



(Image source: Canva)

## WOOD GAINS A STEELY MOMENTUM



**B**lessed with lush, tropical rainforests within the country, constructing with natural timber among Malaysian builders and buildings have been a luxury for decades and even centuries, dating back to ancestral days. Wood simply carries a timeless appeal and its own elegance that matches no other building material. Take a walk down the “serambi” or veranda of a traditional kampung house, and one could see up close, feel and even smell the essence of the timber details seen on the wood’s grains, still exuding a lively quality that adds to the exterior corridor’s ambience.

### MELDING NATURE’S BEAUTY WITH DURABILITY

This very essence of timber has taken on a new evolution where woodgrain patterns on steel are gaining traction as a preference within builders in the industry. Its popularity comes not as a surprise as woodgrain patterns, like natural wood, still evokes a perception of warmth.

The welcoming patterns of wood, now translated onto steel, is just as stunning to the eye whether when applied indoors or outdoors. This is a pertinent feature especially when the desired



realcolor® geo.

building’s requirement is that of the performance of metal yet with a natural effect arising from its design.

With woodgrain patterns imprinted on galvanized steel, it’s a perfect marriage of both timber’s beauty with the strong durability of steel. One would not need to worry about or anticipate the



# PREPAINTED GALVANIZED STEEL WITH UNIQUE WOOD GRAINED PATTERN

The warmth, distinct appeal and beauty of nature's wood finish with the durability and strength of steel.



We offer both **premium** and **standard** grades that are excellence for the exterior and interior applications used for ceiling, wall panels and roofing for various commercial building, transportation hubs and even furniture.

*\*Additional anti-bacteria function is applicable upon request for interior applications.*



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fading that usually renders natural timber into an ashy grey version of its former glorious surface under the sun's UV rays especially when applied on building exteriors. On the other hand, woodgrain finishes on metal can maintain its beauty for a longer period of time.

The trend of woodgrain on galvanized metal as a contemporary finishing has its place in the arena of design. This option of a more natural pattern gives more room to architects and designers to flex their creativity and their imaginations when it comes to design creativity. One could better come up with looks that blend the rustic or classic appeal with perhaps plain-colored designs or other material to achieve the desired look.

#### **WELCOMING realcolor® geo BENEFITS**

This is one of the reasons CSC Steel is introducing its new realcolor® geo, the pre-painted galvanized steel especially developed to provide a patterned nuance on long-lasting steel, fitting for both interior and exterior applications.

What it is, is that realcolor® geo is a galvanized product coated with a layer of high-performance polyester paint system. The attractive woodgrain finishing of the realcolor® geo is suitable for interior applications, such as for ceilings panels and wall panels. Woodgrain finishings, when applied indoors are able to create a calming effect within the environment, reminiscent of the effect from natural timber.

Currently available in the elegant Oak wood pattern, a range of standard colours are also offered along with customised colours specially required which may be available upon request. Imagine the possibilities of the Oak woodgrain on roofings, louvres



and fascia. Not to mention for safety doors, garage doors, wall claddings, cabinets, and interior wall designs. The possibilities are wide for as far as the architects and building owners would like to take the design as possible.

#### **ECO-FRIENDLY WITH ENDURANCE**

With this beautiful yet practical innovation, both the interior and exterior of a building can now benefit from the application of the nature-inspired, eye-pleasing woodgrain while enjoying the hardy, tangible advantages of quality steel.

On top of that, realcolor® geo comes with a warranty for its high-quality Oak wood pattern. Building owners can enjoy peace of mind with regards to the practical side of maintenance with realcolor® geo in the long run.

With a pre-painted galvanized steel surface, one can also expect realcolor® geo to last longer, thanks to its corrosion-resistant feature. Treated with anti-corrosion and activation coating, it gives the material a longer lasting lifespan. Furthermore, because it is steel, building owners need not worry about the appearance of termites compared to natural wood. Essentially, realcolor® geo is a good termite-free solution.

While natural timber can last for years if given the appropriate care and environment, realcolor® geo steel is durable in its own category. It's simply that it's made from galvanized steel which is a stronger material compared to just steel on its own. This, together with its unique coating to enhance its anti-corrosive characteristic makes realcolor® geo a very durable product.

Architects and builders would find realcolor® geo a material with great formability. Formability refers to the ability and ease of a material to be formed while adhering to the requirements of quality. It is made possible through heat. However, certain steel material become brittle after the process. But not for realcolor® geo due to the innovation applied by CSC Steel. Thus, building designers can easily specify for more creative designs without compromising the quality. Apart from that, its high formability also makes it easy to store and handle.

Most of all, the trend of woodgrain patterns on metal offers a



more sustainable and eco-friendly option as less timber would be cut or relied upon. Since 2016, an average of 28 million hectares have been cut down every year, essentially, that is, according to theworldcounts.com, equivalent to one football field size of forest lost every single second around the clock. This would ease up the current demand on wood resources while building owners are still able to capture the façade and beauty of wood on their designs. Using woodgrain patterned steel can help building owners do their part for the environment.

All in all, woodgrain patterns on steel is a commendable win for both homeowners, architects and builders in many ways. With its enduring characteristics which requires less maintenance than natural wood while having the endearing appeal of timber's welcome and warmth, it makes realcolor® geo a naturally solid choice.