

Locally made, lower emissions.



New Zealand's lowest emissions, locally made reinforcing steel.



PACIFIC™
◀ 1.89 GWP



PACIFIC DCRB™
◀ 0.485 GWP



Lowering Emissions in Construction.

Building for tomorrow means lowering emissions today.

Across New Zealand, engineers, architects, and developers are working to reduce the embodied carbon of buildings and infrastructure. Certification frameworks such as Green Star and Homestar are raising expectations, while government and industry are committed to ambitious climate targets.

But these goals can't come at the expense of quality, performance, or certainty. The challenge is clear: how do we continue to build the homes, workplaces, and infrastructure our future depends on, while reducing emissions without compromise?

Stronger projects. Stronger New Zealand.

Choosing PACIFIC™ and PACIFIC DCRB™ helps ensure your projects contribute positively to New Zealand's future.

- Lower embodied carbon in buildings and infrastructure
- Supports Green Star, Homestar, and Infrastructure Sustainability (IS) ratings
- Strengthens New Zealand's building resilience with local, certified supply
- Sets a new benchmark for locally made, sustainable construction materials

The Solution.

PACIFIC™

Our new standard blend.

PACIFIC™ is our new standard for reinforcing steel. Produced locally and backed by decades of proven performance, it delivers the quality you know and trust, with significantly lower emissions.



Global Warming Potential (GWP):

1.89

Bar

1.85

Coil

56%*

Scrap Steel Blend

*This includes a mixture of internal scrap and post consumer/ industrial scrap.

Coming to market in 2026.

PACIFIC DCRB™

Our lowest emissions blend.

PACIFIC DCRB™ represents a breakthrough for our industry, offering the lowest GWP available for locally made reinforcing steel.



Global Warming Potential (GWP):

0.485

Bar

0.474

Coil

100%*

Scrap Steel Blend

*This includes a mixture of internal scrap and post consumer/ industrial scrap.

Coming to market in 2026.

Complete Environmental Product Declarations (EPDs) are available at pacificsteel.co.nz.

The Electric Arc Furnace: Steel, reimagined.

All PACIFIC™ and PACIFIC DCRB™ reinforcing steel is produced from billets supplied by our sister company, New Zealand Steel. In 2026, those billets will be made using New Zealand Steel's new Electric Arc Furnace (EAF). The largest industrial decarbonisation initiative in our nation's history.

By combining local resource efficiency with a highly renewable grid, the EAF helps ensure New Zealand's steel industry is built on circularity and sustainability. Every tonne of Pacific Steel will carry that advantage.

↓
-1%

NZ's Total Emissions

↓
-800K

CO2 emissions per annum

↓
-400K

Tonnes of coal used

**Reuse.
Remanufacture.
Reduce.**

Steel is infinitely recyclable. The EAF ensures scrap steel can stay in New Zealand, to be remelted and remanufactured into new reinforcing products again and again.



1. Hot Metal Mix

Cutting coal in half

By shifting to the Electric Arc Furnace process, NZ Steel halves the use of coal and the need for traditional kilns, reducing energy demand and emissions.

2. Recycled Scrap Steel

Steel stays in the local loop

Local scrap steel, once exported offshore can now be collected, sorted and returned into the loop to be remelted at Glenbrook.



3. Electric Arc Furnace (EAF)

Low emissions steel, powered by renewables

Using New Zealand's largely renewable grid, the EAF melts scrap and hot metal into prime steel, slashing emissions and energy use.



4. Slab & Billet Casting

Strong foundations for the future

Molten steel is cast into slabs and billets, the essential building blocks for creating new steel products.



5. Bar & Coil Production

From steel to strength

Billets are transformed into Pacific Steel's rebar products, delivering trusted local quality with significantly lower emissions.



Contact us today:

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