THE CONTEXT

Tata Steel Europe's Shotton plant in Wales was facing two key problems with its two-layer Colorcoat Prisma® painted steel product for the construction sector. Launched in 2005, the product used chromate technology in the paint layers, and European Chemical Agency legislation prohibited the use of this technology in pre-finished steels. The bigger problem was that sales volumes and margins of the product were falling and its market leadership eroding because of the intense competition. Tata Steel Shotton's competitors had developed their own two-layer polyurethane alternatives to Colorcoat Prisma® and were also offering similar 30-year guarantees on their products.

To regain its technical and commercial leadership, the company developed a new three-layer Colorcoat Prisma® pre-finished steel product with chromate-free technology, which it tested and certified independently. It also got the paint suppliers to provide a back-to-back guarantee of up to 40 years to ensure the product's performance.

THE INNOVATION

Tata Steel Shotton drew on innovations from the automotive industry to develop the revolutionary three-layer system of the New Colorcoat Prisma®, which offers a superior performance compared to its competitors' two-layer alternatives. The product development went through rigorous tests and the company also undertook the complex process of converting an existing paint line to manufacture the product in a single pass. The new and improved Colorcoat Prisma® is targeted at different customer groups in diverse geographical markets.

KEY CHALLENGE

TO REGAIN MARKET LEADERSHIP BY DEVELOPING A TECHNICALLY SUPERIOR PRODUCT

The team provided an additional protective clear coat, which gives enhanced protection from sunlight, and also increased the product's corrosion resistance besides providing an improved guarantee.

TO MEET THE NORMS OF THE EUROPEAN CHEMICAL AGENCY LEGISLATION

The company had to develop a superior product that was based on chrome-free pre-treatment and primer technology. The company had begun developing chrome-free solutions in 2007 and it incorporated the learnings from that project in the new Colorcoat Prisma product.



THE IMPACT

Tata Steel Europe has made total deliveries of over 27,000 tonnes of the New Colorcoat Prisma® since its launch on October 1, 2017. This accounts for over 98% of its new product development sales target for the year 2018.

An increased EBITDA by

£4,728,941 IN FY19

which amounts to 107% of the planned increase.