



STEEL NO LONGER A STEAL!

The world produces 240 kilos for every single person in the world, every year, this equates to approximately 1800 million tons in total.

Steel is one of the most commonly used materials in everyday life. But the environmental impact of steel production is enormous. It is one of the most energy-consuming and CO2- emitting industrial activities in the world.

We produce enough steel to build an Eiffel Tower every 3 minutes. That's 180,000 Eiffel Towers in one year, that's tip to tip from Paris to New York three and a half times!

The main component used in the production of steel is iron ore which in its raw form is mined. Over 2000 million tons of iron ore extracted each year – about 95% of this is used by the steel industry. Iron ore is the world's third most extracted commodity by volume – after crude oil and coal – and the second most traded commodity – only by crude oil. The production of steel from the mined iron ore is highly energy consuming being the most energy consuming and CO2 emitting industrial activity in the world.

Steel requires about 20 gigajoules of energy per ton produced. The production requires large inputs of a type of fuel called coke which is similar to coal, which is extremely damaging to the environment. The coke ovens used in steel production emit air pollution chemical compounds such as naphthalene which is highly toxic and potentially carcinogenic.

Wastewater from the coking process is also highly toxic and contains a number of additional carcinogenic organic compounds as well as cyanide, sulphates, ammonium and ammonia.

One of the reasons we are passionate about the benefit of using protective coatings such as Giromax® is because they are a less environmentally damaging way to repair a damaged, aged roof and building envelope. Whilst acknowledging that we always strive to develop more environmentally friendly products, current industry wide technology still requires fewer harmful chemicals and has a smaller carbon footprint than hundreds of square metres of steel, which may be used to replace or oversheet, a perfectly sound and serviceable roof.

So, if your business or clients have made commitments to be greener and more sustainable, using a protective coating is less damaging than using additional steel.

The Giromax® range of protective coatings are all made in the UK with the majority of the ingredients also sourced in the UK. Steel prices will only continue to increase and it's production will continue to deplete the planet's finite resources, it is therefore cheaper and less environmentally destructive to overcoat with the Giromax® range, to create a UV stable weather-resistant protective coating.

Get in touch with our sales team today....

[www.giromax.co.uk](http://www.giromax.co.uk)

CHARITY BALL

At Giromax we are proud to support Rainbows Children's charity.



We sponsored the 20th annual Champions Celebrity Charity Ball which took place on Friday 1st April. Rainbows are a charity which provide much needed care for children and young people who have life-limiting or life-threatening conditions. They aim to create memories for families to treasure and provide comfort and compassion at the time when it's most needed.

The theme of the Ball was "Friday Night Fever!" and was hosted by former World and European 400 metre medallist Dereck Redmond, and Olympic and Commonwealth badminton medallist Gail Emms MBE. William Roache the legend that is Ken Barlow was also in attendance supporting the charity – one which is very close to his heart. As if that wasn't enough excitement for the evening – William had TV cameras capturing his every move as they recorded for a programme which will celebrate his 90th Birthday!



Our guests for the evening were Nathan Collins and Claire Collins from Nadco Roofing Services, Chris Cummins from NSS and Sven and wife Urszula Matusiak from Absolute Roofing solutions. We all enjoyed contributing to the auction which raised close to £75,000, with additional money raised from the silent auction. Nathan placing the winning bid for the much-coveted boxing glove signed by WBC World Heavy weight Champion Tyson Fury.



## CASE STUDY

**Contractor:** M & R Coatings [www.mrcoatings.co.uk](http://www.mrcoatings.co.uk)

**Site:** Avonmouth, Bristol **Job:** Commercial roof refurbishment with Giromax® Roofcoat (Metal)

**BEFORE**



**BEFORE**



**COMPLETED**



The pitched metal roof surfaces of this industrial building required thorough cleaning under high pressure to remove the build up of dirt that had accumulated on the roof over many years, this was particularly bad as a result of the exposed coastal location of the site. In addition the PVC Leathergrain Plastisol protective coating had been effected by primer damage causing almost total delamination.

The roof was also subject to cut edge corrosion, and as a result it was decided to treat the 2,500 m<sup>2</sup> with Giromax® Roofcoat (metal). Following successful application and the resulting inspection, a 25 year guarantee was issued.

## BLOGS

We hope that our regular blogs continue to educate and inform.

In February and March, we covered a diverse range of subjects including...

- The importance of CPD training
- To seal or not to seal
- Metal roof repairs and Health and Safety
- Working at heights

To read our past blogs visit the Giromax® website [www.giromax.co.uk](http://www.giromax.co.uk)

## UKRAINE

With the ongoing humanitarian crises in Ukraine, Giromax have tried to help in any way that we can. We donated our remaining stock of T-shirts and socks to Adi Bartosiewicz of Adi Paint Spraying Ltd.



Adi drove to the Polish – Ukraine border with a van full of donations. His call for help was amplified when the local news team got involved. So much so

that Adi had to find a bigger van!

Our Head of Marketing, Myles Emmett, also known as Cub Scout Leader Shere Khan helped the 1st Lutterworth Scout Group with packing the large number of donations. The scout hut became the drop-off point for donations from the local community and was packed up by the Beavers, Cubs and Scouts, with help from parent volunteers.

Clothes, food, medicines, toiletries and toys were shipped in a lorry by the local Friends of Ukraine group with the Scout Association of Ukraine helping with the unloading.

All the young Scouters were very engaged and concerned for their fellow young people having to leave their homes, even giving radio interviews.

**We thank all the local community for their donations and all the time and help given by the volunteers.**

## REFURBISHMENT



Our head office refurbishment has been completed! We are lucky enough to be the recipients of some brand new tech, office furniture and a new conference room, ready to welcome customers new and old.

To celebrate this we brought the whole team together to try out the new space for our monthly team meeting. The feedback on the much-needed refurbishment was very positive. However, the walls are currently bare, so if anyone has suggestions about what we can display please contact our team with your ideas.

## ICOR

Richard Sclater our Technical Services Manager for North region has finally embarked on some hard work! Studying and working towards ICOR



professional membership. We hope this gives our customers continued confidence that Giromax value the expertise of our staff and provide you with the technical expertise, to help solve your problems.

## CHARITY JUMP

Matt Ward our Technical Field Manager for the Central Region has also continued to challenge himself by once again jumping out of a plane! His second tandem parachute jump, which he undertook for a charity close to his heart, raising much needed funds to help his daughters' friend to receive life saving cancer treatment in the USA. If you can help Flo please donate.



**CLICK HERE TO DONATE**

## WEBINAR

**Calling all surveyors, contractors and specifiers!**

Our CPD webinars on Cut Edge Corrosion are a regular in our schedule – which you can book by signing up. We also offer to visit your workplace and deliver a seminar face to face if you'd prefer, and we will provide lunch or breakfast.

It's a simple way to keep your CPD up to date - contact us to sign up.



#GIROMAXIT