# Pioneer in innovative coil coating celebrates 50 years

**Metalcolour celebrates 50 years since building its first coil coating line in 1973. The global coil coating group has production units in Sweden, Denmark and Singapore which are providing high quality film laminated and pre-painted steel and aluminum.**

Right from the start Metalcolour saw a great need to renew and improve the coil coating business and has over the years developed solutions now considered best practice and standard including fire classified film laminated steel, heat applied protective foil, close tolerances in gloss control and special technical coatings.

The company’s first steps took place in Denmark in 1973 by installing one of the first Gasway coil coating lines in Europe. Since then several other companies have been incorporated into the Metalcolour Group including SSAB Laminated Steel in 2009 and DAMPA, experts in acoustic metal ceilings, in 2012.

“It has been an exciting journey and I am proud to be a part of it since more than 30 years. In all these years we have maintained our core values: High quality, innovation, and flexibility. With strong products we have developed and will continue to grow. The key to the success is our committed and skilled staff”, says Ingemar Forsberg, CEO of Metalcolour in both Sweden and Denmark since 2010.

**Delivering to the world’s largest cruise ships**

A main focus is coated and laminated metal for the interior of cruise ships and other areas of supply include trains, elevators, and doors. Ingemar Forsberg explains: “Some of the biggest cruise ships being built at the major North European shipyards have a length of more than 350 meters and carry up to 7,600 passengers. Metalcolour has delivered 350,000 square meters of Dobel products used for wall panels, ceilings, doors, and wet units for each of these majestic ships. A surface that corresponds to 50 soccer fields”.

The production units in each country are specialized. Denmark is the heart of the production of the pre-painted metal. Most products within technical coating are delivered to automotive sub-contractors all over the world whereas the decorative pre-painted metal is mainly delivered to building and industrial product manufacturers in Northern Europe. Sweden and Singapore specialize in film laminated steel and aluminum for the global marine and building industry.

“Finding new applications with high demands of our key values will be the way forward for both technical and decorative coating. We will continue to do all we can to keep both existing and new customers happy with their cooperation with Metalcolour. The 50-year long journey will continue”, says Ingemar Forsberg.

**Metalcolours story in short**

**1973** - A colour coating line was installed at Raaco in Nykobing Falster, Denmark. Metalcolour A/S was formed to manufacture Raaco's needs of pre-painted steel and offer the surplus to the rest of the market.

**1975 -** A sheet-to-sheet lamination line was installed by Domnarvets Jernverk at the facility in Ronneby, Sweden, and the brand DOBEL saw the light of day.

**1978 -** Domnarvet, together with Norrbottens Järnverk and Oxelösunds Järnverk became SSAB.

**1990 -** Installation of a coil-to-coil laminating line in Ronneby.

**1997** - After being owned by Finnish steelmaker Rautaruukki (now part of SSAB) for some years, Metalcolour was acquired by the Danish AT Holding group.

**2003 -** Metalcolour Sweden was certified according to ISO9001

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**2004** - Metalcolour Sweden was certified according to ISO14001

**2009 -** Metalcolour Denmark acquired SSAB Laminated Steel and renamed it to Metalcolour Sweden AB.

**2012** - DAMPA in Tommerup, Denmark was acquired and became part of Metalcolour Group.

**2014** - Metalcolour Asia Pte Ltd, a subsidiary of Metalcolour Sweden AB, started its production as a joint venture with Yan San Metals of Singapore.

**2023** - Metalcolour celebrates 50 years of innovative coil coating.

Download more information (including pictures) on Metalcolour products and applications here:

<https://metalcolour.com/specifications/folders-and-sheets/>