

This is GreenCoat®

Design for a colorful future



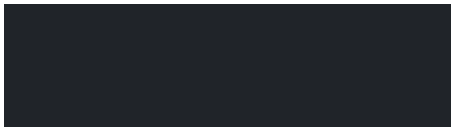
*Wick Lane, London
Photography Jim Stephenson*

GreenCoat[®] Decoded

At GreenCoat[®], we make color coated steel solutions for roofs, façades, rainwater systems and industrial applications. We help architects, designers and tin-smiths in their work to add character, creativity and craftsmanship to the world around us.

Rooted within SSAB, our knowledge of producing long-lasting performance steel dates back to the 19th century. Most of our colors contain rapeseed oil — a pioneering Nordic formula proven to endure all kinds of weather.

	Nordic Night Black RR33 / SS0015
	Walnut Brown RR32 / SS0387
	Chestnut Brown RR887 / SS0435
	Hazelnut Brown RR8H2 / SS0426
	Acorn Brown RR827 / SS0434
	Cottage Red RR29 / SS0758
	Brick Red RR7F2 / SS0742
	Red Clay RR7G3 / SS0762
	Harvest Yellow RR24 / SS0189
	Silver Fir Green RR5J3 / SS0975
	Leaf Green RR594 / SS0874
	Pine Green RR11 / SS0830
	Lake Blue RR35 / SS0558
	Ocean Blue RR4F8 / SS0510



