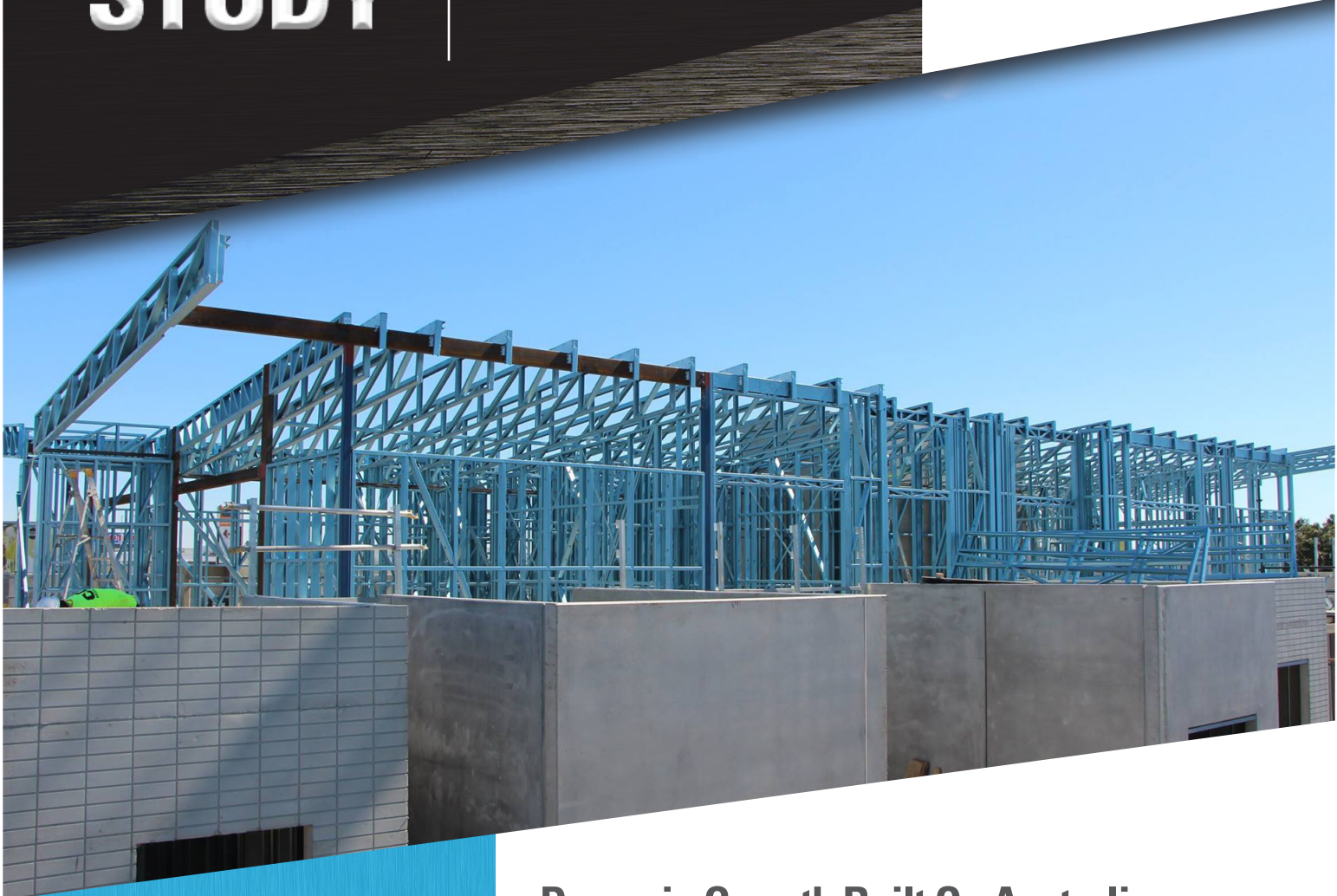
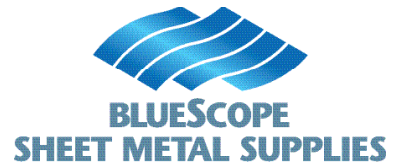


CASE STUDY

DYNAMIC STEEL FRAME



CATEGORY:
Manufacturing

LOCATION:
Melbourne, VIC

PRODUCT:
TRUECORE® steel

Dynamic Growth Built On Australian Truecore® Steel

Over the last four years, Melbourne-based light gauge steel framing manufacturer Dynamic Steel Frame has experienced dramatic growth through their innovative and exclusive use of TRUECORE® steel and with the support of BlueScope Sheet Metal Supplies' Sunshine branch.

