

Build a successful
business around the
inner strength of
TRUECORE[®] steel.



**More than ever, modern family homes,
and the businesses that build them, gain
inner strength from TRUECORE® steel.**

Building homes that stand the test of time
requires commitment, experience and,
of course, choosing the right materials
from the start. Today, advances in building
materials and technology are changing
the way homes are built. Frames made
from TRUECORE® steel can lead to longer
lasting structural integrity and more
efficient processes that can save your
business onsite time and labour.





From the makers of COLORBOND® steel.

BlueScope is committed to driving more business for your business. By making the switch to TRUECORE® steel, you can benefit from BlueScope's continued investment in developing a robust fabricator network with expertise in frame design and manufacturing.

Building consumer awareness is key to homeowners asking for the inner strength of TRUECORE® steel. By simply offering frames made from TRUECORE® steel your business benefits from BlueScope's investment in a national multi-channel advertising campaign.

BlueScope works with TAFE and local government to help develop steel frame training for apprentice carpenters, ensuring the industry has qualified trades to support the growth in light gauge steel house framing.



Keep your build schedule on time and on budget.

TRUECORE® steel may be pre-fabricated off site in factories for precision and quality control, which means frames can be erected on-site quickly and easily. Lightweight and easy to move TRUECORE® steel allows for efficient installation so you can make the most of your labour, and construction delays arising from inclement weather are minimised.

TRUECORE® steel frames also prove beneficial to following trades because they can be delivered on-site with pre-punched service holes allowing quick rough in.

Consistent and dimensionally accurate, unexpected hold-ups due to frame warping or swelling are no longer an issue, which means less on-site adjustment. You can be confident that TRUECORE® steel is manufactured to strict tolerances and fully conforms with all relevant Australian Standards.



Rely on the inner strength to meet the needs of your customers.

Lightweight and strong, with an impressive strength-to-weight ratio, framing made from TRUECORE® steel is ideal for modern homes that demand flexible designs and long spans. Helping your business to create contemporary open plan homes to suit today's modern design trends.

TRUECORE® steel is consistently straight and true, delivering stronger lines and a beautiful finish. A frame made from TRUECORE® steel won't shrink, twist or warp over time, which means fewer issues with jammed windows and doors. Plus, it's 100% termite and borer proof and it won't catch fire.

TRUECORE® steel is not just a different framing material, it's a different way to build. Benefit from the growing market momentum and increased consumer demand for TRUECORE® steel, without the need for significant changes to your business.



Peace of mind for you and your customers.

TRUECORE® steel is easily identified by its blue resin finish and is clearly marked to ensure it's fully traceable and conforms to all relevant Australian Standards. TRUECORE® steel includes a unique metallic coating incorporating BlueScope's patented Activate® technology, especially designed to provide enhanced corrosion resistance.

For peace of mind for you and your customers, TRUECORE® steel is backed by BlueScope's reassuring 50 year warranty for eligible applicants¹. When used as part of the NASH bushfire standard, frames made from TRUECORE® steel can help provide simple design solutions to achieve compliance to the National Construction Code (NCC) – even in the most severely rated Flame Zone².

A 'Best Practice' building product.



Due to the efficiency of off-site fabrication systems that make the framework to exact specifications, on-site waste can be kept to an absolute minimum. However, any small amounts of steel waste can be recycled without any loss in quality.

TRUECORE® steel has an Environmental Product Declaration (EPD), GreenRate™ 'Level A' certification and is manufactured in Port Kembla NSW, and Western Port VIC, both ResponsibleSteel™ certified sites, making it a 'Best Practice' product under the Green Building Council of Australia (GBCA) Responsible Products Program.



Realising the benefits of TRUECORE[®] steel is easier than you think.

Make the transition to TRUECORE[®] steel on your existing projects, one step at a time. BlueScope building specialists can help your business trial framing made from TRUECORE[®] steel and introduce you to channel partners who can bring your project to life using 3D design software.



For more information
visit truecore.com.au
or call 1800 738 576



1. Warranty currently offered for residential applications only and is subject to application and eligibility criteria. Commercial warranties may be available on application. For full terms and conditions and to determine the eligibility of your building for a warranty visit bluescopesteel.com.au/warranties or call BlueScope on 1800 800 789. Warranties provided by BlueScope do not affect consumer rights under the Australian Consumer Law. 2. For further information on building to the NASH Standard – Steel Framed Construction in Bushfire Areas please visit nash.asn.au. TRUECORE[®], COLORBOND[®], Activate[®], BlueScope and the BlueScope brand mark are registered trademarks of BlueScope Steel Limited. © 2025 BlueScope Steel Limited. ABN 16 000 011 058. All rights reserved.