Slate Grey
RR2H3 / SS0534



Mountain Grey
RR23 / SS0036



Anthracite Grey
RR2H8 / SS0087



Rock Grey
RR237 / SS0061



Stone Grey
RR22 / SS0554



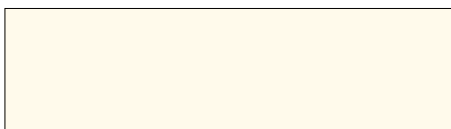
Pebble Grey
RR21 / SS0011



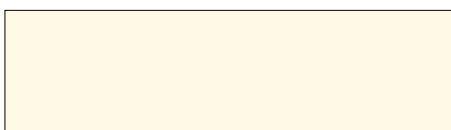
Limestone Grey
RR268 / SS0022



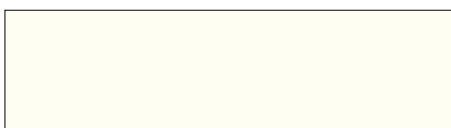
Snow White
RR19 / SS0001



Winter White
RR20 / SS0005



Nordic White
RR1H3 / SS0020



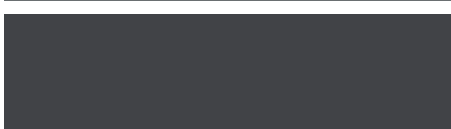
Frost White
RR106 / SS0009



Metallic Silver
RR40 / SS0045



Metallic Dark Silver
RR41 / SS0044



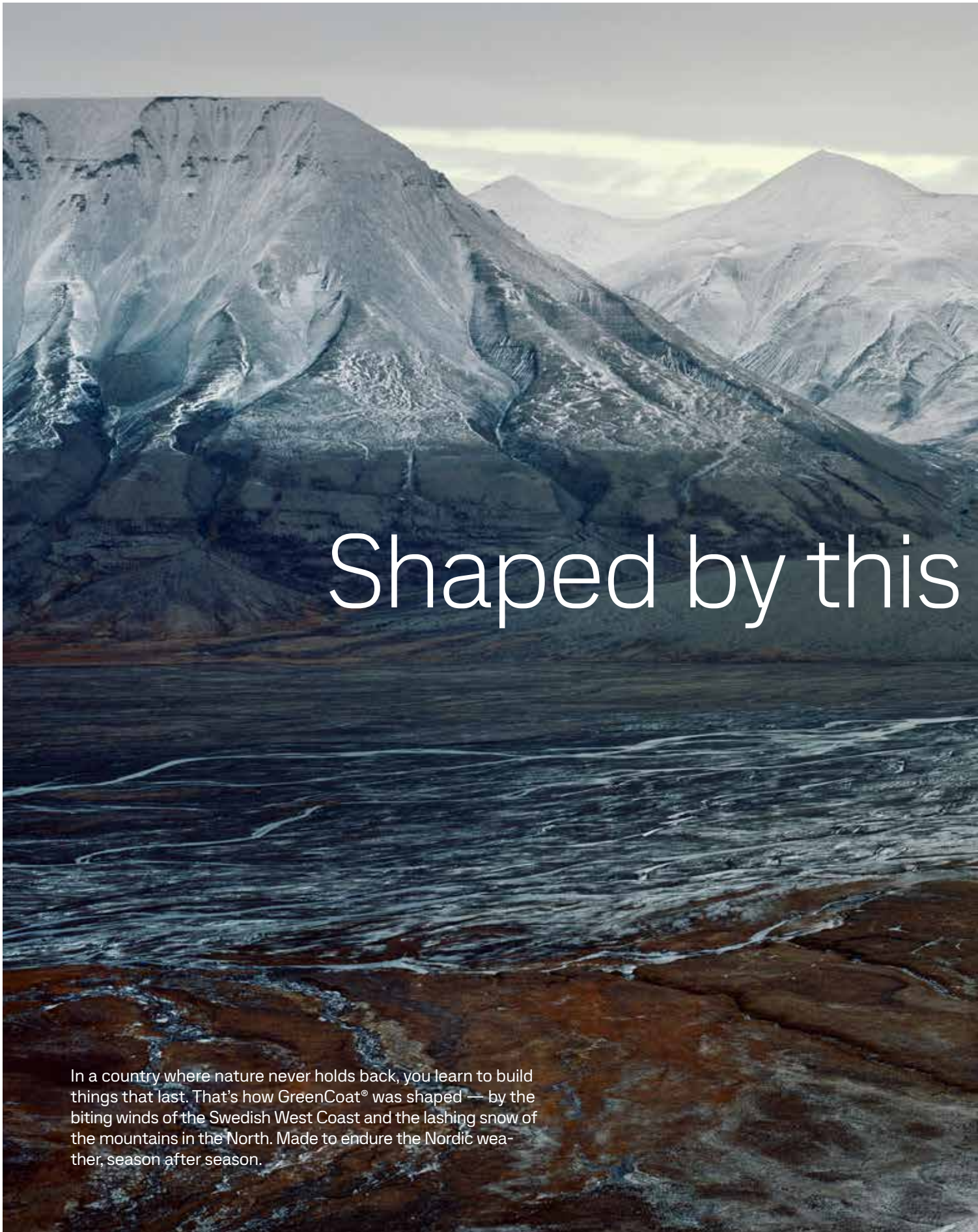
Metallic Titanium
RR45

UP TO **25-YEAR**
aesthetic guarantee

A World of Color. Built in Steel.

Some projects are made to catch the eye. Others to settle within their surroundings. In collaboration with artists, architects and designers we have curated a palette of 28 colors that do both.

For projects that need something beyond our selection, custom colors are available with a minimum order quantity.



Shaped by this

In a country where nature never holds back, you learn to build things that last. That's how GreenCoat® was shaped — by the biting winds of the Swedish West Coast and the lashing snow of the mountains in the North. Made to endure the Nordic weather, season after season.

UP TO 50-YEAR
technical guarantee

kind of weather.



TIN HOUSE, LONDON, ENGLAND
ARCHITECT: HENNING STUMMEL ARCHITECTS
PRODUCT: GREENCOAT PLX PRO BT
COLOR: BRICK RED, RR7F2 / SS0742

Award-winning architect Henning Stummel wanted a material that would stand the test of time without aging. Therefore, he chose GreenCoat® color coated steel for the entire façade and roof of this building. Note the rich detailing, like how the window widths align with the cladding seams. The Tin House has, due to its impressive design, gained worldwide attention.



