ANSWERS TO COMMON COATED COIL QUESTIONS

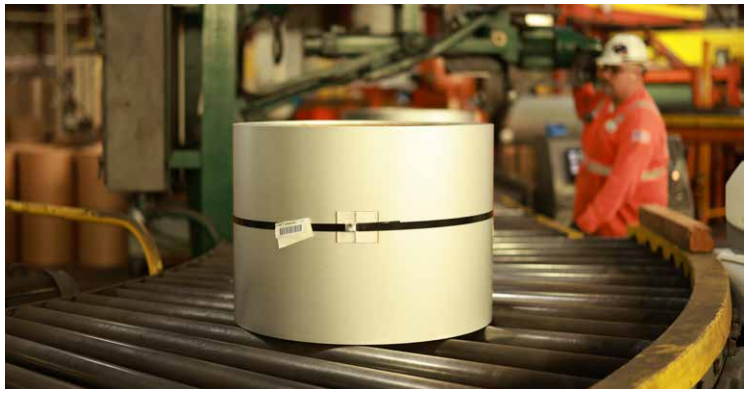
FAQs

Steelscape is a premier coil coater, not a roofing or siding company. We produce metallic-coated and prepainted steel that manufacturers turn into various products. These FAQs are designed to help you better understand our products, processes, and how we support our customers.

ABOUT STEELSCAPE

What is Steelscape?

Steelscape is a coil coater. We take raw steel and transform it into a finished, corrosion-resistant, prepainted product. Our customers roll form, stamp, or fabricate this into metal roofing, siding, and other building components. We don't sell to homeowners or install anything; we supply the steel that goes into products manufacturers build. For over 50 years, we've been a trusted upstream partner to the metal construction industry across North America.



Who buys from Steelscape?

Our direct customers are metal roof and wall panel manufacturers, roll formers, distributors, and OEMs who form our coil into finished products. If you're a homeowner or contractor, you won't buy directly from us, but the metal panel you're specifying or installing was likely produced from Steelscape steel. Ask your manufacturer if they run genuine Steelscape material.

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What makes Steelscape different from other coil coaters?

Scale, consistency, and color innovation. We run advanced, closed-loop metallic coating and paint lines with in-line, computer-controlled quality gauges, a level of process control that's uncommon in reversing cold mill and coil coating operations. We've also invested heavily in proprietary color and texture technology, like our Vintage® and Textured Rustic finishes, to give manufacturers a design edge, not just a commodity product.

Is Steelscape part of a larger company?

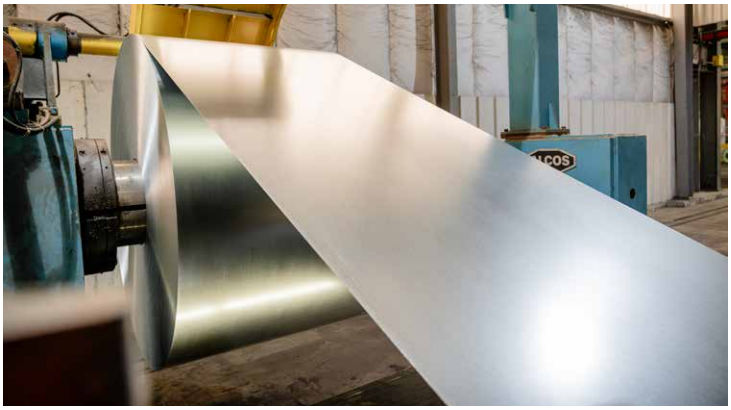
Yes. Steelscape is part of NS BlueScope Coated Products, combining global metallurgical and coating expertise with North American manufacturing scale. That backing means our customers get the R&D depth of a global steel and coatings leader with the responsiveness of a domestic supplier.

Where are Steelscape's facilities located?

Steelscape operates coil-coating and metallic-coating lines in Kalama, Washington, and Rancho Cucamonga, California. Each facility is strategically located near major transportation hubs for truck, boat, and rail, positioning us to efficiently serve manufacturers across the Western U.S. and beyond.

What does the coil coating process actually involve?

Coil coating is a continuous, highly automated process that ensures uniform coating application, superior corrosion resistance and tight, consistent quality. A coil is unwound, cleaned, pretreated, primed, painted and cured in-line at high speed and then rewound and packaged. As one coil finishes the next coil is attached and the process continues uninterrupted.



What capabilities does Steelscape offer beyond painting?

