

# THE EDGE

GIVING CUSTOMERS AND INDUSTRY THE EDGE WITH NEWS AND INNOVATION

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# WELCOME

Welcome to the final issue of The Edge for 2015

Along with our existing BlueScope Sheet Metal Supplies and BlueScope Distribution businesses we're now introducing BlueScope Plate Supplies, a new business identity with an enhanced expertise in the supply of BlueScope's plate steel products.

With our focus firmly on our customers we're getting back to doing what we do best – supplying high quality, Australian made steel sheet, coil and plate products. With a broad range of steel products including market leading brands including COLORBOND® steel, TRUECORE® steel, XLERPLATE® steel and TRU-SPEC™ Coil Plate steel we're committed to providing the best in steel product supply packages to our customers.

In this edition we highlight the terrific customer experiences with our new TruSpec™ Coil Plate steel plate products, delve into the technical and customer services we provide a variety of industries and look back on the strong partnership with the reputable Dulux Group. We finish off this edition with a book review on 'Good Leaders ask great questions'.

If you would like to share any ideas, suggestions, letters or a story about your company, we encourage your contribution and suggest you send it via email to [contributions@bluescopesteel.com](mailto:contributions@bluescopesteel.com)

**Gerald Cornelius**  
National Manager  
BlueScope Flat Steel Products



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**BLUESCOPE - A NEW APPROACH TO STEEL DISTRIBUTION**

# INNOVATING TOGETHER, BUILDING A BETTER FUTURE

**A**ustralia's leading steel maker BlueScope, has recently announced the restructuring of its distribution business, including the introduction of a new business brand, BlueScope Plate Supplies.

Explaining the newly restructured distribution model, Gerald Cornelius, National Manager BlueScope Flat Steel Products explained the key aspects of the change.

Said Mr Cornelius, "Our fundamental driver has been a desire to enable the business to pursue a heightened focus on the needs of the customers."

"In the modern steel supply and distribution market having a broad, quality product range is no longer the differentiator it once was. A commitment to delivering exceptional customer service is an imperative that must be continually delivered upon."

Before deciding upon the correct business model BlueScope undertook an extensive customer survey and research program. The program delved into the needs and attitudes of BlueScope's distribution customers across all areas including manufacturing, construction, mining, infrastructure, engineering and resellers.

Explained Gerald, "that research confirmed to us that contrary to popular belief price isn't the only decision driver for our customers."

"Stock availability, timely and reliable deliveries, product knowledge and innovative and flexible supply arrangements also factor heavily on any purchase decision."

"A key finding was having access to someone who understood their business."

"Our business challenge was therefore to look at how we structured our business to ensure firstly that we could focus on the key customer satisfaction factors, but also to make it easier for our customers to connect easily with the highly experienced and knowledgeable people we have working for us," explained Mr Cornelius.

A key component of the new strategy is a new structure for BlueScope's distribution businesses comprising three distinct branded businesses.

The familiar BlueScope Sheet Metal Supplies business brand has been retained and while continuing to offer a broad product range, future investment in this business will be geared towards further developing its capability to provide enhanced steel supply chain solutions to meet customers sheet and coil steel products requirements.

BlueScope's other metropolitan distribution businesses will progressively adopt a new identity BlueScope Plate Supplies. Again, this business will continue to offer a broad steel product range, however its future focus will be on delivering exceptional customer focussed supply solutions to meet the steel plate and coil needs of its customers.

In regional areas the company will continue to operate under the BlueScope Distribution brand. This is a reflection of the broader product and service offering required from a single supplier in those non-metropolitan areas.

All three of these businesses will continue to provide an integrated channel to market for the full range of BlueScope steel products including market leading brands such as XLERPLATE®, TRU-SPEC™, ZINCALUME® and COLORBOND® steel.

"We're realigning our business focus back onto those products where we have a fundamental expertise, understanding and competitive advantage – namely the BlueScope range of Australian made steel products," said Mr Cornelius.

"However, the change to our business is much more than just an external branding change to some sites," continued Mr Cornelius.

"Behind the scene's we're working to ensure our systems, products, people and technologies are all aligned to enable each of these businesses to deliver an exceptional steel supply solution to our customers."

A fundamental component of this reinvigorated customer focus is exemplified by BlueScope's innovative Steel Efficiency Review™ (SER®).

"Our SER® program leverages the "knowledge capital" of our highly experienced people to deliver business improvement recommendations for our customers," explained Mr Cornelius.

"The SER® process includes an end-to-end business audit that focuses on the 7 most common areas of waste within a manufacturing business - over-production, time in waiting, transport, processing, inventory, motion and re-work – and identifies best-practise recommendations to address individual customer circumstances."

"This program has proven to be very beneficial to those customers who have taken advantage of it in that it is delivering tangible, measurable results that are impacting their bottom line."

Concluded Mr Cornelius, "at the end of the day we want to create real partnerships with our customers and remove those elements of supply chain risk that we have control over."

"We're focussing on making sure our customers get the right product, at the right time, at the right price as well as easy access to the product information, technical expertise and service they require."

**“ At the end of the day we want to create real partnerships with our customers. ”**



## AUSSTEEL'S

# CONSTRUCTION CONQUEST

## COMPLETE WITH BLUESCOPE SHEET METAL SUPPLIES

**A**usSteel is the Australian manufacturer behind the Ultimate Steel Building System (USBS), a cost-effective light gauge steel frame and truss system designed to meet the rapidly growing demand for steel framing and trusses in building and construction. The quality, consistency and reliability of TRUECORE® steel from BlueScope Sheet Metal Supplies has been integral to AusSteel's success with their system in industry.

AusSteel's USBS is the result of years of research, working alongside BlueScope, to develop a completely engineered, fully designed steel framing system as an alternative to traditional timber systems.

"We conceived of and developed the USBS as an out-of-the-box entry option for the steel framing market. Our CAD-based design and engineering software, specially designed roll-forming techniques, unique fastener system with innovative design and assembly process means every member and connection point of the frames and trusses has been made with precision," said Simon Love, General Manager at AusSteel.

"Our frames and trusses are engineered from the top to the bottom, ensuring a fully enhanced load path throughout the structure."

In the early stages of the system's development there were teething issues, according to Love.

"During one of our first experiences in having machines built the roll form manufacturer used stock of imported light gauge steel to run test sections through our roll former, there was a stage of trial and error because of the product's inconsistencies. After switching to TRUECORE® steel for the manufacturing process we noticed significant differences," Love said.

"TRUECORE® steel is a premium Australian-made quality product that carries a 50 year warranty and with its consistent quality, yield

strength and coating thickness you know exactly what its performance capabilities are.

"On top of that, TRUECORE® steel is 100 per cent termite and fire resistant. It's the only steel product we have complete confidence in for the fabrication of our system."

Love said he and AusSteel's director Darren Onley have also made it their mission to encourage timber frame and truss manufacturers to future-proof their businesses by becoming USBS fabricators using BlueScope's steel product. In doing so they're not only establishing a network of AusSteel fabricators and distributors, but have also furthered the acceptance of steel framing.

"After achieving success with USBS among our immediate customers, we began to realise how much other traditional timber plants would benefit by becoming fabricators of the system. That's when we started to think beyond the scope of our own operations," Love said.

"We started visiting local timber plants and explaining to them the value they could add to their business by fabricating and offering our light gauge steel frame and truss system in addition to their existing timber product. Our background in timber construction also helped to reassure plant owners adopting our system was a step in the right direction.

"It's become our primary focus to equip timber plants with the right machinery and open a supply chain of TRUECORE® steel in

order for them to reach a bigger portion of the market."

Damian Oliver, Key Account Manager, BlueScope Sheet Metal Supplies NSW, said the company had valued being involved in the development of the USBS since inception through to ongoing success.

"BlueScope Sheet Metal Supplies have been in contact with AusSteel from the time they were considering purchasing a roll former to begin fabricating their USBS," Oliver said.

"Now, when AusSteel presents the benefits of fabricating their light gauge steel and truss system to a timber plant they bring BlueScope into the process from day one. They're not saying, 'Here's the system, here's how it works, this is the product you need, now go to the Yellow Pages and find someone local to sell it to you.' Instead, we'll be involved in discussions, explaining the benefits of using TRUECORE® steel in the manufacture of their system and giving them the option to use BlueScope Sheet Metal Supplies as a supplier.

"Although the customer has the choice of who they wish to obtain their light gauge steel from, as long as the product is TRUECORE® steel, AusSteel has always done their utmost to keep all volumes of their network flowing through BlueScope Distribution."