*Photography
Tim Soar*





SKÝLI, ICELAND

ARCHITECT: UTOPIA ARKITEKTER

PRODUCT: GREENCOAT PURAL BT

COLOR: SKÝLI BLUE, RR4J8 / SS0501

Skýli is a proposed mountain trekking cabin with sustainability at its core. Its vivid blue roof, made from GreenCoat® color coated steel is designed to reflect the Nordic light. With its distinctive form, the cabin creates a contrast with the mountain landscape — standing out without disturbing it.



*Illustration
Utopia Arkitekter*



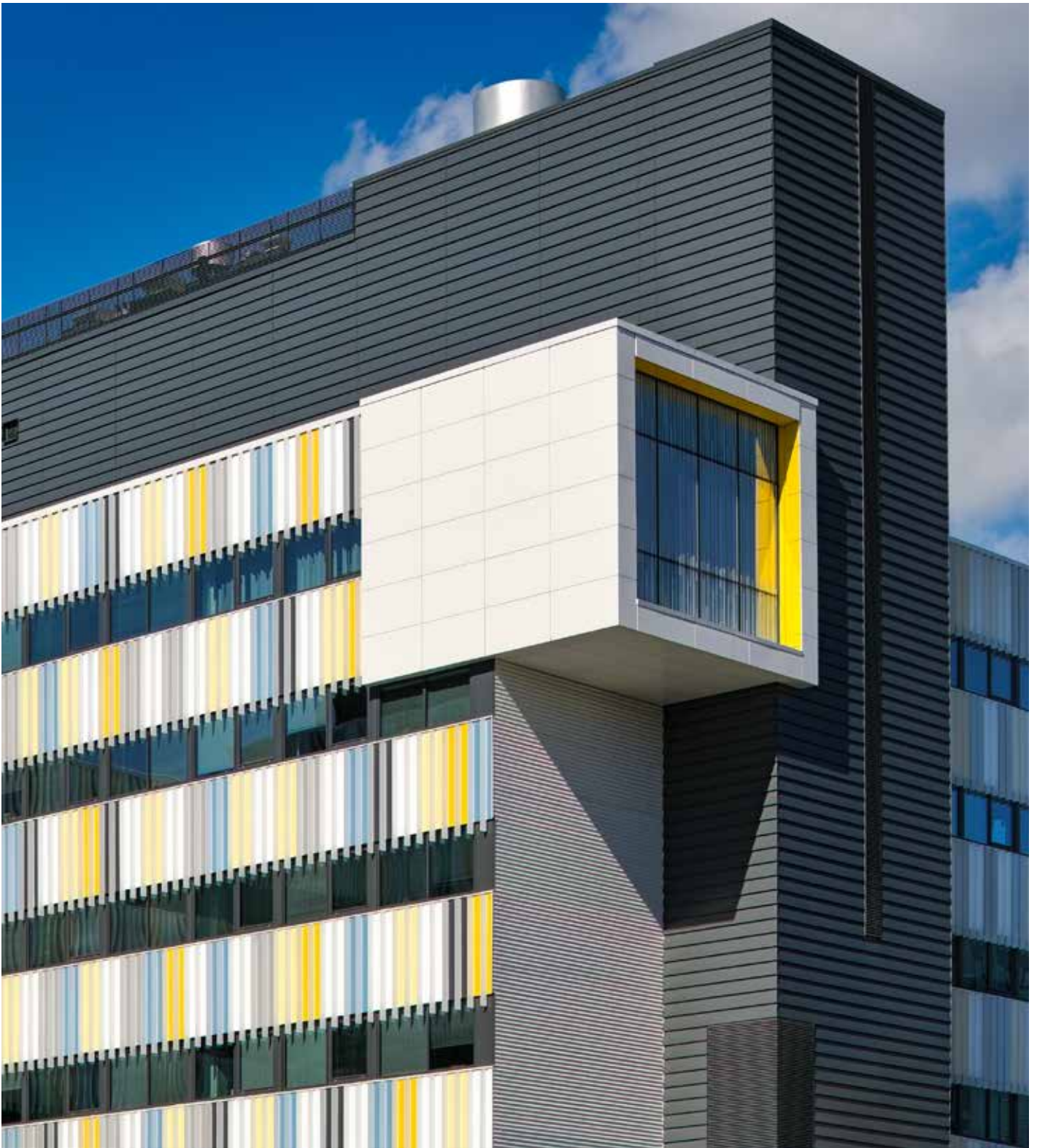
FJÄRILEN (THE BUTTERFLY), UPPSALA, SWEDEN
ARCHITECT: BELATCHEW ARKITEKTER AB
TINSMITH: ERIKSSONS PLÅT & KOPPARSLAGERI AB
PRODUCT: GREENCOAT® COLOR COATED STEEL
COLOR: HARVEST YELLOW, RR24 / SS0189