A truly dynamic and vibrant, customer- focused business, Dynamic Steel Frame manufactures light gauge steel framing systems for commercial and domestic housing, transportable buildings, kit homes, factories, pods, facades, office fitouts - and many more applications.

Basically any application imaginable, all using TRUECORE® steel from BlueScope Sheet Metal Supplies. In fact, as the company proudly and quite rightly says: "If you can imagine it, we can build it!"

Which is not surprising when you consider Dynamic Steel Frame has taken just four years to build from one man with one rollformer in a small factory to an operation in a new 1800sqm facility which employs three rollforming machines producing award-winning, innovative, light gauge steel framing solutions that are changing the face of construction.

Truecore®

"We've always exclusively used TRUECORE® steel because we know the gauge is correct, we know the strength is correct and we know BlueScope Sheet Metal Supplies will get it to us as we need it."

- Peter Blythe, Managing Director Dynamic Steel Frame

As Peter Blythe, that original 'one man' and Managing Director of the company says, the business has always been focused on meeting all customer needs and has constantly evolved and changed to do so.

"We are definitely dynamic and that's why we named the business that way," Peter said. "So far we've produced wall frames, floor joists and roof trusses for residential and commercial projects; created support systems for the façade and prefab cladding industry; we've done a lot of framing for prefab bathroom pods, and manufactured a great deal of framework for the transportable building industry including compact, car-towed Tiny Houses.

"We've always exclusively used TRUECORE® steel because we know the gauge is correct, we know the strength is correct and we know BlueScope Sheet Metal Supplies will get it to us as we need it - but a huge part of it is that it's Australian made and I'm a stickler for that."

While always producing quality solutions, the true strength of Dynamic Steel Frames has really shone through in the truly innovative solutions the company has been producing for the construction market using frames made from TRUECORE® steel.

"We did a four-storey, 2,400sqm project a couple of years ago – we were the first company in Australia to do a four-storey

light gauge steel frame building – for which we won an Australian Steel Institute Award for Excellence In Steel," Peter Blythe explained.

"We've also just done a larger project in Yarraville; that was 3,200sqm on three-storeys, which I believe is the largest light gauge steel frame apartment building constructed in Australia so far. "And now we're about to produce 5,000sqm of lightweight steel frame flooring cassettes to be installed across seven storeys in a new construction in Melbourne, which will be a bit of a game changer too," he went on. "To the best of our knowledge, no-one else in the world is doing light gauge steel floor cassettes and we'll be producing about 340 modules using TRUECORE® steel, each 2.7m x 6m long, which will be craned into the building."

Dynamic Steel Frame's ability to quickly and cleverly meet their clients' needs is well supported by BlueScope Sheet Metal Supplies' Sunshine branch, which knew that a key factor with such rapid growth was the ability to effectively manage stock inventory levels and cash flow to meet surging and variable demand.

Working closely with Dynamic Steel Frame, the team at BlueScope Sheet Metal Supplies Sunshine developed a forecasting and stocking arrangement whereby Dynamic doesn't have to tie up funds holding stock on their floor but can call and have a semi load of cut-to-size

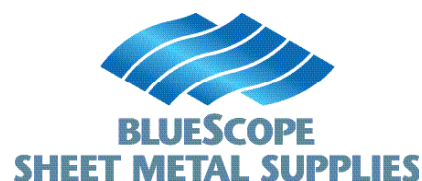
TRUECORE® steel delivered next day.

"Peter has a certain amount of sizes he actually uses and, based on the information he gives us around his forecasts at our regular meetings, we hold a lot of inventory on our floor for Dynamic and supply it in a JIT format," said Dean Manicolo, Dynamic Steel Frame's BlueScope Sheet Metal Supplies Account Manager.

"We are very proud to have worked with Peter from his early days as a small business, through the phenomenal period of growth, to the point where Dynamic Steel Frame is now a true industry leader creating game-changing construction systems using TRUECORE® steel.

"It's the very definition of a great Australian success story."

For more information visit
www.dynamicsteelframe.com.au



Phone: 1800 010 247
www.sheetmetalsupplies.com.au

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