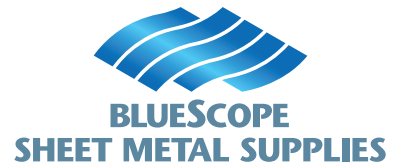


# CASE STUDY

INTEGRA SYSTEMS



**CATEGORY:**  
Manufacturing

**LOCATION:**  
VICTORIA

**PRODUCT:**  
COLORBOND® steel  
TRUSPEC® steel  
GALVABOND® steel  
ZINCANNEAL® steel

## Creativity And Support Spell Success For Integra Systems

As the example of Integra Systems illustrates, for smaller businesses, working in partnership with a larger and better-resourced organisation can be invaluable. For over 30 years, BlueScope Sheet Metal Supplies has been assisting Integra to develop new and innovative product solutions for their customers.

Integra Systems, a Melbourne-based manufacturer of metal-based products, offers complete turnkey solutions encompassing everything from design and manufacture to assembly and delivery. A multi-award-winning business with a focus on creativity and innovation, it was founded in 1991 by current Managing Director and CEO, Paul Hughes.

“I was fresh out of university when I started the business,” said Paul. “Initially, I concentrated on contract tooling design on behalf of local businesses.”

“My father, Russell Hughes, who by then had already made a name for himself across the engineering and manufacturing communities, joined me shortly after and together we set about creating the progressive organisation we see today.”

**“ The fact that they are an Australian company is important to us – and our customers share this sentiment – but that’s not the only reason we have continued with them for so long. ”**

**- Paul Hughes, Managing Director and CEO - Integra Systems**

Fast forward almost 30 years, and Integra Systems now has 23 employees and is established as a leading manufacturer of products ranging from point-of-sale merchandising kiosks and self-serve checkouts to components for the defence industry.

Among products sourced from BlueScope Sheet Metal Supplies are ZINCANNEAL®, GALVABOND®, TRUESPEC® and COLORBOND® steel – each is used for a specific purpose according to Paul.

“BlueScope Sheet Metal Supplies were our first supplier and they still supply most of the steel we use today,” said Paul.

#### **A reliable supplier of quality steel products**

“The fact that they are an Australian company is important to us – and our customers share this sentiment – but that’s not the only reason we have continued with them for so long.”

“The major considerations are the consistency and quality of their supply and also factors like standardised material thickness. This is critical to the smooth operation of our high-level machinery, and BlueScope Sheet Metal Supplies have never let us down in this regard. They are always able to deliver what we want, when we want it.”

Paul explained that BlueScope Sheet Metal Supplies has effectively played the role of mentor to Integra Systems.

“We’ve always felt like we’ve been supported and treated as a valued client. They’ve always included us on their journey.

“Last year, for example, we found ourselves at the same trade show in Germany, where we had the opportunity to spend some free time with BlueScope Sheet Metal Supplies prior to the show.

“Smaller organisations like ours really want to be on the top of our game when travelling to events of this type. It was invaluable to receive BlueScope Sheet Metal Supplies’ support in an international environment.”

#### **Cutting edge technology**

Bringing to the table a winning combination of break-through product design and world class execution, Integra Systems is dedicated to enabling its customers to make their visions real.

To ensure this is possible, the company employs the most flexible high-tech machinery available including a state-of-the-art Salvagnini fibre laser cutter, a turret punch machine, CNC press brakes for metal folding.

“Our most recent addition is what we like to call our ‘Italian Stallion’ – a Salvagnini P2lean Panel Bender,” said Paul.

The most versatile panel bender that Salvagnini has ever produced, the bender works automatically and can handle lean manufacturing, batch, kit, or single piece part flow with equal ease.

Machinery of this quality has enabled the company to maintain the right balance between production and prototyping. It means Integra can devote plenty of attention to design and development.

Over the years, the company has evolved to be able to offer much higher value add.

#### **New opportunities**

Turning to the future for Integra Systems, Paul said that the company could potentially expand its involvement in the defence industry.

“I’m on some committees with the Australian Defence Alliance and through that I’ve been able to identify some possibilities. While we do some defence work now, it’s not a lot. But we’re well placed to increase that,” he said.


“If we were to take that path, BlueScope Sheet Metal Supplies would be critical to our success. Again, that’s because of the consistency of material they are able to ensure, and the exotic grades of material that the defence sector requires.

While we’re a small agile company, the fact that BlueScope Sheet Metal Supplies is our major steel supplier means we can potentially leverage off each other in that space.

“It’s another example of our partnership with them opening doors for us. And it’s why we have every intention of continuing our association into the foreseeable future.”

For more information visit  
[www.integrasystems.com.au](http://www.integrasystems.com.au)

**Phone: 1800 010 247**  
**[www.sheetmetalsupplies.com.au](http://www.sheetmetalsupplies.com.au)**



**BLUESCOPE**  
**SHEET METAL SUPPLIES**

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