



Poster 8

## *Weathering around the world: Discovering new market opportunities for sustainable organic coatings*



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**ABSTRACT:**

Tata Steel Shotton is home to Tata Steel Colours, which is one of the largest producers of pre-painted steel in Europe. Tata Steel Colours produces top of the range products that are specified throughout Europe and are primarily used in the construction industry. To maintain this position, Tata Steel Colours are continuously seeking to improve the current product range and explore new market opportunities to support sales growth, in addition to their current customer base. In some regions of Tata Steel's current market, warranties are offered on their products of up to 40 years. In order to expand their market base outside of Europe, an investigation is required to determine the polymer performance of the organic coatings, which will include factoring the climatic conditions in these new markets, to determine the working lifespan of the organic coatings to identify how the product can withstand varied climates whilst maintaining the desired properties.



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