

**COLORCOTE®**



# case study 5

## Corporate Colours



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More and more companies and organisations are now including their corporate offices, warehouses and retail trading outlets as part of their overall corporate branding strategy.

An integral part of these brands is the corporate colour and livery. It is very important that the corporate colour when used on office, warehouse or retail premises exactly matches the company's brand standards and retains its correct pigmentation as long as possible.

Pacific Coilcoaters has developed a range of ColorCote® corporate colours for a number of clients over the last 20 years - three of whom are represented in this case study.

ColorCote® corporate colours are baked on to steel or aluminium substrates in a controlled factory environment to client-approved colour standards.

As well as getting a quality product, there are cost savings for developers and building owners because buildings can be built with the corporate livery already coated on the roofing and cladding.

Another benefit is that ColorCote® pre-painted metal products can be run in long lengths for larger buildings giving additional savings in time and construction costs. For example, on the Recall building the sheets were run in lengths of 27 – 30 metres.

Pacific Coilcoaters is involved early on in the building design process to ensure product lead times are aligned to construction schedules. The comprehensive colour matching process requires a lead time of up to 12 weeks. Clients are intimately involved in the procedure and sign off on the colour match before the final product is manufactured.

However, once a corporate colour is matched and a standard formulation developed, corporate colours can be manufactured to Pacific Coilcoaters' standard lead times. The ColorCote® substrate can also be painted the same or different colours on either side. For example, Mitre 10 Mega specified either Black or Mega Orange as exterior colours but specified Titania as the internal colour to brighten the stores' interiors and save on lighting costs.



## Client:

Acrow Limited

## Corporate Colour:

Permanent Green

Venetian Yellow

## Coating System:

ColorCote® ZR8™

## Client:

Mitre 10 Mega

## Corporate Colour:

Mega Orange/Titania

Black/Titania

## Coating System:

ColorCote® ZR8™

## Client:

Recall

## Corporate Colour:

Titania

## Coating System:

ColorCote® ZR8™



[www.colorcote.co.nz](http://www.colorcote.co.nz)

January 2006  
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