Located in Uppsala, the Butterfly Building brightens its surroundings with its warm yellow color. Both the façade and roof are made from the same GreenCoat® material, creating a coherent impression for passers by. The building was nominated for the Swedish award Stålbyggnadspriset — a competition that honors projects using steel in innovative and sustainable ways.



Photography
Åke E:son Lindman





EVENTES BUSINESS GARDEN, ESPOO, FINLAND
ARCHITECT: ARKKITEHTITOIMISTO HKP
PRODUCT: GREENCOAT® COLOR COATED STEEL
COLOR: A WIDE RANGE OF GREENCOAT® COLORS

A wide range of our colors comes to life in this project. Each shade has been carefully selected to enhance the building's character and its surroundings. Both the steel cassettes and lamellas are crafted with GreenCoat® color coated steel — offering a visual statement while ensuring durability.



Photography
Mika Huisman





A history of qual

1887

Domnarvets Jernverk, later to become SSAB, begins operating.

1968

The first production line for color coated steels is installed in Borlänge, Sweden.

1977

A production line for color coated steels is installed by Ruukki in Hämeenlinna, Finland.

2002

GreenCoat® is born and marks a new era in color coated steel with its pioneering rapeseed oil formula.



ity and progress

2014

SSAB and Finnish steelmaker Ruukki merge to become one Nordic steel producer.

2016

Together with LKAB and Vattenfall, SSAB joins forces to create the world's first fossil-free steel.

2023

SSAB Zero™ is launched. A recycled steel made using fossil-free electricity and biogas.



Enabling sustainable performance

SSAB Zero™ is our decarbonized steel — made from recycled raw materials and produced using fossil-free energy and biogas.

We are proud to say that from 2025 you can find GreenCoat® products made with SSAB Zero™ steel. It is the ideal choice for those who want to build sustainably with a material that lasts.



The fossil carbon emissions in SSAB's production of SSAB Zero™ are

<0.05 kg CO₂e/
kg steel

in Scope 1 and 2 of the GHG Protocol.

