



**Domestic
Appliance industry**

Case Study Indesit Company UK & None, Italy

Sector: Domestic Appliance
Distributor: Corus Colorsteels

Products used: Co-laminate from
Corus



Corus appointed for the Italian job

Following the success with their UK sites using pre-finished steel, Indesit Company specified pre-finished steel from Corus on a pan European basis, more specifically for their Italian None plant near Turin.

Indesit Company is one of the top three white goods manufacturers in Europe and uses pre-finished steel from Corus for a wide range of washing machines, tumble dryers, refrigerators and cookers which are sold across Europe - including the Hotpoint, Indesit and Cannon brands in the UK.

The Corus supply chain involves Consumer Products, who manufacture pre-finished steel and Corus Colorsteels, who offer a full range of services including slitting and blanking. This means that Corus can offer a complete service solution, which exceeds Indesit's expectations. The company's global sourcing manager, Federico Pecorini's comments. "The Corus supply chain impressed us with their capacity for rapid product innovation, consistency of finish and reliability of delivery."

Pre-finished steel is a strip steel product with a number of paint layers and treatments applied in a highly automated and carefully controlled manufacturing process.

Using pre-finished steel allows manufacturing resource requirements and internal operating costs to be reduced as a result of factors such as lower labour requirements, reduced wastage of raw materials, and the need for less storage space for stocks.

Pre-finished steel from Corus Colors Consumer Products based in South Wales is already used in many industry sectors.

In a market driven by speed and differentiation, pre-finished steel benefits the customer by combining excellent aesthetic appeal with short lead times. More crucially, this happens without compromising on quality or durability standards. Tests prove that pre-finished steel has greater corrosion resistance than post painted material.

Additional benefits of using pre-finished steel from Corus include the ability to use various assembly techniques including forming and welding, and also the removal of the worry of complying with various environmental legislation associated with post painting.

Indesit's global sourcing manager, Federico Pecorini also stated "Our appliances are renowned for their aesthetic appeal and Corus are helping us to lead the way with innovative, hard wearing materials that conform to our stringent quality and environmental standards."

Corus have over 40 years experience of coil coating expertise, as well as 35 years of design and prototyping knowledge through the Innovation Centre. Readily available trial material is also offered through the new sample warehouse from Corus Colors.

For advice or technical enquiries contact;

Corus Colors Consumer Products
Tafarnaubach Works
Tafarnaubach Industrial Estate
Tredegar
South Wales
NP22 3AA
T: +44 (0)1495 724321
F: +44 (0)1495 711623
E: consumer.products@corusgroup.com

Corus Colorsteels

T: +44 (0)1902 484000
F: +44 (0)1902 484279
E: colorsales@corusgroup.com

For other literature or case studies contact;

Colorcoat connection® helpline
T: +44 (0)1244 892434
F: +44 (0)1244 836134