We're a full-service coil processor. Our capabilities include pickling, reversing cold rolling, metallic coating (TruZinc® and ZINCALUME®), painting, slitting, cut-to-length, and embossing. That means we can take a customer from raw hot-rolled or cold-rolled steel all the way to a finished, ready-to-form product.

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Does Steelscape offer toll coating?

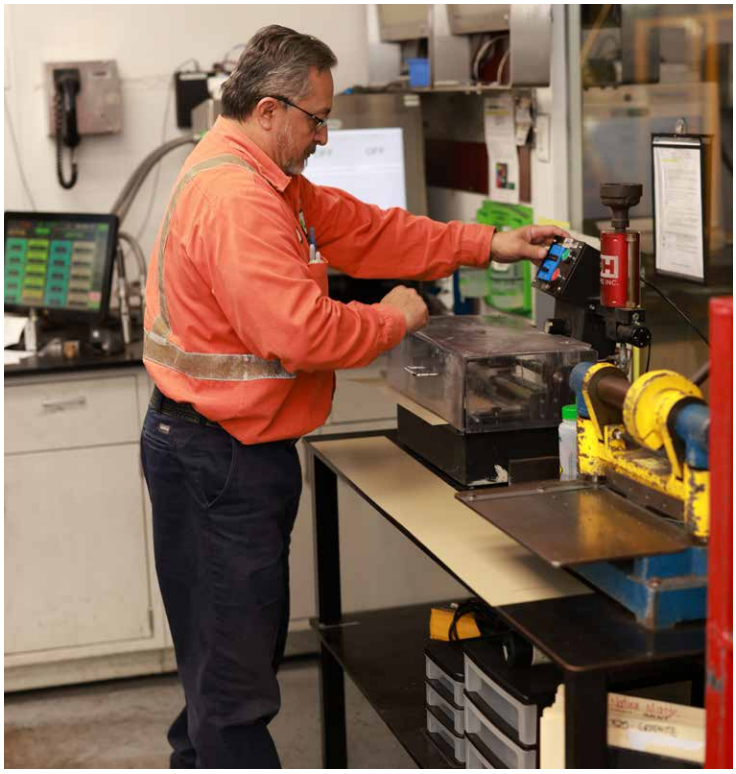
Yes. If a customer supplies their own base metal, we can coat it to their specification through our toll processing services. This is common among manufacturers who source their own substrates but want Steelscape's coating quality and consistency.

What gauge and width ranges does Steelscape produce?

We produce coil across the gauge and width ranges most commonly specified in metal building, roofing, and wall applications. Exact capabilities vary by product line and facility, so reach out to our team with your specification, and we'll confirm fit.

How does Steelscape ensure consistency across production runs?

Our metallic coating and paint lines use closed-loop, computer-controlled quality gauges in-line, not just spot checks after the fact. Combined with rigorous ASTM-aligned testing protocols, this is how we maintain tight tolerances batch to batch and run to run.



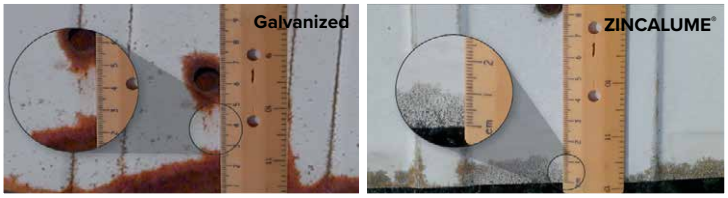
Substrates & Metallic Coatings

What's the difference between TruZinc® and ZINCALUME®?

TruZinc is our hot dipped galvanized (HDG) steel substrate with consists of 100% zinc metallic coating for corrosion protection. ZINCALUME is our trade name for licensed Galvalume®, a 55%/45% aluminum zinc metallic coating which delivers superior corrosion resistance backed by a limited warranty. ZINCALUME is often a requirement in exterior architectural specifications.

Why choose ZINCALUME® over standard galvanized steel?

The aluminum in ZINCALUME® forms a durable barrier layer, while the zinc provides sacrificial (self-healing) protection at cut edges and scratches. That combination consistently outperforms zinc-only galvanizing in the field, which is why ZINCALUME® carries a substrate limited warranty that hot-dip galvanizing simply doesn't offer.



Corrosion comparison of a drip edge at 20 years of service life. Both products painted and located in an acid rain environment in Pennsylvania.