For more information visit [www.aussteel.net.au](http://www.aussteel.net.au)





# K E BROWN

Stays Switched



WITH **BLUESCOPE SHEET METAL SUPPLIES**



K E Brown Electrical Switchboards is a leading Australian-owned manufacturer of low voltage electrical switchboards. Founded a few years after the end of World War II by Ken Brown and two associates, the company has come a long way since producing its very first metal enclosure from a backyard operation.

Today, K E Brown Electrical Switchboards produce custom-designed and built switchboards from a 2400m<sup>2</sup> cutting-edge manufacturing facility in Warriewood, NSW. The facility includes a design and engineering centre, sheet metal fabrication centre, busbar bending equipment and assembly area. With 72 experienced staff they provide switchboards to some of the biggest names in industry including BHP Billiton, Energy Australia, McDonalds Systems of Australia and IBM.

A long-standing partnership with BlueScope Sheet Metal Supplies has meant every single one of the electrical cabinets are proudly designed, made and serviced to exacting standards using Australian-made ZINCANNEAL® steel.

ZINCANNEAL® steel is designed for commercial applications and is typically used for the manufacture of electrical cabinets, being ideal for bending, rollforming, welding and painting. The surface is spangle-free and suitable for post painting and a matte galvanised finish enhances post-painted appearance.

“As a company, we take great pride in the manufacturing our electrical cabinets with ZINCANNEAL® steel from BlueScope, and are committed to producing and delivering high quality products to meet the needs of our customers,” said Enrique Canales, Procurement Manager at K E Brown Electrical Switchboards Electrical Switchboards.

“Our sheet metal fabrication facility uses the latest in metalworking technology – the most recent addition to the production line being a state-of-the-art turret punching machine – to produce our electrical enclosures. These are then powder coated in any colour requested by the customer.

Processing ZINCANNEAL® steel from BlueScope with the turret punch emphasises the accuracy associated with all aspects of K E Brown Electrical Switchboards Electrical Switchboards’s manufacturing process, according to Canales.

“The quality and consistency of ZINCANNEAL® steel is outstanding, so once processed through the press it will be 100 per cent dimensionally accurate with no further work needing to be done,” he said.

“

***BlueScope Sheet Metal Supplies looks forward to an ongoing partnership with K E Brown Electrical Switchboards. We’re also in discussions with them about carrying out a Steel Efficiency Review™ and becoming more involved in other marketing initiatives which will hopefully serve to strengthen the relationship.***

”

“We have been using ZINCANNEAL® steel from BlueScope for more than five years now. Throughout that time BlueScope Sheet Metal Supplies has supplied us with a steel product in sufficient quantities and on time. They are able to work with short lead times which especially helps with our busy delivery schedule and our core value of Lean Manufacturing.”

Vini Reddy, Key Account Manager at BlueScope Sheet Metal Supplies (Granville) said K E Brown Electrical Switchboards Electrical Switchboards’s loyalty to the BlueScope brand was highly regarded and reciprocated through consistent and reliable delivery.

“Working closely with K E Brown Electrical Switchboards Electrical Switchboards we’re

able to forecast their steel requirements so when a big project looms, we’ll always have a sufficient supply of stock on the floor ready to go for them,” he said.

“K E Brown Electrical Switchboards Electrical Switchboards is a proud manufacturer of products from Australian made materials. Having used ZINCANNEAL® steel from BlueScope for a number of years, K E Brown Electrical Switchboards Electrical Switchboards has never had issues with the product. As it’s locally made, they know they’re also contributing to the economy and the manufacturing scene.

“Supporting Australian-owned manufacturing companies like K E Brown Electrical Switchboards Electrical Switchboards ensures we will continue to have viable

manufacturing industry, keeping jobs and profits within our shores.

“BlueScope Sheet Metal Supplies looks forward to an ongoing partnership with K E Brown Electrical Switchboards. We’re also in discussions with them about carrying out a Steel Efficiency Review™ and becoming more involved in other marketing initiatives which will hopefully serve to strengthen the relationship.”



# ALLSTAFF AIRCONDITIONING C E L E B R A T E S

# 40

*Years* **with**  
**BLUESCOPE SHEET  
METAL SUPPLIES  
BY ITS SIDE**

**Allstaff Airconditioning, a specialist manufacturer of high quality commercial and industrial ducting as well as supplier of mechanical services, recently celebrated its 40th anniversary with valued industry partners.**

Designing and producing duct fittings highly customised to suit any kind of facility, Allstaff Airconditioning create innovative solutions for projects of substantial scale and complexity, delivering and installing in all areas of Victoria, NSW, the ACT and Northern Territory.

The company has built an impressive track record with landmark developments in industries as diverse as health, education, entertainment and retail. Some major sites with duct systems installed by Allstaff Airconditioning include Eastland Shopping Centre Stage 5; 150 Collins St, Melbourne;

Olivia Newton John Cancer Centre, Stages 1 and 2; and Monash University New Horizons.

"Having been founded in May 1975 by a small group of shareholders, we've grown to a national company employing over 500 employees," said Haydn Walsh, General Manager of Allstaff Airconditioning.

"Forty years in business is an incredible achievement, especially in the competitive markets in which we operate. I believe the key elements to our longevity have been our industry experience, service offering and having loyal industry partners like BlueScope Sheet Metal Supplies working with us

to continuously and consistently deliver premium-grade duct systems to our clients."

Indeed BlueScope Sheet Metal Supplies has had every reason to recognise the anniversary milestone alongside Allstaff Airconditioning, having been supplying quality Australian made steel to the company for over 20 years.

Clocking up his 36th year with Allstaff Airconditioning, Alan Hatcher, Production Manager asserted the professional relationship between the two companies had not only been a highlight throughout the decades but also essential.

"BlueScope Sheet Metal Supplies has been one of our most reliable suppliers in terms of material availability and quality," Hatcher said.

"Allstaff has been ably supported by BlueScope Sheet Metal Supplies with reliable JIT delivery of steel product and general enquiries."

The celebration comes on the back of comments recently made by Australian Steel Institute CE Tony Dixon recognising the value of the local steel supply chain as a key contributor to Australia's economy.

"The industry continues to evolve and innovate to meet head-on the challenges facing the global steel industry. The Australian steel value chain has a proven record of performance when given the opportunity to compete based on through-life cost of supply," Dixon said.

For the manufacture of their high quality duct work, Allstaff Airconditioning processes GALVABOND® G2 Z275 steel – 1500mm wide recoils through Pittsburgh CNC plasma cutting machines.

Made with strict adherence to Australian Standards, GALVABOND® G2 steel from BlueScope is specifically designed for commercial forming and deep drawing applications with improved surface quality. Ideal for the general manufacturing of air conditioning ducts and panels, GALVABOND® G2 steel has consistent properties and has a spangle surface – both essential qualities in the steel fabrication process for Allstaff Airconditioning.

These qualities of GALVABOND® G2 steel enable Allstaff Airconditioning to process the product with great efficiency, according to Peter Schepis, Market Development Manager at BlueScope Sheet Metal Supplies.

"GALVABOND® G2 steel is a highly consistent material which is an important quality for Allstaff Airconditioning as the ducting they produce is precision-fit," Schepis said.

"Using GALVABOND® G2 steel, issues with lock forming, welding, folding and processing steel product through the Pittsburgh CNC plasma cutting machine have been alleviated in Allstaff Airconditioning's steel fabrication process.

"Also, GALVABOND® G2 steel has a consistent spangle giving all ducting the same appearance. This is an important quality for Allstaff Airconditioning for aesthetics reasons – especially for their open-air projects.

"By using the steel product from BlueScope Allstaff has been able to reduce costs throughout the manufacturing process in terms of time and material wastage."

