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PRESS RELEASE – FOR IMMEDIATE RELEASE

## ICONIC BUILDING MATERIAL GETS A MODERN BEND WITH NEW LICENCING AGREEMENT

- FormFlow Pty Ltd and BlueScope Steel Limited sign licencing agreement to commercialise product
- World first, patented process and product developed by Australian manufacturer FormFlow
- Provides a highly aesthetic and seamless building form to assist in sealing out air, water, vermin and the ingress of bushfire embers

Two Australian companies have signed a licencing deal, to commercialise a world first, patented technology and process developed by Australian manufacturer FormFlow, which will see BlueScope's Lysaght division manufacture its iconic CUSTOM ORB® corrugated profile into the FormFlow® C90™ product, whilst maintaining the integrity of the COLORBOND® steel substrate and painted surface.

The FormFlow technology and process solves the previously impossible problem of bending corrugated steel profiles at sharp angles and results in a clean, distinctive new look, bringing with it environmental and cost advantages, whilst assisting in sealing out air, water, vermin and the ingress of bushfire embers.

The licensing agreement between FormFlow and BlueScope, through its Lysaght division, will see the two companies collaborate on research and development, and the commercialisation of FormFlow's distinctive technologies, beginning with the FormFlow® C90™ product.

FormFlow has strong partnerships with world-leading metal forming experts at Deakin University and local engineering firm Austeng and worked with the Federal Government's Advanced Manufacturing Growth Centre (AMGC) to develop early prototypes. The company is also collaborating with WildFire Design, Ian Weir Architects and Lysaght to help address the rebuilding effort after the recent devastating Australian bushfires.

FormFlow Co-founder, Dr Matt Dingle said "FormFlow is focussed on developing solutions that solve social issues, primarily Australia's housing affordability crisis and bushfire recovery.

"Given Lysaght's product range and technical expertise in the design and application of steel building products, they are a natural partner for FormFlow's technology. The collaboration with Lysaght means we can scale our product and offer a great building material solution to Australians," said Dingle.

"Lysaght see FormFlow as part of our ongoing leadership in bringing steel innovation and building system capability to the market together with a value proposition which is aligned with the aesthetics, inspiration and performance of the COLORBOND® steel brand. FormFlow is applied to the widely accepted CUSTOM ORB® profile to provide contemporary, unique and cost-effective solutions for roofing and internal and external walling applications," said Matt Loyde, National Manager Sales, Marketing & Innovation, Lysaght.

Dr Jens Goennemann, Managing Director of AMGC said, "AMGC identified FormFlow's potential early on, their product is ground-breaking, and it is a real game-changer for the global building sector. The solution is a great example of the impact research and development can have and the value Australian manufacturers can add to a seemingly simple material – corrugated iron".

Effective from mid-July 2020, Lysaght will be launching the FormFlow® C90™ product through its sales network in Victoria, with a national launch in the short-to-medium term. CUSTOM ORB® is produced across the Lysaght



manufacturing network consisting of over 20 locations nationally, with the FormFlow® C90™ product manufactured at Lysaght's manufacturing facility in Geelong, Victoria.

Head to the Lysaght or FormFlow websites to make an enquiry and view some of the terrific applications of the FormFlow® C90™ bend.

**Lysaght** – [www.lysaght.com/formflow](http://www.lysaght.com/formflow)

**FormFlow** – [www.formflow.net.au](http://www.formflow.net.au)

## Contacts

### FormFlow

Matt Dingle

Co-founder, FormFlow

E [mdingle@formflow.net.au](mailto:mdingle@formflow.net.au)

M 0408 147 406

### Lysaght

Matt Lloyd

National Manager Sales, Marketing & Innovation, Lysaght

E [matt.lloyd@bluescope.com](mailto:matt.lloyd@bluescope.com)

M 0413 601 290

### Lysaght – Sales & Project Enquiries

Aman Pannu

Business Development Manager, Lysaght

E [aman.pannu@bluescopesteel.com](mailto:aman.pannu@bluescopesteel.com)

M 0457 598 150

## About FormFlow

FormFlow is an engineering company developing and commercialising new manufacturing solutions for the building industry. FormFlow's goal is to develop advanced technologies to make high performance habitable spaces that are affordable, attractive and functional for an ever-increasing number of Australians. FormFlow has already integrated some of the new technologies into a prefabricated building system to launch its "FormFlow Living" product range. FormFlow was founded in 2016 on the development of a revolutionary bending process to produce a sharp 90-degree bend in a corrugated sheet resulting in a beautiful, clean look.

## About Lysaght

Lysaght, a division of BlueScope, market an extensive range of steel building products including roofing, walling, guttering, fascia, fencing, patios, carports, formwork and purlins. With iconic products such as CUSTOM ORB® corrugated roofing to BONDEK® steel formwork manufactured from industry standard COLORBOND®, ZINCALUME® GALVSPAN® and DECKFORM® steel, choosing LYSAGHT® branded products for your project is the smarter choice.