

TATA STEEL



Colorcoat Prisma® Aesthetics that Last

IKEA Tempe store Sydney, Australia

End Client: IKEA

Tata Steel Colorcoat® product used:
Colorcoat Prisma™ (Walls)

Colour: IKEA Blue

Year: 2011

The building

The flagship IKEA store at Tempe in south-west Sydney opened in November 2011. The 39,000 square metre store is the largest IKEA store in Australia and has been described by IKEA as a 'cornerstone' of the company's longer term national expansion plans. The new Tempe store, around 50 per cent larger than the IKEA Homebush store at Sydney, has enabled IKEA to provide customers with a wider range of well-designed products.

It also provides more space for IKEA to showcase its inspirational home furnishing ideas, along with improved accessibility for customers.

The 'trademark' sleek, steel façades of IKEA stores are famous the world over. The new and striking Tempe building is instantly recognisable as an IKEA store and sports the company's corporate colours.



The challenge

As a flagship store, it was imperative that the building material was of proven quality.

“Excellent aesthetics and long-lasting performance were high on the list of requirements for the Tempe building,” said Project Manager for the new IKEA store, Greg Crowter Construction Manager (AU).

In the testing Sydney climate, guaranteed colour retention was a prime consideration when it came to the choice of pre-finished steel. The IKEA building project team selected Colorcoat Prisma™ pre-finished steel for the store walls. For the blue walls, Tata Steel supplied this high quality product in Colorcoat Prisma™ IKEA Blue – meeting IKEA's precise colour standards.



The solution

The outstanding colour retention of Colorcoat Prisma™ has been proven in a wide range of industrial and commercial buildings around the world. This superior pre-finished steel has been developed and tested to international standards. It is a preferred choice where aesthetics and durability are both important requirements.

The durability of Colorcoat Prisma™ is derived from its multi-layer construction. This includes a Galvalloy™ metallic coating and high-build primer for corrosion resistance. The topcoat utilises the latest polymer technology to provide resistance to abrasion and damaging UV rays – delivering long-lasting colour performance even when exposed to prolonged periods of strong sunshine.

All Colorcoat Prisma™ solid and metallic colours surpass the requirements of Ruv4 and RC5 certification as laid down in EN 10169:2010. For the IKEA Tempe building, Tata Steel provided a 15-year warranty for the bespoke blue pre-finished steel walls.

“As a leading, global supplier of well-designed home furnishing products, we have a rigorous approach to everything we do at IKEA including the construction of our store buildings,” said Greg Crowter Construction Manager (AU).

“As well as being functional, our buildings need to withstand the tests of time. They must be high-performing and durable and retain their visual impact. Colorcoat Prisma™ pre-finished steel meets our exacting standards and has an important role to play in ensuring that our Tempe store looks good for many years to come.”

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