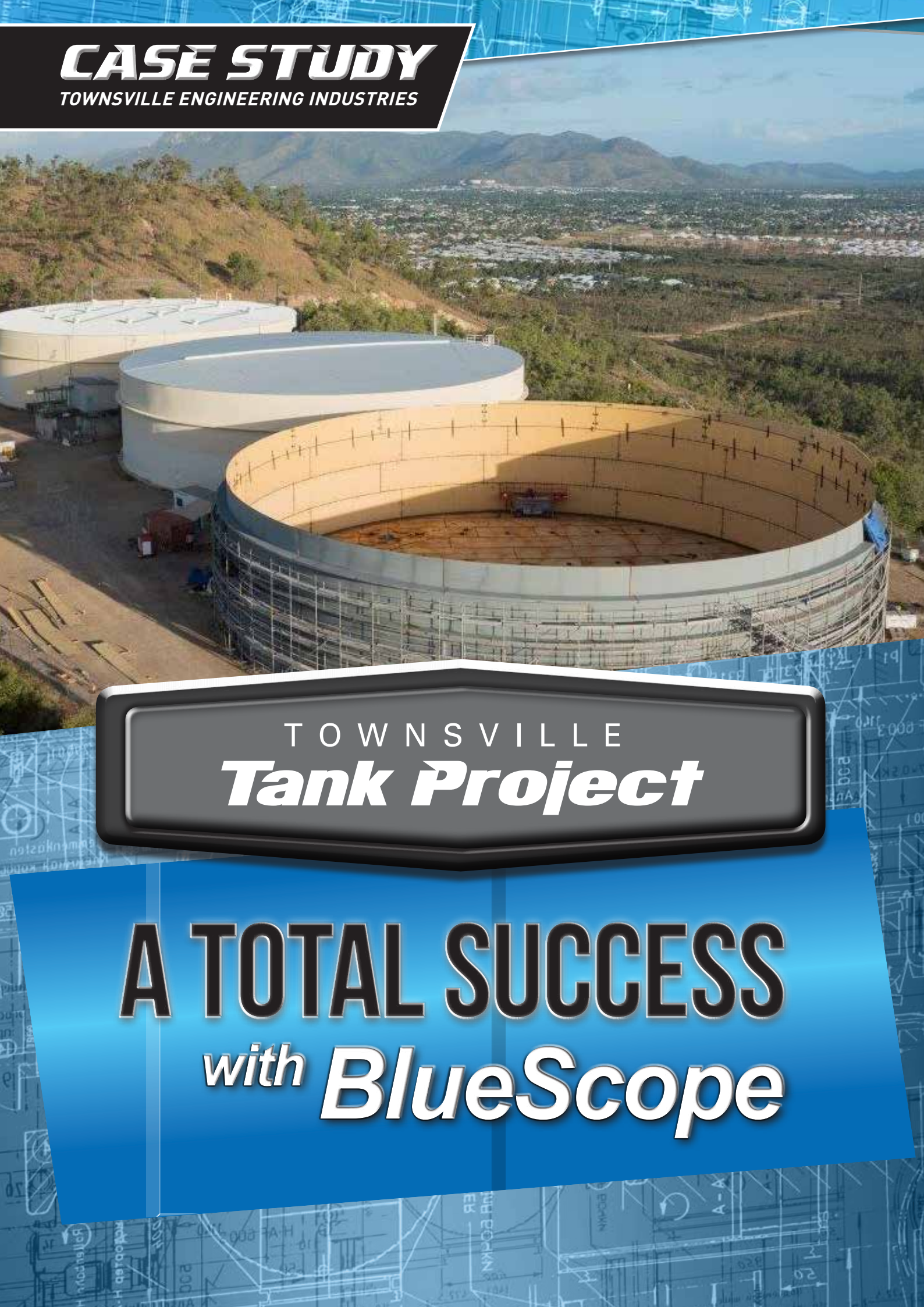
Schepis said BlueScope Sheet Metal Supplies had worked hard to maintain a constant supply of steel product for Allstaff Airconditioning.

"GALVABOND® G2 steel is a quality product that Allstaff Airconditioning has complete confidence in for the manufacture of their industry-leading ducting. It has been our goal to maintain that level of trust as a supplier regardless of the state of the market," he said.

**“ It has been a pleasure and privilege to celebrate the company's 40th anniversary. We look forward to seeing them continue to grow, develop and remain industry leaders for many years to come. ”**







## TOWNSVILLE ***Tank Project***

# A TOTAL SUCCESS with ***BlueScope***

**T**ownsville is well known as one of the fastest growing urban centres in Queensland. Located in the city's north is Mount Louisa, an idyllic semi-rural residential suburb. Like many other locales around the region, the suburb has seen rapid urban expansion in recent years – but a lack of necessary infrastructure has meant its water supplies have dwindled.

To address the issue, Townsville Council funded the construction of a potable water storage reservoir and commissioned local firm Townsville Engineering Industries (TEI) to build the structure with a premium quality BlueScope product.

The Mt Louisa reservoir is to hold 22½ mega litres, measure 52 metres in diameter and will be 12 metres high. The foundation is a structural concrete ring beam with road-base pad and asphalt seal.

TEI has been operating for more than 45 years as an engineer and fabricator. As a jobbing factory, the company has produced trolleys, conveyor systems and structural sections for clients in mining, construction, food manufacturing and agriculture.

However according to TEI's General Manager Richard Parker, the company takes pride in its expertise with heavy plate work, a forte which has been put to good use on a number of different successful reservoir construction projects over time – Mt Louisa being the most recent.

"We've made quite a few reservoirs over the years for Townsville City Council and become quite well known for being able to engineer and construct large water tanks. Three years ago we had huge success building a similar reservoir at nearby Mt Low. It was about half the diameter, but a similar sort of construction. Because of that project we were looked at favourably and ended up winning the Mt Louisa tender process," Parker said.

As the project's Principal, TEI's scope of work included excavation, piping, civil construction, valve pits and steel tank construction.

Although the choice to go with BlueScope XLERPLATE® 350 steel on the Mt Louisa reservoir was a specification by the project's designers, Parker said it made complete sense from an engineering standpoint.

"BlueScope XLERPLATE® 350 steel has advantages both in terms of construction and service life. We've found it to be highly formable, malleable and weldable. You can bend, set it, then form it into shape. We can dog it into position very easily," he said.

"With the correct surface protection and cathodic protection the durable material's going to have a very long life. I believe the other option would've been to go with concrete for the tank's construction, but that would have been a slower, much more difficult build. Concrete would have given the structure a shorter life and there'd be uncertainty in joins between pours."

TEI's working relationship with BlueScope Distribution as a supplier further bolstered its confidence in the use of XLERPLATE® steel for the project.

"We negotiated very good terms with them, which was important on this job. We don't get paid until things are fixed on site, so the longer terms they agreed to were an advantage," Parker said.

"We've been buying steel from BlueScope Distribution for many years and throughout that time they've looked after us as customers very well. Our Account Manager is very approachable and comes to see us regularly and assist with any issues we might have.

"BlueScope Distribution sell Australian steel, so we know the quality is first grade. We've chosen them as a supplier because of the outstanding and consistent service they provide."

BlueScope Distribution's Townsville Account Manager Matt Spillane said the success of the Mt Louisa project was a testament to the historically strong relationship between BlueScope Distribution and TEI.

"The (Mt Louisa) reservoir project has been huge for both companies. It's been a complex one, and there's been a huge weight of expectation considering the resources it will provide to the surrounding township. We're extremely pleased with the success TEI has had with BlueScope product," Spillane said.

Although the project is nearing completion, there is plenty for TEI to be excited about in the near and long-term future. Townsville City Council has proposed a number of other different reservoir projects to keep development ahead of its ever-burgeoning population.

"There's another reservoir set to go into development next financial year and the Council's also green-lit a tank farm project commencing in 2020, where one tank will be built per year," said Parker. "That means there's going to be plenty more tenders to win and hopefully the opportunity to construct those tanks using a great Australian steel product."

To contact Townsville Engineering Industries visit [www.tei.com.au](http://www.tei.com.au).

**“ BlueScope XLERPLATE® 350 steel has advantages both in terms of construction and service life. ”**



# BlueScope TRU-SPEC™ KEEPS LASER CUTTER

on the straight and narrow

**As an innovative new product that was only recently introduced to BlueScope's domestic product range, TRU-SPEC™ Coil Plate steel provides excellent product quality and consistency, and is finding fans in a range of industries across the country.**

One of those fans is South Australian contract laser cutting company Laser World Technologies.

Based in Adelaide's industrial heartland of Gepps Cross, the company cuts steel components for a variety of fabricators and manufacturers that service the mining, agricultural, automotive component and general manufacturing industries.

For the past 18 years, Laser World Technologies has been providing customers with precise and repeatable dimensional cutting accuracy in a range of materials including carbon steel, stainless steel, high tensile steels and aluminium. In the last four years they have also added 3D dedicated tube cutting and metal folding to their range of services.

Laser World Technologies' General Manager Malcolm Bell said the reasons why they prefer using TRU-SPEC™ Coil Plate steel are simple: the time savings, the increased quality, less rework and hence lower cost from using consistently flat steel plate.

"There is significantly less bowing in TRU-SPEC™ Coil Plate steel than in the previous steel products we have used," said Bell.

