

Australian steel stories

**ASM Metal Building
Products**



**BlueScope
Distribution**

Building reliability through partnership: BlueScope Distribution and ASM Metal Building Products

“BlueScope Distribution’s flexibility and quick response makes a big difference. We need a supplier that can move quickly with us, and they do”.



In the heart of Berrinba, Queensland, ASM Metal Building Products has built a reputation as one of the state’s most trusted names in roofing, flashings, and rainwater goods. For more than a decade, this proudly Australian company has combined craftsmanship, innovation, and customer-first values to deliver precision-engineered products to builders and contractors across Southeast Queensland.

Behind this success is a partnership built on reliability and shared values, a strong relationship with BlueScope Distribution, which supplies ASM Metal Building Products with high-quality BlueScope-manufactured products, including COLORBOND® steel, ZINCALUME® steel, and GALVABOND® steel.

Together, the two companies have created a foundation for growth and resilience across Queensland’s building and fabrication sector. “We’ve battled hard to earn a reputation for reliability, it’s the result of having the right people in the right roles, holding ourselves to high standards, and never compromising on quality or service”, says Harry Haggarty, General Manager of ASM Metal Building Products.

A partnership built on understanding and trust

ASM Metal Building Products success has come from more than just great products; it’s built on strong relationships with customers, suppliers, and its people. That same ethos underpins its partnership with BlueScope Distribution. “From day one, we made it our mission to understand the ASM Metal Building Products business inside out, their growth goals and operational pressures,” explains James Teese, Account Manager at BlueScope Distribution.

ASM Metal Building Products relies on BlueScope-manufactured products due to their proven performance, durability, and compliance. COLORBOND® steel is coated with BlueScope’s industry-leading metallic coating, incorporating Activate® technology to deliver enhanced corrosion resistance. ZINCALUME® steel provides high strength, ductility, and long-term protection through its aluminium, zinc, and magnesium alloy coating, while GALVABOND® steel offers classic zinc-coated versatility for forming, flashing, and fabrication applications.

BlueScope Distribution supplies ASM Metal Building Products with coil products in various sizes, grades, and finishes. This variety enables the company to cater to a wide range of customer needs, from commercial roofing to residential fabrication. However, the relationship extends beyond simply supplying steel. BlueScope Distribution takes a collaborative approach, working closely with ASM Metal Building Products teams in operations, sales, and estimating to ensure continuity and a quick response.

Proactive communication, and a shared focus on problem-solving have become the cornerstone of the partnership. “We appreciate the service we’ve received from BlueScope Distribution over the past year. Our account manager, James, is always responsive and does his best to deliver outcomes that work for us”, adds Haggarty.

Consistency through consignment stock: The advantage of smart supply

A key strength of the partnership lies in BlueScope Distribution’s consignment stock arrangement. Under this system, BlueScope Distribution supplies the coils held on-site at ASM Metal Building Products. This arrangement provides a crucial operational advantage: the ability to meet customer demand without tying up working capital or risking supply interruptions. It offers flexibility and stability, two qualities essential for a growing manufacturer.

“The consignment stock service has been invaluable,” says Haggarty. “It gives us breathing room. We don’t have to worry about delays or running short on materials; we know BlueScope Distribution has our back.”

Teese adds that this service exemplifies BlueScope Distribution’s approach to partnership. “We’re in constant contact with their team to make sure stock levels align with their workflow. That collaboration ensures they can respond quickly to their customers, and we can keep their supply chain running smoothly.”

For ASM Metal Building Products, consignment stock is more than convenience; it’s a strategic advantage that supports its continued expansion.

PROUD SUPPLIER OF

Colorbond® Galvabond® Zincalume®

Innovation, growth, and the future of Australian manufacturing

Innovation is central to both companies' success. ASM Metal Building Products has recently invested in new automation technology for its flashing and trade departments, dramatically increasing its production capacity and efficiency. BlueScope Distribution has supported this by ensuring a steady and scalable steel supply.

"Innovation for us isn't just about new products, it's about smarter tools, better systems, and forward thinking," says Haggarty. "BlueScope Distribution has helped us source fit-for-purpose materials and kept our supply reliable through every phase of growth."

Teese agrees, noting that ASM Metal Building Products represents the kind of customer partnership that drives the Australian steel industry forward. "ASM Metal Building Products is growing responsibly, investing in technology, sustainability, and its people. Our role is to make sure their steel supply enables, not limits, that progress."

Looking ahead, ASM Metal Building Products plans to continue expanding its product line and machinery, aiming to become a leading supplier across all sheet metal applications in Queensland and beyond. The company's commitment to quality and service is matched by its dedication to supporting local communities, sponsoring fundraisers and events across Ipswich, Toowoomba, and Brisbane.

"Being local means more than just where we're based; it's about who we support."

Haggarty says. "We're proud to use Australian-made steel because it keeps jobs and value in our economy."

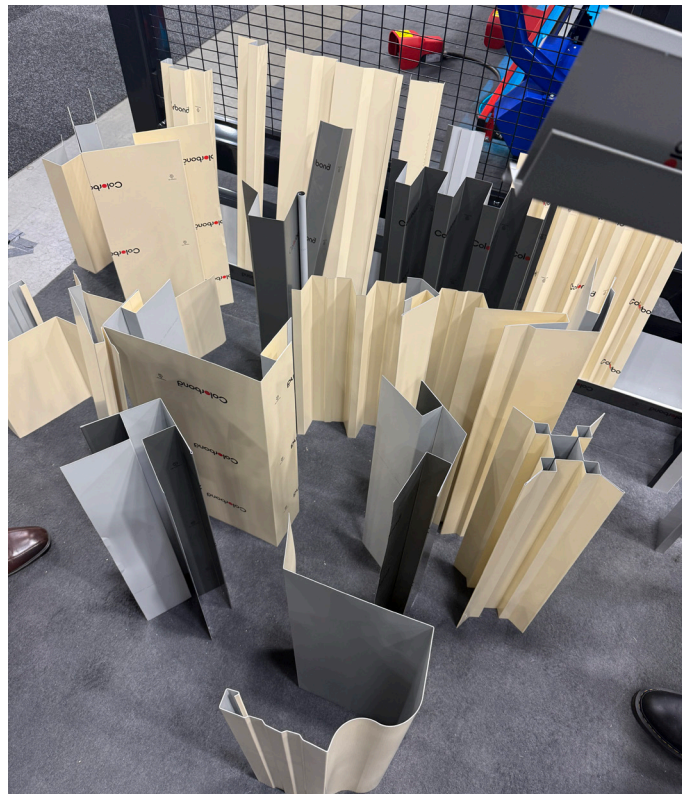
Shared strength, shared future

The partnership between BlueScope Distribution and ASM Metal Building Products showcases how two Australian businesses can grow stronger together, united by a focus on quality, integrity, and innovation.

What began as a supplier relationship has evolved into a trusted partnership built on transparency, mutual respect, and a shared belief in the future of Australian manufacturing.

"It's more than a supplier relationship, it's a partnership built on trust and shared ambition," says Teese. "We're proud to support ASM Metal Building Products as they continue shaping Queensland's roofing and fabrication industry."

For ASM Metal Building Products, that trust and consistency mean more than just reliable supply; it's a foundation for long-term success. "With BlueScope Distribution as our steel partner, we know we can grow with confidence", concludes Haggarty.





**BlueScope
Distribution**



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