Are there environments where ZINCALUME® isn't recommended?

Yes. The aluminum-zinc alloy is sensitive to prolonged exposure to wet concrete or highly alkaline environments. We work with specifiers and manufacturers to select substrates for unusual or aggressive environments, including severe marine and industrial applications.

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Does Steelscape coat both steel and aluminum substrates?

Yes. Steelscape provides coating solutions for both steel and aluminum substrates. However, steel remains the most widely used material due to its strength-to-cost advantage, durability, and recyclability. Aluminum offers a lightweight, corrosion-resistant alternative that is well-suited for coastal, marine, and other demanding environments. Both substrates are available with a range of prepainted finishes.

PAINT SYSTEMS & FINISHES

What paint systems does Steelscape offer?

We offer a full spectrum of paints, including but not limited to Polyesters, Silicone-Modified Polyesters (SMP), Polyvinylidene Fluoride (PVDF) and Fluoroethylene Vinyl Ether (FEVE). Our team works closely with manufacturers to select the right paint system for their end application performance and warranty needs.

What's the practical difference between polyester, SMP, and PVDF?

Polyester is often the most economical choice and can be formulated to suit a wide scope of performance attributes. SMP has historically been a step up from polyester as the addition of silicone improves chalk and fade resistance. Recent advancements in polyester technology, sometimes referred to as super durable polyesters, has closed the gap with SMPs.

What are Vintage® and Riverstone?

These are Steelscape's proprietary, semi-transparent finish platforms, engineered without the need for a traditional primer while still delivering exceptional adhesion, color depth, and durability. Vintage comes with a TruZinc® substrate and Riverstone comes with a ZINCALUME® substrate. They also come standard with graffiti-resistant properties, making them an ideal option for architectural applications where design impact matters as much as performance.

Vintage®
SRI: 22 • LRV: 20

Riverstone
SRI: 10 • LRV: 12

Can Steelscape create custom colors or patterns?

Yes. Beyond our standard Design Solution colors, we offer custom color matching and flexographic roll printing to create woodgrain, weathered metal, and other pattern effects, all built on the same durable paint systems we use across our lines. This is a core part of how we help brands differentiate their product in the market.

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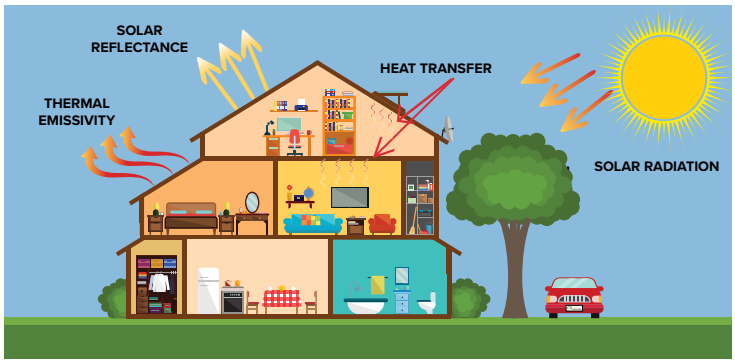
What's the difference between a matte, textured, and gloss finish?

Gloss defines how much light is reflected off of the paint surface and is usually measured at a 60 degree angle. The higher the value the "glossier" the finish. A matte finish is an extremely low gloss finish achieved by the use of micro-wrinkle technology or flatteners that reduce light reflection but still feel smooth to the touch. Textured paints can vary in gloss, but often fall into the "matte" category. Textures are achieved by either a chemical wrinkling of the paint or the addition of inert particles such as silica.

What are "cool" color pigments?

Cool pigments are infrared reflective, meaning they reject solar heat while still delivering the visible color a designer wants, even in darker shades. For manufacturers targeting energy codes, LEED credits, or Cool Roof Rating Council (CRRC) requirements, cool pigment technology allows them to offer high-SRI colors without sacrificing the color palette their customers want.



QUALITY, TESTING, & WARRANTY

How does Steelscape validate paint and coating performance?

Every coil is tested to the relevant ASTM standards, paint suppliers' specifications and customer-specific requirements if applicable. We partner closely with leading paint suppliers to develop and optimize coating performance characteristics based on end-use needs.

What warranties does Steelscape offer?

Warranty coverage is dependent on paint system, substrate, end-use and location. PVDF paint offers the most extensive protection against delamination, chalking, and color fade, while the ZINCALUME® substrate carries a corrosion-limited warranty. Sample warranty documentation is available in our Document Library.