"This is especially important when we are cutting longer thinner pieces and tight nests as there is no need to stop the machine and take bowed parts out during the cutting process. This saves time and money and allows us to finish jobs on time, every time."

Made using BlueScope's state-of-the-art stretch levelling technology, TRU-SPEC™ Coil Plate steel provides excellent flatness, consistency and a superior memory-free product.

"From our customers point of view," said Bell, "the flatter the parts we are able to provide the easier and more economical their own processes are."

"We use our press brake to do some value-added steel bending work and the flatter blanks help enable us to produce quality folded parts. Unrelated to TRU-SPEC™ Coil

Plate steel but another of our major service capabilities is being the only company in Adelaide with a dedicated 3D tube laser machine.

"All in all, the TRU-SPEC™ Coil Plate steel requires less handling and is significantly less prone to bowing – this is good for us, and also good for our customers."

According to BlueScope Sheet Metal Supplies Market Development Manager Brad White, TRU-SPEC™ Coil Plate steel provides a number of advantages that are not available from other sheet metal variants.

"Our TRU-SPEC™ Coil Plate steel is stretch leveled unlike some of our older plate products, such as XLERPLATE Lite® steel, which was roller levelled.

"This has a number of advantages, including better quality, a flatter surface, less reworking, memory-free properties and of course, much less wastage for the customer.

"In fact," said White, "the flatness and consistency of TRU-SPEC™ Coil Plate steel is

particularly suited to the steel fabrication industry's growing preference for laser cutting.

"Previously, with other products, the steel plates would curve at the ends like a banana, however with the TRU-SPEC™ Coil Plate steel there is almost no end curvature at all.

"The process used to manufacture TRU-SPEC™ Coil Plate steel involves plastic deformation of the steel to provide a straighter, flatter product, which is why it needs less reworking by customers like Laser World Technologies.

"While Laser World Technologies was happy with the quality and consistency of the hot rolled plate products they were previously

buying from us, the inherent technical advantages of TRU-SPEC™ Coil Plate steel has now won them over.

"Laser World Technologies buy two versions of the TRU-SPEC™ Coil Plate steel from us – the flatplate and the checkerplate."

In terms of product deliveries, Bell noted these days Laser World Technologies is increasingly getting supplies delivered directly from BlueScope's steel mills as a way to keep up with demand and also to provide better customer service.

"Overall, we buy about 100 tonnes of steel a month from BlueScope Sheet Metal Supplies,

so it makes sense for us to get it delivered straight from the mill," he said.

"We've had a great relationship with the BlueScope Sheet Metal Supplies team here in Adelaide for many years, and we will continue to have a close working partnership with them for many more years to come."

To contact Laser World Technologies visit [www.laserworld.com.au](http://www.laserworld.com.au).

## The Benefits of Laser Processing\*

- The high-energy focused heat source provides for accuracy up to +/-0.10
- Little thermal effect and no mechanical distortion
- Hardened steels can be cut with minimal effect on temper plated and coated steel can be cut with minor edge damage
- Very thin materials can be cut without the problems of tool clearance normally required
- Lasers can cut materials in intricate shapes normally found impossible using conventional manufacturing techniques
- Fragile materials can be cut without damage
- High finish materials can be cut without surface marring
- Accurate profiles in already folded products such as square tube or cabinet doors
- High degree of control, providing unlimited profiling capability due to the absence of a cutting edge
- Kerf compensation for accurate cutting of mating components

\* Courtesy of <http://www.laserworld.com.au/>

**“The flatness and consistency of TRU-SPEC™ Coil Plate steel is particularly suited to the steel fabrication industry's growing preference towards laser cutting.”**



# BlueScope Distribution Customer service BLOWS BARRIER MAKER off the Rails

**“ What we find when dealing with BlueScope Distribution is that not only do we get exceptional customer service at the local branch level, we also get that same high level of service and attention to detail no matter who we deal with – whether it’s their truck drivers or their management. ”**

Based in Victoria and Queensland, Moddex is a leading manufacturer of modular, no-weld, hot dip galvanised barrier systems such as handrails, guardrails, balustrades and barrier systems. Some of their recent work includes the installation of barriers at the \$40 billion Icythys LNG project near Darwin and at a new football stadium in Port Moresby, Papua New Guinea.

Assembled via simple, no-weld construction methods that reduce the opportunity for corrosion, Moddex’s barrier systems are load tested and configured to Australian and New Zealand Standards. The systems are sold under the brand names Assistral Disability Handrails, Bikesafe Bikeway Barriers and Tuffrail Industrial Guardrails.

According to BlueScope Distribution Market Development Manager (Westall) Armando Azzolini, the main products that Moddex buys from BlueScope Distribution are commercial pipe hot dip galvanised to BS 1387 /AS 1074 and commercial black pipe in Grade 250 to AS1163, some of which is also supplied as cut to length.

These steel pipe products are then further fabricated by Moddex, or as is the case with the black pipe material, painted or powder coated.

“The reasons they chose BlueScope’s steel pipe products revolve around the consistent quality, our national footprint and the fact that we’re an Australian manufacturer that has the technical support and back-up across the entire continent,” Azzolini said.

“There is also the issue of availability – as one of Australia’s main manufacturers and suppliers of steel products, we are able to supply Moddex at a rate and time that suits their production schedules.”

Moddex Production Manager Matthew Jurewicz said that it wasn’t just the quality of BlueScope’s products and their large number of national outlets that prompted him to switch to the Australian steelmaker – it was their superior and at times, unbeatable customer service that he said is often missing with other manufacturers.

“We work with BlueScope Distribution and their pipe products for two reasons, one is their amazing customer service and the other is their reliability,” Jurewicz said.

“What we find when dealing with BlueScope Distribution is that not only do we get exceptional customer service at the local branch level, we also get that same high level of service and attention to detail no matter who we deal with – whether it’s their truck drivers or their management.

“We’ve found that BlueScope Distribution provides us with a level of customer

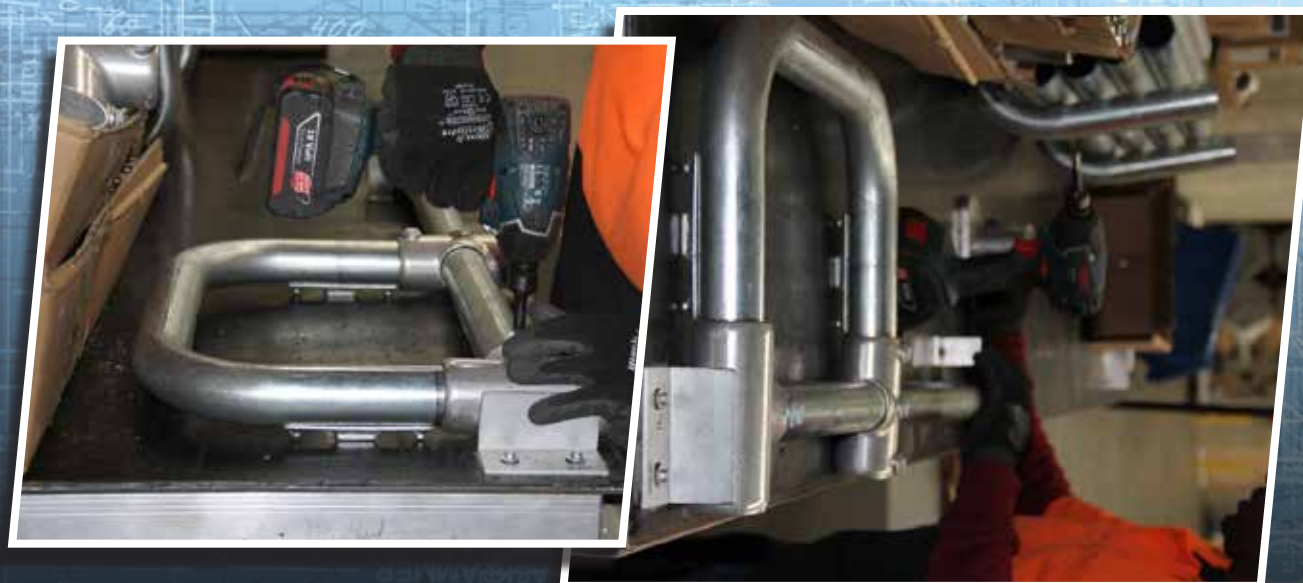
service that is rare in the Australian manufacturing industry.

