

# CASE STUDY

## ADELAIDE PROFILE SERVICES



**CATEGORY:**  
Building & Construction

**LOCATION:**  
Adelaide, S.A

**PRODUCT:**  
TRU-SPEC® STEEL  
XLERPLATE® STEEL

### Flat Out Supporting Local

Located in Lonsdale, south of Adelaide in South Australia, Adelaide Profile Services (APS) is a proud family-owned Australian company which, since its inception in 1982, has grown to become Adelaide's premier steel plate profile cutting team. APS is also widely known for its avid support of local industry and use of Australian-made steel products from BlueScope Plate Supplies which support their promise of quality and service.

Stocking the widest range of steel plate in South Australia and providing Plasma, Laser and Oxy cutting solutions, APS's complete value-add service offering includes drilling, tapping, bending, rolling, bevelling, machining, surface grinding, waterjet cutting and surface treatment.

With their commitment to fast and reliable service, plus their capacity and flexibility to deliver for one-off jobs or major projects and using cutting-edge technology and state-of-the-art machinery, APS has become the supplier of choice to major clients across a wide range of industry sectors.

TruSpec® Xlerplate®

# “The quality of the products and support BlueScope Plate Supplies offer APS and our customers is second to none.”

- Lenny DeRoma, APS Managing Director

Alf DeRoma, founder of APS, established a company which prides itself on customer service, quality and on-time delivery. Today his son, APS Managing Director Lenny DeRoma, continues the commitment to servicing customers better than anyone else in the industry with the longstanding support and close relationship APS has enjoyed for the past 10 years with BlueScope Plate Supplies.

“We share our strategy openly with BlueScope to achieve our goals and targets to our customers. Being able to offer 100% Australian-made steel is something we as an organisation are very proud of,” Lenny stated.

APS have recently won projects supplying 2nd and 3rd tier suppliers across the growth sectors of South Australia including government infrastructure, mining, renewable energy, agriculture and defence. This success has been aided by their decision to use BlueScope’s steel plate products, as fellow APS Managing Director Peter Jensen said.

“Often it’s a requirement for our customers to provide steel plate made to Australian Standards. We always buy Australian-made XLERPLATE® steel and TRU-SPEC® steel from BlueScope Plate Supplies as they are products we and our customers can trust. We also push for local industry participation – local labour, local content, and local support,” Peter said.

Delivering the highest quality and superior service is a vision which both APS and BlueScope share, as Lenny DeRoma explained.

“We know the importance of quality and service to our clients, and having full certification traceability, strong technical support just a phone call away. BlueScope Plate Supplies’ ability to deliver thousands of tonnes of product annually to a monthly schedule helps APS give our customers the confidence that we can provide them with the quality steel they need, when they need it. It’s a win-win for all involved,” Lenny said.

For Steven Dalidowicz, SA State Manager - BlueScope Flat Steel Products, a key feature is the strong business partnership the two businesses have. “It is an open and honest relationship in which we work together to provide a secure volume of product which enables APS to secure major projects. It is also a beneficial reciprocal relationship in which we supply plate to APS and can buy back finished product for our other customers,” he said.

Lenny DeRoma agrees with Steve Dalidowicz’s assessment of the relationship and its benefits. “We have great communication between our two teams at every level. Anyone at BlueScope Plate Supplies can speak to the various members of our team about what we need; we’ve got such a good relationship with all the team there and that close cross-communication definitely makes our work easier,” Lenny said.

“The fact that they hold stock for us, as well as supplying stock on consignment, also helps immensely. It’s an extremely good arrangement that allows us to hold a lot of steel in our yard, but if there are times when we use all the consignment stock before the next monthly delivery is due – or there’s an uncommon plate size we require – they can deliver for us next day from the stock they hold for us.

“The quality of the products and support they offer APS and our customers is second to none.” he concluded.

For more information visit  
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