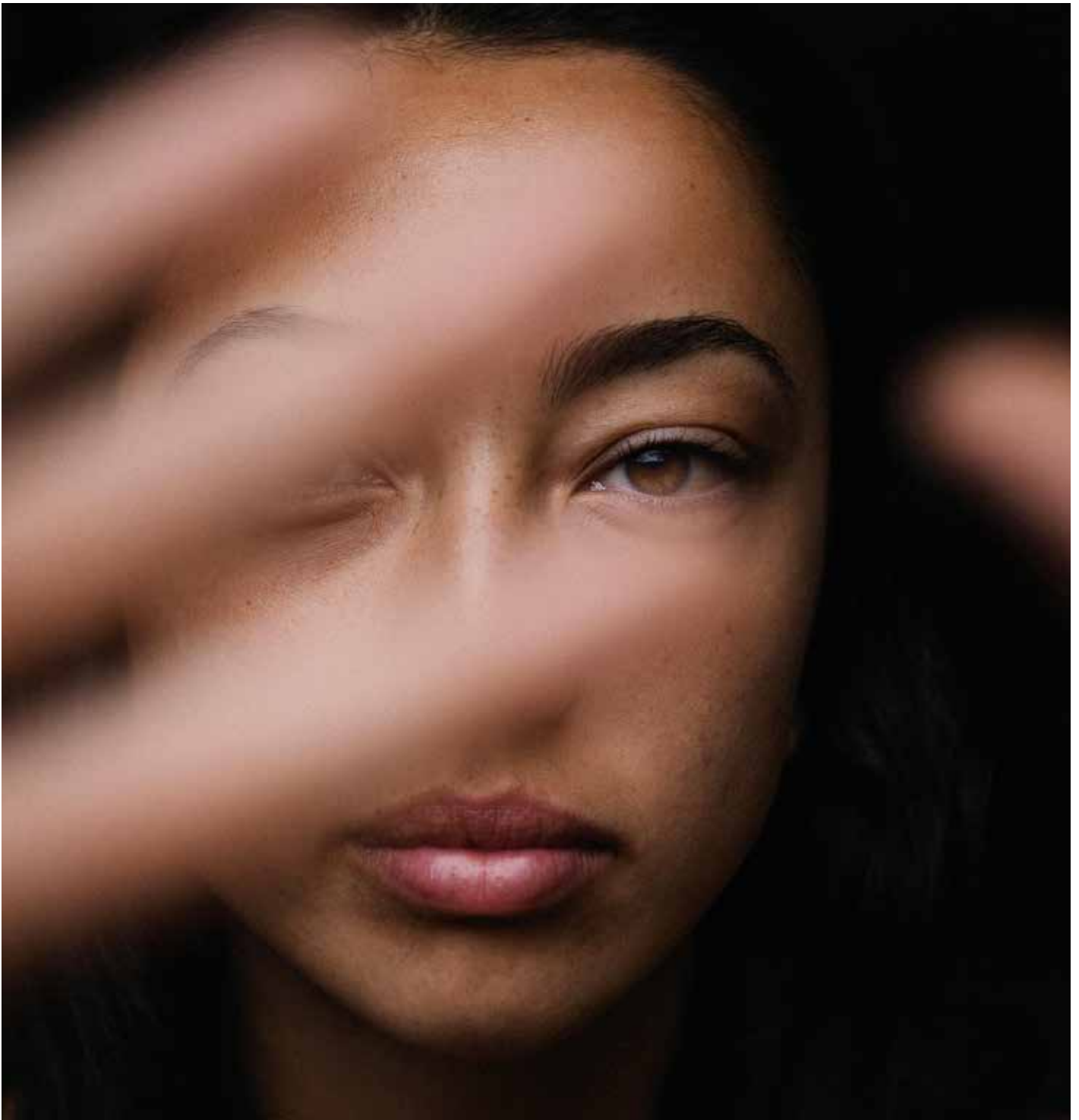




GreenCoat® Environmental Product Declaration (EPD)

Today, a product's lifecycle is more and more important. As a result, documents need to address the lifecycle phases, product contents as well as the production and how to best recycle or re-use materials.

We have two EPD's for GreenCoat® — one for our blast furnace based steel and one for our SSAB Zero™ substrate steel. The EPD documents are available on our website to give you details about how we produce GreenCoat® color coated steel and care for the product lifecycle.



We are part of SSAB

SSAB has manufactured products for the building industry for more than 100 years. Through the long history and expertise we have become pioneers and innovators of durable color coated steel products, made with rapeseed oil.

SSAB is a Nordic and US-based steel company offering value added products and services developed in close cooperation with its customers to create a stronger, lighter and more sustainable world. SSAB has production facilities in Sweden, Finland and the US and employees in over 50 countries.

Talk to us

Got questions, want to order color samples, or simply explore more?
At ssab.com/GreenCoat, you'll find all the information you need.

And don't forget to join our community on Facebook, Instagram, LinkedIn,
and Pinterest to stay up to date with everything that's happening.