“We’ve been growing at a phenomenal rate over the past couple of years – up to about 35 per cent annually in some cases. With a growth rate like that, we don’t just want a steel supplier, we need a reliable and trustworthy partner – something that we have found in BlueScope Distribution.

“BlueScope Distribution provides Moddex with uniform products and a consistent approach each and every time we deal with them. I would describe it as more of providing us with an experience rather than just selling us a product.

“These are the reasons why Moddex choose BlueScope Distribution as their steel supplier, and while they are not the only company we have relationships with for the supply of our steel pipe products, it is firmly the reason why they have become our preferred steel pipe supplier.”

To contact Moddex visit [www.moddex.com.au](http://www.moddex.com.au).





## BlueScope Distribution

HELPS

# Sit-Stand Desk Maker STAND TALL



**Australian commercial office furniture manufacturer, designer and fit-out specialist UCI Manufacturing has become a leader in ergonomic sit-stand desks due in part to an unwavering supply partnership with BlueScope Distribution. From their Adelaide design and manufacturing base they've been able to consistently develop innovative commercial workstation solutions for a burgeoning group of clients.**

UCI is made up of a team of industrial designers, mechanical engineers and graphic designers with a passion for aesthetic product design. Along with their sit-stand workstation forte, they deliver a diverse range of screen partitions, seating, acoustic office solutions, storage furniture and lighting.

"To sit and stand whilst working is the latest trend in workplace design. There's an increasing recognition that technology, whilst necessary, is making us more sedentary. This has led to the new mantra 'sitting is the new smoking'. Basically our sedentary lifestyle is causing us harm and the key way to address this is to stand regularly at work by using a sit-stand

workstation," said Tim Dyer, UCI's Director of Manufacturing.

One of their latest offerings, the Paradigm Sit Stand is a step up from existing models with its electric operation and suits people of all different shapes and types. It features a strong, sturdy support frame made from high quality BlueScope cold-rolled sheets and ZINCANEAL® steel. Using an in-built electric user interface, the user can shift desk height anywhere between 605-1280mm with ease using ultra quiet adjustment. The computer also keeps a record of the amount of calories a worker burns and their physical movement during the day.

Entering the sit-stand desk market has allowed UCI to capitalise on what industry

wants, and having an ongoing relationship with BlueScope Distribution has allowed them to keep on par with industry demand and produce furniture of optimal quality.

"We've always used BlueScope for our sheet steel requirements – it's a partnership that goes back beyond a decade," said Dyer.

Over many years, BlueScope Distribution has developed a deep knowledge and understanding of UCI's business and taken firm control and management of stock holdings.

"UCI not only benefit from the quality of our products but our close working relationship means that we're always able to quickly respond to their needs straight

away – be that placing orders for next-day delivery or assistance with technical and design questions. They know they've got that reliability with the BlueScope support network," said Account Manager, Julie Manser.

"We have a meeting with them once a month to review past performance and discuss upcoming requirements. We make sure adequate stock levels are maintained for them, to ensure their manufacturing processes have a reliable supply of material."

"We'll forecast our demand, and BlueScope will hold dedicated stock for us at their warehouse that we can draw on. When our demand increases or decreases, we'll advise them accordingly," said Dyer.

BlueScope Distribution's value-added decoiling services have also saved UCI time and money.

"In terms of value-adding, instead of having to go out and purchase a decoiler, the sheet steel supplied by BlueScope has already been decoiled and cut to size based on the standard we've advised," Dyer said.

"With extrusion, we've been providing BlueScope with our proprietary design profiles which they then extrude on our behalf.

"The ongoing support BlueScope Distribution has provided, together with their reliable supply of good quality steel, has allowed us to not only meet industry demand for our product but also maintain focus on product development and to keep innovating."

To contact UCI Manufacturing visit [www.uci.com.au](http://www.uci.com.au).

**“The ongoing support BlueScope Distribution has provided, together with their reliable supply of good quality steel, has allowed us to not only meet industry demand for our product but also maintain focus on product development and to keep innovating.”**



## BLUESCOPE SHEET METAL SUPPLIES

Lets

# Laser Wizard

work its metal working magic



**Laser Wizard is a family-owned laser cutting jobbing factory based at St Marys, NSW. What began as a one-man show with founder Ron Thomson and his single laser cutting machine just over a decade and a half ago has now grown into a full-service cutting and fabrication company with 30 employees and three high quality laser cutting machines – all working from a 3500 square metre milling facility.**

The firm's success has largely come from Ron's original motto 'precision cutting on time'. Having recently commenced utilising TRU-SPEC™ Coil Plate steel from BlueScope Sheet Metal Supplies in their laser cutting processes it's a service quality the company's been able to drive home even more to customers, according to Lawrence Thomson of Laser Wizard.

Although BlueScope Sheet Metal Supplies have only been dealing with Laser Wizard for a relatively short period of two years, the company has already made a huge impact on Laser Wizard's laser cutting operations and impressed from the start as a supplier they could rely on.

"The steel industry's a very competitive one – there are so many different companies out there spruiking different kinds of products each with their own 'apparent' set of qualities and benefits," Lawrence said.

"At Laser Wizard, we've always sought steel plate with consistent properties and available at a competitive price. We've always relied on our suppliers to offer next-day delivery so that our lead times are in line with our customers' requirements.

"I can honestly say BlueScope Sheet Metal Supplies became an important supplier to us when they began to supply TRU-SPEC™ Coil Plate steel. It's a premium quality Australian-made product available at a price on par with some suppliers who just offer standard steel plate.

"The TRU-SPEC™ Coil Plate steel product immediately stood out to us because of its unique qualities. When we laser cut our steel plates we create long narrow paths. With ordinary Coil Plate the internal stresses can tend to cause the steel parts to curl up during the cutting process, this is not the case with TRU-SPEC™ Coil Plate steel.

"What we've always strived to do – and what's won us many jobs – is relay to our customers that we can deliver value for money by maximising the number of parts we can cut from a single plate of steel. If we're able to nestle parts closer together and not have them curl up, it will enable us to keep our own costs down and in turn produce lower cost parts for our customers."

Lawrence said what has also set the product apart from the steel plate used in the past was the consistency of its quality and presentation when delivered.

"We've found TRU-SPEC™ Coil Plate steel to be very consistent in terms of strength which is very helpful with regards to bending and folding. There's very little – if any – deviation in the material's hardness which reduces the amount of adjustments and down-time on machinery due to variance in material and thickness," he said.

"The product we were laser cutting in the past was similar in appearance to TRU-SPEC™ Coil Plate steel, but after it was worked on there would be obvious signs of stress. Occasionally the product would also arrive with rust or scales which we would have then have to spend time pre-cleaning and preparing before cutting. TRU-SPEC™ Coil Plate steel, on the other hand, has been flawless."

TRU-SPEC™ Coil Plate steel's unique qualities have also enabled Laser Wizard to run a crucial part of their operations free of complications.

"We have a lights-out operation here for which we load anywhere between 20 to 40 sheets into our laser cutting machines. These machines are run overnight and unmanned. If any material were to make contact with a machine's cutting head it would cause a loss in production.

"Ever since we've used TRU-SPEC™ Coil Plate steel the operation has been a success due to the fact the product not only remains flat when loaded but also when cut."

Lawrence said that aspect has boosted Laser Wizard's confidence and been a boon for their continuously expanding operations: "We know we can meet our customer's demands because we're able to rely on our machines to run overnight without complications.

"BlueScope Sheet Metal Supplies have really proven themselves over the last 18 months. We would like to be able to rely on them for a wider range of products and look forward to further discussions with them about this heading into the future."

BlueScope Sheet Metal Supplies Market Development Manager Walter Suber said from the initial meeting with Ron, Lawrence and the

third member of Laser Wizard's triumvirate, Ron's other son Muir, he knew establishing a supplier relationship would bolster the business and offer his clients peace of mind.

"Laser Wizard don't have to worry about keeping stock on the floor because we provide material JIT or next day delivery. The material we supply Laser Wizard has been produced to meet and exceed the market expectations of our clients, and it gives Laser Wizard the confidence that the TRU-SPEC™ Coil Plate steel product will perform consistently," Suber said.

To contact Laser Wizard visit [www.laserwizard.com.au](http://www.laserwizard.com.au).

