

CASE STUDY

SMARTSTEEL FRAMES



CATEGORY:
Manufacturing

LOCATION:
Western Australia

PRODUCT:
TRUECORE® steel

Giving Western Australia A Taste For Steel

From fast food restaurants to commercial facades and now residential builds, Smartsteel Frames are winning over clients across Western Australia with their smart, accurate and cost-effective steel framing solutions – and the support of BlueScope Sheet Metal Supplies.

A forward-thinking, innovative company dedicated to providing the WA building industry with fast, efficient, accurate and cost-effective light weight steel frame building products for use in domestic and commercial buildings, Smartsteel Frames offers extensive knowledge and experience gained over 25 years in the building and manufacturing industry.

Situated in Malaga, 11 km north of the Perth CBD, Smartsteel Frames now provide their smart steel framing solutions, manufactured using BlueScope TRUECORE® steel and hot rolled steel products supplied by BlueScope Sheet Metal Supplies' Bibra Lake branch, to customers across the length and breadth of Australia's vast western state.

Truecore®

"We always have coil on the floor on consignment at Smartsteel plus stock on our own floor to provide fast lead times and swift turnaround so Smartsteel can get jobs out quicker."

- Kris Oates, BlueScope SMS Market Development Manager

Smartsteel Frames have gained an exceptional reputation for their work and are in great demand on builds for leading fast food restaurant chains such as McDonald's, KFC and Hungry Jacks. "We currently have ten restaurants that we're doing and hopefully several more if we are successful," Smartsteel's General Manager, Dene Figliomeni, said.

This complete steel solution is superbly supported by the complete service solution Smartsteel offers through a combination of their own extensive industry experience, the technical resources of BlueScope and the skilled support of BlueScope Sheet Metal Supplies' Bibra Lake branch.

"In all, we do the design and engineering, rollform the frames and roof trusses, fabricate the heavy steel at our parent company Unique Metals Laser, send the items to site, nominate a preferred installer to the builder and arrange an engineer to attend site to sign it off.

"This means builders have complete confidence that everything is pre-engineered, that the frames and trusses we make using TRUECORE® steel are true and correct, and that they're certified on the spot so there are no delays onsite and following trades can immediately access the structure to complete their scope of works," he said.

"We have a stringent ten-step design and construct process that we use to get to that point and give our customers that

confidence." The result, Dene explained, is that from breaking ground to opening a new restaurant takes approximately three to four months for a five to six hundred square metre building with walls six to eight metres high.

With the fast food industry having such an appetite for Smartsteel's tried and true solutions made from TRUECORE® steel, the company is now working to make the traditional WA 'double brick' residential building market feel more at home with the benefits of using their fast, cost-efficient and accurate steel framing option.

It's no small task, as Dene admits, but one which BlueScope is assisting Smartsteel with in terms of "some really good backing and support". BlueScope has also been assisting Smartsteel in collaborating with their sister company DENMAC, who specialise in facades and cladding on commercial structures, to use the Smartsteel framing system as support for their facades.

"BlueScope is helping us make sure that we're ticking all the boxes - that the product is going to suit the purpose and that we can get the warranties associated with the project; if it calls for a 20-year warranty on the cladding structure, we want to make sure what's been designed will allow us to get a TRUECORE® steel warranty commercially with that project," Dene said.

With Smartsteel as busy as they are, and working to be busier still by winning over the residential market, BlueScope Sheet Metal Supplies' Bibra Lake branch works closely with the company to ensure they always have the stock they need.

"We keep an eye on everything and speak to Dene about upcoming projects to ensure we will have the product he needs, when he needs it," said Kris Oates, BlueScope Sheet Metal Supplies' Market Development Manager.

"It's a very busy company, so we always have coil on the floor on consignment at Smartsteel plus stock on our own floor to provide fast lead times and swift turnaround so Dene can get his jobs out quicker."

As for Dene, he is extremely pleased with the support Smartsteel receives from Kris and the Bibra Lake branch. "I touch base with Kris a couple of times a month, plus he's in here every month doing stocktake, and the support and supply of material is really great; when we want it, it's there and it's a 24 to 48 hour turnaround time so we've never run out, which is great," Dene stated. "It's a business partnership that works really well."

For more information visit
www.smartsteelframes.com.au



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