

Quality and sustainability guaranteed

Granite® pre-painted steels for outdoor applications qualify for ECCA Premium® label

Launched in 2014, the ECCA Premium® label certifies the quality and sustainability of pre-painted metals for outdoor applications. In February 2016, the last ArcelorMittal Europe – Flat Products coil coating line received the ECCA Premium® label. That makes us the first pre-painted steel manufacturer to have all coil coating lines qualified. And all of our Granite® products are certified!

One of the main advantages of the label for ArcelorMittal's customers is the high quality level it guarantees. "Standards for pre-painted metals vary widely," notes Yvonne Barcelona, director of the European Coil Coating Association (ECCA). "For example, **ECCA Premium®** requires the coil coater to have tested the product in outdoor conditions for corrosion and ultraviolet (UV) exposure. Not everyone is doing this."

Durability and sustainability proven

In addition to corrosion and UV resistance, the label also guarantees other properties of the final product including the thicknesses of the paint and the underlying galvanised coating. "In Italy many customers demand coated steel with a thin zinc coating or paint layer to minimise costs," notes Sergio Stecca, quality department manager at ArcelorMittal Piombino which recently completed the certification process. "We want to differentiate products such as our Granite® range with the ECCA Premium® label and prove to our customers that they are both durable and sustainable."

The label also ensures the coated steel meets the requirements of European legislation such as REACH. "Products with the ECCA Premium® label do not contain substances of very high concern," explains Yvonne Barcelona. "It's not just suppliers from outside the EU which are failing to meet this requirement."

To qualify for the label, each coil coating line is certified by an external auditor. "The audit checks the quality of the final product, not just the processes," notes



The new ECCA Premium® ad campaign will raise awareness of this quality label for pre-painted metal.

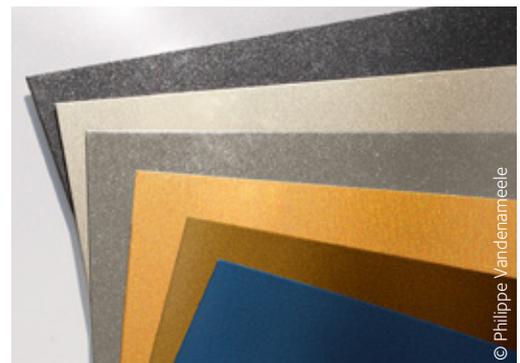
Sandrine Abisset Delobel, manager of operational quality at ArcelorMittal Atlantique and Lorraine. "As well as evidence of testing, we had to provide samples of the products."

At ArcelorMittal Eisenhüttenstadt, the local quality team did its own internal audit before the assessor arrived as quality manager Martin Lohoff explains: "The external audit gave us a chance to check we had the correct processes in place. One minor change was needed to formalise a quality step. We were carrying out that step, but we hadn't documented it before."

First pre-painted steel producer with label

Four companies now hold the ECCA Premium® label, though three are producers of pre-painted aluminium. ArcelorMittal Europe – Flat Products is the only steel producer to be fully qualified so far.

Customers will be seeing a lot more of the ECCA Premium® label, as the organisation gears up for a new ad campaign. "Ads will be published in selected industry magazines and on various websites," notes Yvonne Barcelona. "We're targeting architects and other specifiers such as profilers and sandwich-panel manufacturers. Our goal is to increase the use of pre-painted metals which meet the ECCA Premium® standard."



ArcelorMittal's newborn Granite® Silky Shine, a pre-painted steel for facade with a high-gloss luxurious skin

More info:

www.eccapremium.com

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