**“ Laser Wizard have also expressed interest in galvanised products from BlueScope which holds great potential. We value them as a company whose mandate is to produce quality parts with a premium steel product at the best possible price in the shortest amount of time, and look forward to assisting with galvanising growth in the future. ”**



# STANE INDUSTRIES

# builds on success with

# GALVABOND® STEEL

from

BLUESCOPE SHEET METAL SUPPLIES

**Stane Industries is a Sydney-based company specialising in the fabrication and installation of external facade cladding systems. Stane Industries' dedicated fabrication facility uses the latest CNC technology, guillotine and rolling equipment. Over the last 20 years Stane Industries has grown from installing composite material on a small scale to large architecturally design buildings in the commercial, industrial, health and education sectors, to name a few.**

The company recently achieved success using GALVABOND® steel from BlueScope Sheet Metal Supplies to make back pans and aluminium panels for the University of Sydney's Abercrombie Precinct Project, a \$180 million state-of-the-art facility for the University's Business School.

The Abercrombie Precinct is a flagship construction project, enabling the University to consolidate all the Business School operations into one central location. Located in the inner-city suburb of Darlinghurst it represents the most significant capital investment in the history of the Business School.

Once established, the building will have a gross floor area of approximately 32,000 square metres spread across seven levels and be able to accommodate over 4500 students and 490 staff. Within the building

will be 50 seminar rooms, a number of learning hubs and four large lecture theatres. The contract also includes the construction of student accommodation facility which will provide comfortable, studio apartment-style living quarters for up to 200 students.

Soil turned for the project back in 2013 with the ground-breaking ceremony attended by then NSW Premier Barry O'Farrell, University of Sydney Chancellor Belinda Hutchinson and the University of Sydney's Vice-Chancellor Dr Michael Spence, among others.

"We have every confidence that our partners in the construction phase will deliver world-class facilities which will meet, or exceed, the standards set by other top-tier business schools from around the world," Dr Spence said.

Stane Industries was enlisted as a subcontractor for the project, supplying a number of construction materials including back pans for curtain wall systems and aluminium panels for steel cladding. Construction on the Abercrombie Project is now nearing completion with the perimeter of the building currently being enclosed with glazed and solid façade elements.

"Although we manufacture a number of different steel products for the construction industry, our core business is steel cladding, for which we use GALVABOND® steel for aluminium panels," said Boris Gole, Fabrication Manager at Stane Industries.

"We were very excited to be involved with the Abercrombie Project and felt very confident using GALVABOND® steel for back pans and aluminium panels. It's a product

very often specified by our customers because they know it's premium quality."

Curtain walls are frequently used in modern building construction as they are regarded as the most airtight and weather-resistant cladding and exterior wall system available. Back pans are commonly used in curtain wall systems, installed either behind a metal panel or on the back of spandrel glass. They are known for their excellent insulation, fire safety and sound absorption capabilities. To prepare the back pans and panels according to specifications and other bespoke requirements for the Abercrombie Project, Stane Industries bent and cut GALVABOND® steel.

"GALVABOND® steel is produced using a continuous hot dip galvanising process making it non-ageing and free from stretcher strain. These two qualities made it an ideal steel material for the back pans and the panels we supplied the project. We've been receiving the premade curtain wall frames at our facility, fixing back pans onto the frames, then having the frames delivered to the construction site," Boris said.

"Using GALVABOND® steel has always enabled us to deliver structurally sound steel building products that will stand the test of time. BlueScope Sheet Metal Supplies has been supplying us with quality steel product since 2013 and is a great steel partner to work

with. They've always been able to assist us with sales and technical support."

BlueScope Sheet Metal Supplies, Key Account Manager Vini Reddy said GALVABOND® steel has greatly assisted Stane Industries with their overall value proposition.

"By using GALVABOND® steel in the manufacture of their aluminium panels and back pans, they can always be assured their end product is Australian made and of outstanding quality," he said.

To contact Stane Industries visit [www.stane.com.au](http://www.stane.com.au)

**"At the moment we're introducing them to some of our aluminium products in order to establish BlueScope Sheet Metal Supplies as a one-stop supply shop."**





## BlueScope Distribution and **TRU-SPEC™** Coil Plate Steel give **BURDER INDUSTRIES A LIFT**



Burder Industries manufacture a broad range of front-end loaders, forklifts, trenchers, “Smart Hitch” equipment and hay handling machinery for use with agricultural tractors and loaders. They have built over 2000 front-end loaders in the past 15 years at their manufacturing plant located in the north east Victorian regional centre of Wangaratta.

With over 50 employees, and with the help of BlueScope Distribution, the company constantly strives for excellence in service, product finish and customer accountability, engendering a philosophy of continuous improvement.

Adam Fendyk, General Manager of Burder Industries said there were a number of advantages associated with using TRU-SPEC™ Coil Plate steel, as well as dealing with BlueScope Distribution as a company.

“The proximity of the Lavington BlueScope Distribution outlet – about 75kms from our factory – is an important factor for us,” Fendyk said.

“Also, their willingness to negotiate terms and conditions that suit our manufacturing schedules also helps keep Burder Industries working closely with BlueScope Distribution.

“We’ve had an ongoing relationship with BlueScope Distribution for the past 20 years now, with the last eight of those years giving way to a much closer level of co-operation.”

However, it’s not just geographic location and the overall flexibility of BlueScope Distribution that lies at the crux of this successful partnership – the superior technical attributes of TRU-SPEC™ Coil Plate steel are also providing numerous advantages to the steel fabricator.

“We’re finding that the thermal stability of TRU-SPEC™ Coil Plate steel is much better than ordinary mild coil steel when it comes to fabrication on our plasma machines,” Fendyk said.

“The superior self-levelling and thermal stability qualities of TRU-SPEC™ Coil Plate steel are quite noticeable. Unlike ordinary mild steel coil, when you apply a plasma cutter or a plasma drill there is no bowing, no warping and no surface speckling.

“Even when we put TRU-SPEC™ Coil Plate steel through our metal presses for bending, we find that it’s easier to work with.

“Overall, with our production processes, we are finding that TRU-SPEC™ Coil Plate steel is very much a superior product.”

According to BlueScope Distribution Account Manager Krystal Storey, there are a number of advantages associated with using TRU-SPEC™ Coil Plate steel over grades of mild steel.

“TRU-SPEC™ Coil Plate steel gives excellent product quality and unprecedented consistency, especially for applications requiring further processing down the line,” Storey said.

“TRU-SPEC™ Coil Plate steel was a natural progression for Burder Industries – they were original and long-time users of BlueScope’s XLERPLATE® steel range of hot rolled plate

products. Now with the general phasing out of that range, the company has found that it has an even better product in TRU-SPEC™ Coil Plate steel.

“TRU-SPEC™ Coil Plate steel is truly a unique steel product which we developed with the help of global leaders in stretch-levelling technology, including US companies Leveltek International and The Bradbury Group. It allows us to provide customers with an industry-leading standard of consistently flat and memory-free steel coil plate.

“TRU-SPEC™ Coil Plate steel’s memory-free and self-levelling properties are particularly useful for companies like Burder Industries who use plasma cutting. The inherent qualities of TRU-SPEC™ Coil Plate steel allows a plasma cutter to

slice through that HA350 Grade mild steel like a hot knife slices through butter.

“Although it’s been on the Australian market for only about six months now, TRU-SPEC™ Coil Plate steel is already having significant positive impacts for a number of our customers, like Burder Industries.”

To contact Burder Industries visit [www.burder.com.au](http://www.burder.com.au)

“ Overall, with our production processes, we are finding that TRU-SPEC™ Coil Plate steel is very much a superior product. ”



## BlueScope Sheet Metal Supplies

### B&D Partnership

# 'STRONGER THAN EVER' after Supplier of the Year Win

In October this year BlueScope Sheet Metal Supplies edged out heavy competition to pick up the top gong at Dulux Group company B&D's 2015 Supplier of the Year Awards for the 2nd year in succession. Winning Supplier of the Year recognised the hard work by BlueScope Sheet Metal Supplies business units spread across three states – Queensland, NSW and Victoria.

Daryl Budde, Market Development Manager, BlueScope Sheet Metal Supplies (Queensland) recently reflected on the wins and explained how the company's relationship with B&D had progressed significantly over this period of time.

"The B&D Supplier of the Year award is a huge accolade for BlueScope Sheet Metal Supplies as they're a very thorough, discerning business," he said. "We were confident that our service levels and quality of product had met their expectations and in cases exceeded them."

The win was confirmation for BlueScope Sheet Metal Supplies that the products and services provided were of a quality and consistency state-wide B&D had been looking for.

"B&D have a national purchasing structure and so it's important to them as it is to us,

that each of our state branches operates in tandem with the other two," Budde said. "BlueScope Sheet Metal Supplies' branches across three states have always strived to be in synergy with one another. It gives our customers, like B&D, confidence that our processes in, for example, Qld are the same as they are in Victoria.