How can a manufacturer confirm they're getting genuine Steelscape material?

Ask your supplier directly whether the coil is a genuine Steelscape product. Because coating quality is a major driver of finished steel's durability and warranty eligibility, we encourage manufacturers and specifiers to verify their steel source.

What testing is performed to verify product quality?

Steelscape uses a range of ASTM-standard testing methods to evaluate critical performance characteristics such as color consistency, coating thickness, adhesion, flexibility, hardness, gloss, and impact resistance. Steelscape conducts testing throughout production to ensure consistent quality and reliable performance in every coil.

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SUSTAINABILITY

Does Steelscape support sustainability initiatives?

Steelscape is committed to supporting customers seeking sustainable solutions through product transparency and continuous improvement. We provide environmental disclosure documents and resources that help customers better understand the sustainability attributes of coated steel products.

What is the Steelscape Osprey Cam?

For more than a decade, ospreys have nested atop a 60-foot light pole at our Kalama, WA facility. Since 2012, we've partnered with U.S. Fish and Wildlife to maintain and improve the nesting platform, including lighting and camera upgrades, all while keeping disturbance to the nest to a minimum. Each spring through summer nesting season, we livestream the nest so employees, neighbors, and the community can watch the birds hatch and raise their young. It's a small but meaningful example of how environmental stewardship and industry can coexist right on our own site.

Does Steelscape support LEED, CRRC, or other green building certifications?

Yes, we have several products listed with CRRC and can assist customers with their own certifications. Technical documentation and product information is available for LEED and other building program submittals.

WORKING WITH STEELSCAPE

How do I request a sample or start a conversation with Steelscape?

Reach out through "Ask Steelscape" or "Request Samples" on our website or call our team directly. We'll connect you with the right technical or sales contact based on your application.

Does Steelscape sell directly to contractors or homeowners?

No, we supply coil to downstream manufacturers, who form it into finished goods. Reach out through "Ask Steelscape" at steelscape.com, and we can help you identify a manufacturer in your area that uses genuine Steelscape material.

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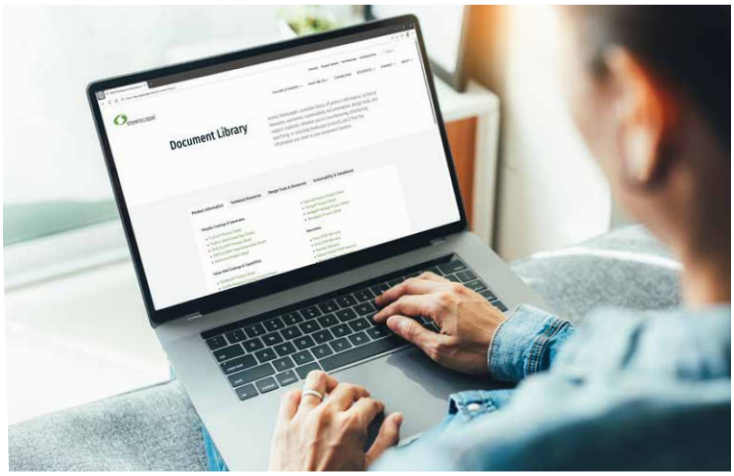
What information should I provide when requesting a quote or sample?

Have your target substrate (TruZinc® or ZINCALUME®), gauge, paint system, and color/finish preference ready, along with your application (roofing, wall panel, etc.), and any performance or warranty requirements. The more specific you are, the faster our team can match you with the right product.

Where can I find technical documentation, color charts, or design guides?

Our Document Library houses our technical bulletins, product guide, warranty information, and design inspiration resources, built specifically for the specifiers, architects, and manufacturers who work with our material every day.



Still Have Questions?

Our team is here to help. Whether you have questions about colors, finishes, coatings, product performance, warranties, or manufacturing capabilities, connect with a Steelscape expert at **www.steelscape.com/ask-steelscape.**

Product Inquiries or Project Assistance

Questions about products, coatings, colors, finishes, or project requirements. **(888) 553-5521**

Account Management or Customer Service

Support for existing orders, account management, and customer service needs. **(888) 285-7717**

How can I stay current on new colors, finishes, or capabilities from Steelscape?

Our News + Insights page is updated regularly with new product launches, project spotlights, and design trends. It's the best way to see how manufacturers and architects are putting our newest finishes to work.

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