"The bottom line is the value that we add to their business was recognised, appreciated and reflected by the back to back award wins."

Budde believed BlueScope Sheet Metal Supplies corporate acquisition and smooth integration of the OneSteel Sheet & Coil business was also a winner in the eyes of B&D.

"With any acquisition or merging of businesses there tends to be a few hurdles and hiccups along the way. What B&D

experienced throughout the merging of two businesses across the 3 states was pretty much a seamless transition. Although there was a lot of change internally from our end, it was very plain sailing for them," he said.

Following from the success of the initial win, BlueScope Sheet Metal Supplies had been looking to further strengthen their partnership and to maintain the momentum.

"We really wanted to keep our foot on the pedal so as a natural progression we ran our first Steel Efficiency Review (SER®) for the Queensland plant of B&D in February and have just completed one for their NSW operations at Revesby," Budde said.

"To our delight, the B&D business units have responded very well to the inaugural SER®. The SER® process has opened up increased channels of communication by sharing information, ideas and focussing on how we



“ BlueScope Sheet Metal Supplies have always been – and will continue to be – strategically important to us. We can attest to the fact that they always give their all to provide the high level of service. ”

jointly improve our processes and supply partnership.

"Our focus is not simply on selling steel products to B&D. It is much more than that. It is working together to further explore improvement and development opportunities by utilising our joint resources.

Tony Bova, General Manager of B&D said BlueScope Sheet Metal Supplies had been one of B&D's key suppliers and the Supplier of the Year win was proof aplenty of the companies' solid partnership.

"Once a year we recognise suppliers in each of the Dulux Group businesses to reflect the supplier who has delivered the highest level of service and related to us on the highest level," he said.

"Our supply team has an evaluation process they go through, and for the last 2 years BlueScope Sheet Metal Supplies was awarded the highest score across the board.

"BlueScope Sheet Metal Supplies was judged primarily on the grounds of delivery and quality performance, that is DIFOT (Delivered, In-Full, On-Time) and quality of product.

"The other key aspect was the partner who had worked with us to reduce our costs and enabled us to be more

efficient in the way we managed their product in our processes.

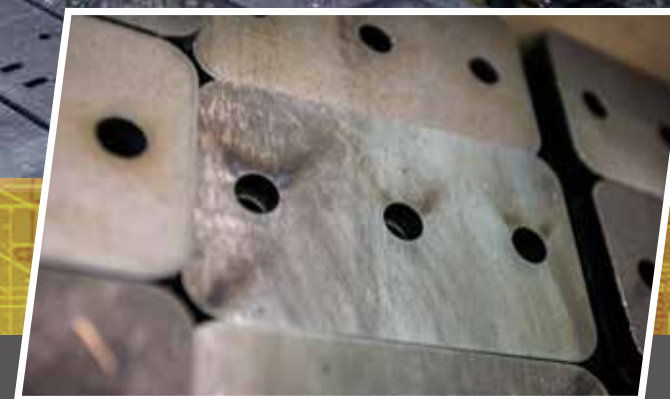
"The recent Steel Efficiency Reviews™ conducted by BlueScope are further testament to this, which we see as an initiative taken by the company to see us improve and grow from where we're at.

"BlueScope Sheet Metal Supplies have always been – and will continue to be – strategically important to us. We can attest to the fact that they always give their all to provide the high level of service."





“ We’ve chosen BlueScope Sheet Metal Supplies as our steel supplier because of the value we get across the board – the structural quality, consistency of their product, and the professionalism with which they treat their customers. ”



# BlueScope enables Sheetmetal Solutions TO ENGINEER PERFECTION

For over eight years, Sheetmetal Solutions as a job shop has been fabricating high-quality sheetmetal supplies and metal components for a number of different engineering firms in the transport, construction and mining industries from their facility at Riverstone, NSW.

Throughout this time, BlueScope Sheet Metal Supplies has proved to be a professional and reliable supplier of two quality Australian steel products Sheetmetal use predominantly for laser cutting, Lasercut 250 and more recently BlueScope's new stretched levelled product, TRU-SPEC™ Coil Plate steel.

“We’ve chosen BlueScope Sheet Metal Supplies as our steel supplier because of the value we get across the board – the structural

quality, range and consistency of their product, and the professionalism with which they treat their customers,” said Grant Williams, Director of Sheetmetal Solutions.

According to Williams, the company had often encountered issues in the past when using imported product, especially with coil set.

“Structurally, the imported product we used tended to bow up when sliced down its length. We might have found one bend to be half a

degree under and then the next to be half a degree over, depending on where the plate was cut. It would also differ in grade between batches. We had an issue around five years ago when we were using imported steel to fabricate a component. The product wasn't able to stand the load,” he said. “We now use 100 per cent Australian made 350 grade BlueScope product in this application and have since had no problems.

“With BlueScope's TRU-SPEC™ Coil Plate steel, bowing isn't an issue. Then when we go to bend the product, it does so like butter. On the bending side we save plenty of time, especially when working on a piece of steel at an angle of 90 degrees. It's dead straight as it comes out the laser. Every sheet we get from each batch behaves exactly the same way. Ever since we've been using steel from BlueScope, we haven't had a single product come back to us.

“By using BlueScope steel products, we've picked up a five per cent improvement on speed and 10 per cent improvement in the quality of the finished product. We are now cutting 20mm and 25mm with no etching to remove mill scale which is a saving of around 10 minutes per sheet, nesting and cutting at 90 per cent. The imported sheets needed to be etched to remove mill scale and to achieve a quality cut. The improvement of speed and quality is conducive to a reduction in time and labour, resulting in cost savings.”

Williams said BlueScope Sheet Metal Supplies had always shown themselves to be a very knowledgeable company.

“When placing an order, the people you speak to know what they're doing, as do those delivering the product. I find BlueScope Sheet Metal Supplies to be the best in the game

when it comes to customer relationship.”

BlueScope Sheet Metal Supplies Account Manager, Tim Mason said along with supplying two premium quality steel products to Sheetmetal Solutions, BlueScope Sheet Metal Supplies also conducted a Steel Efficiency Review (SER®). The SER® recommended ways to improve the business's stock management cycle and will enable them to tighten production times when they move to bigger premises early next year.

“The SER® allowed us to ask Sheetmetal Solutions about offcut management and the layout of their new factory,” Mason said.

“In consultation with BlueScope Sheet Metal Supplies, they will be able to refine their current stock management system to become more grounded in the principles of Lean production. We worked with them and came up with a system which will allow steel offcuts to be clearly identified, labelled and tracked.

“BlueScope Sheet Metal Supplies SER® recommendations for the workshop layout at Sheetmetal Solutions' new premises will bring machinery and appropriate personnel closer together, creating a more ergonomic and productive environment by reducing the time spent fetching certain tools.

“The Review was a success as it gave BlueScope Sheet Metal Supplies the opportunity to lend its Lean expertise to Sheetmetal Solutions.”

Williams said Sheetmetal Solutions appreciated BlueScope Sheet Metal Supplies' input after conducting the Steel Efficiency Review™ as it broadened their perspective on stock and offcuts management at a critical time.

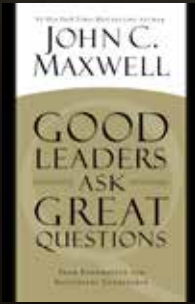
“Business is booming – we've had an influx of orders over the past 12 months for our steel components, and so we've really needed to rethink our stock and offcuts management approach,” Williams said.

“The Steel Efficiency Review™ has built an even better relationship between our businesses – especially with our BlueScope Sheet Metal Supplies Account Manager – as it has given us more personal contact.

“We're completely committed to continue using BlueScope Sheet Metal Supplies as a supplier as it will allow us to guarantee our customers that the products we're producing are made from first-grade Australian-made steel.”

For more info contact Sheetmetal Solutions on 02 9627 5742.





# Good Leaders Ask Great Questions

YOUR FOUNDATION FOR SUCCESSFUL LEADERSHIP

John C. Maxwell is an American New York Times best-selling author, coach, public speaker and renowned expert on leadership whose books have sold more than 24 million copies in 50 different languages. His counsel has been sought by Fortune 500 companies, international government leaders and many other international organisations.

Throughout his successful career spanning more than three decades, Maxwell has mastered the art of asking great questions and lectured on the link between asking them and being a great leader – helping one to learn and grow, connect more with people, improve one’s team and develop better ideas.



## QUESTIONS I ASK

### Why are questions so important?

To be successful and reach your full potential, asking questions should be a lifestyle choice. Why so? Here are some fundamental reasons:

You only get answers to the questions you ask – good timing can set you on the right path to even greater things i.e. asking the right question to the right person at the right time.

Questions both unlock and open doors that would have remained closed – there are many hidden doors along life’s journey that when opened lead new opportunities, experiences and people. The key to opening them are the questions which can be asked.

Questions are an effective means to communicate – rather than trying to present a scenario from the ground up to a room full of people, why not ask questions and establish the scenario together?

Question cultivate humility – we must surrender being right in order to find out what’s right. People are open to those who open to them.

Questions help you to engage others in conversation – the key to shared thinking is asking the right people the right questions

Questions give us a different perspective – by asking questions and listening to responses, we can discover valuable perspectives other than our own.

Questions challenge mindsets – Too many people are flat-lined mentally. Make new discoveries and disrupt your status quo by asking more questions.

### What questions do I ask myself as a leader?

As a leader, be proactive, take responsibility and ask yourself the following questions:

Am I investing in myself? This is a question of personal growth and will determine the return we get out of life.

Am I genuinely interested in others? To be a good leader, your motives should always matter.

Am I well grounded? Good leaders should exhibit three important qualities: humility; authenticity and calling.

Am I adding value to my team? Promote full commitment, an environment of encouragement, and consider each person’s strength and weaknesses.

Am I taking care of today? Whilst it good to a have vision for the future, it’s what happen in the here and now that counts and you need to take care of it.

Am I investing my time with the right people? This is a question of ROI. The greatest legacy any leader can leave is the other leaders they raise before their time is due. This involves finding the right people and investing in them.

### What questions do I ask my team members?

As a leader, take the time to ask your team members questions and then really listen to what they have to say. Good leaders ask questions that inspire others to dream, think and learn more. So what kind of questions should you ask your team members?

What do you think? Ask team members for their ideas, and you will get their strengths, heart and mind.

How can I serve you? Leadership is servanthood. As a leader your responsibility is to make sure your people have what they need to succeed and get the job done.

What do I need to communicate? Success in communication comes from knowing the context more than the content.

Did we exceed expectations? Find out whether you were able to help team members, but also how much you were able to help.

What did you learn? Experience isn’t the best teacher, rather ‘evaluated’ experience is.

How do we maximise this experience? By questioning how we can maximise experiences, we can make the most of them.

How do we make the most of this opportunity? The way to find the best opportunity is to pursue the one at hand.

In his latest book Good Leaders Ask Great Questions, Maxwell tells how great questions changed his life and how they can significantly do the same to yours. Having invited people from around the world to ask any question about leadership, he answers 70 of them including:

- How do I get started in leadership?
- What are the top skills required to lead people through sustained tough times?



## QUESTIONS LEADERS ASK ME

### What must I do to lead successfully?

If you can’t lead yourself effectively, everything else in your life will be a struggle. Self-leadership comes first; it makes every other kind of leadership possible. Some of the challenges you face may come from the way you lead yourself.

Why does leading myself seem more difficult than leading others?

We have blind spots preventing us from seeing where we have problems and fall short. While blind spots can cause all people problems, they can be especially harmful to leaders. The four most common blind spots among leaders are singular perspective, insecurity, an out-of-control ego and weak character.

What are the most important values for a leader?

- Servanthood – leading well means serving others
- Purpose – let your why direct your what
- Integrity – live the life before you lead others
- Relationships – relationship are more important than titles
- Renewal – replenish your mind, body and soul daily

What is the most effective daily habit a leader can have?

If there is one habit which should be cultivated more than any others, it is give more than you receive. It changes the world – one person at a time.

How do you lead with humility when it can be seen in the tough corporate world as a weakness?

People in the business world don’t automatically see humility as weakness. They see weakness as weakness i.e. weakness in

preparation, skills, work ethic etc. Humility doesn’t mean being weak, it just means thinking of yourself less, being realistic and being grounded.

### How does leadership work?

Leadership starts with influence and builds itself up from there.

Does everyone have the potential to be effective leader?

Everyone has the potential to lead on some level and anyone can become better at leading. Three main components come into play in the development of a leader: leadership, exposure and equipping. The one thing you can do to have the greatest impact on your leadership potential is to be intentional every day.

What is the greatest challenge in answering the call to leadership?

The greatest challenge in leadership is making decisions that affect other people. If you want to become a better leader, become willing to make tough choices and uncomfortable decisions.

What are top skills required to lead people through tough times?

Tough times make us show ourselves. The best way to approach tough times is to see them as opportunities. How should you lead people during tough times?

- Define reality – what are the things that are holding people back?
- Remind your team of the bigger picture – you need to be keeper and communicator of the vision
- Help develop a plan – identify the steps to go from here to there
- Help them make good choices – people’s choices determine who they are and

where they’re going

- Value and promote teamwork – no team can win and keep winning unless everyone works together
- Give them hope – constantly remind people of the possibilities that lie ahead with solid effort and help them succeed

### How do I get started in leadership?

How you come into a leadership role matters less than how you handle it in the end. The key question you should ask is: why do I want to lead? If you’re doing it to add value to others and not just yourself, then you’re doing it for the right reason. So how can you determine whether it’s time to step up to a leadership role?

- Paying attention to the need you see – if you see a need and feel a strong desire to address it, that’s a sign you have the potential to lead in that area.
- Using your natural abilities to help others – use the gifts, talents and skills you have to help others.
- Develop your influence – if you want to lead, you must persuade people to work with you.

### What advice should aspiring leaders heed?

Try to take a long view of leadership. If you work hard, learn how to connect with people, develop credibility, people will begin to believe in you. Do your best, work hard, keep growing and eventually you’ll make a positive impact as a leader.



# PRODUCT EDGE

LYSAGHT YOURCOLOR®

## NEW LYSAGHT CUSTOM COLOURS TURNING INSPIRATION INTO REALITY

**When it comes to COLORBOND® steel, with the new LYSAGHT YOURCOLOR® custom colour solution, turning inspiration into reality for any build is now much easier.**

Developed in close partnership with BlueScope, the manufacturer of COLORBOND® steel, Lysaght can supply the entire range of concealed fixed roofing and walling products including the LONGLINE 305®, KLIP-LOK 700® and KLIP-LOK 700 HI-STRENGTH® profiles with the extensive LYSAGHT YOURCOLOR® custom colour offering.

Lysaght also offers a colour matching service to provide almost any colour system specified including Pantone and Dulux.

All LYSAGHT YOURCOLOR® custom colour products are manufactured from 100 per cent Australian-made Next Generation COLORBOND® steel with Thermatech solar reflectance technology.

The market-leading Lysaght Fit-For-Purpose warranty that applies to all custom colour

roll formed products is augmented by a BlueScope backed paint performance warranty for all custom colour products from Lysaght.

Some recent examples of applications of the new LYSAGHT YOURCOLOR® custom colour system include the KLIP-LOK® profiled roof of Melbourne's Margaret Court Arena multi-purpose sports venue, the unique and bespoke colours of the fencing made from COLORBOND® steel in Perth's Alkimos Beach housing development, and the striking cladding of QGC's brand new Queensland headquarters.

Regardless of the size or location of the project, the entire range of LYSAGHT YOURCOLOR® custom colours are designed to provide superior style, longevity and aesthetics.



  
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## SAFETY EDGE

### MANAGING DISTRACTIONS – BEING KIND TO OURSELVES

When we are busy or distracted we often forget to look after ourselves. Being kind to ourselves can involve many different things depending on how we feel and what we may need at the time. Looking after ourselves can mean:

- Eating well, exercising and getting enough sleep.
- Taking time to relax and do things we enjoy, whether it be alone time, time with friends or time spent on a favourite hobby or activity.
- Expanding our skills or learning something new.
- Paying attention to our needs and what makes us healthy and well.

We can't do everything by ourselves, so part of looking after ourselves is also about asking for help when we need it.

Suggestions for looking after ourselves:

- Focus on your strengths. Think about your skills, talents and values; embrace them and use them to help when you are faced with a problem.
- Try to fit some exercise in each day. Get off the bus early and walk, kick a ball around or go for a swim.
- Be your own best friend. Be mindful of the way you perceive yourself and the things you say to yourself. If you wouldn't say it to someone you care about then try not to say it to yourself.

For further information visit [www.mentalhealth.asn.au](http://www.mentalhealth.asn.au) or if you or anyone you know is in need of support contact LifeLine on 13 11 14

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