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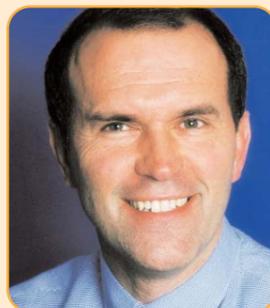
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Xlerplate®



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IN THE HOT SEAT - ALAN CHURCH



Name: Alan Church
Job Title: Account Manager – Manufacturing & Northern Region
Years with BlueScope Steel: 33
Years in the Steel Industry: 33
Description of current role: Maintaining relationships with Northern NSW customers
Previous position: Customer Technical Services
Person I most admire: Nelson Mandela
E-mails received on average per day: 30
Best invention of the last century: Holden 5L V8
Worst television program: Too many to list!
Time I spend in my car each day: 1 to 6 hours
Hardest habit to break: Not thinking before blurting
Favourite drink: Red wine

Best car on the road/favourite car of all time: Any V8 weighing less than 1300kg with more than 500hp at the rear wheels
Most useless possession: Wrist watch
Favourite outdoor recreational activity: Running/surfing
What kick-starts my day: Realising I'm alive
If I had \$1m to blow it would be on: The biggest party
If there was one thing I could do all over again: I wouldn't do metallurgy!
Favourite holiday destination ever: Mondays on leave are great anywhere

ANYTHING BUT STEEL

We all understand that instructions on product packaging should be clear and concise. Right? But what happens when a manufacturer's first language isn't English? Here are some recent, less than clear, instructions found on products manufactured overseas:

A chainsaw: 'Do not attempt to stop chain with your hands'.
A kitchen knife: 'Warning: Keep out of children'.
An iron: 'Do not iron clothes on body'.
A food processor: 'Not to be used for other use'.
Headphones: 'Do not increase volume past threshold of pain'.
Mobile phone: 'Electronics, like people, sometimes get confused'.

BAG AN INNOVATION



Following the success of our bag give-away in the last *Steel In Touch*, we thought we'd make another offer. This time we're looking for the most imaginative and innovative uses of XLERPLATE® or XLERCOIL® steel by NSW customers. Email your suggestions to: James.Cummins@bluescopesteel.com All truly innovative suggestions will get this BlueScope Steel sports bag as a 'thank you'. What's more, the best suggestions could find themselves covered in other BlueScope Steel publications, like *Steel Edge*.

CRITICAL MAINTENANCE SHUTDOWN



BlueScope Steel is planning to undertake an extended 15-day maintenance stop at the Port Kembla Plate Mill from January 20 to February 3. This stop is to facilitate essential maintenance work necessary to ensure product quality and the ongoing reliability of our manufacturing operations. XLERPLATE® steel will not be produced during the shutdown. We intend building stocks of Standard XLERPLATE® steel before this stoppage, and do not envisage any impact on our published lead times for Standard plate products. However, the shutdown will extend lead-times on General XLERPLATE® steel by two weeks for all orders placed from January 3 to February 3, 2006 inclusive. We would appreciate your help during this essential maintenance stoppage and would be happy to provide further detail should you require it. The XLERPLATE® Customer Service Group will also be available to respond to enquiries throughout the Christmas-New Year period.

Xlerplate® steelintouch

News for New South Wales Customers

ISSUE NUMBER 2 | SPRING 2005



WELCOME

Let me pass on our thanks to all who responded to our first NSW edition of *Steel In Touch*. The overwhelming response is that this communication is valuable – and our staff and customers are certainly looking forward to more of the same! While we can all expect some exciting and challenging times ahead in Australia's steel industry, it's gratifying to see BlueScope Steel's Industrial Markets division winning awards for marketing efforts. It's also great to see some of our national customers, particularly NQEA in Far North Queensland, also winning awards for their work with XLERPLATE® steel.

While the steel market was buoyant over the past year, we can expect to see demand for plate steel rising around the country as major resource and infrastructure projects come on stream over the next few years. So, thanks for your continued support – and happy reading!

John Barrett
State Sales Manager - NSW

'BUY AUSTRALIAN' TEES OFF IN DUBBO



CAPTION TO COME

BlueScope Steel recently hosted a 'Buy Australian Steel' golf day in Dubbo. More than 60 local distributors, rollformers and end customer employees attended. Regions represented included Dubbo, Orange, Parkes and Cowra. Our IM and Australian Manufacturing Markets divisions organised the day as a joint effort to support local distributors and rollformers in the face of growing competition, and to allow them to engage with customers on the benefits of local supply. The XLERPLATE® steel brand featured heavily, and was exposed to more than 20 end-users, including local fabricators and engineers. A short presentation outlining the benefits of XLERPLATE® steel ran during lunch, before winners received a range of golfing prizes. The day's raffle also raised more than \$380 for local charity Orana Early Intervention.



MARKETING CAMPAIGN A WORLD BEATER

BlueScope Steel has received worldwide recognition for marketing excellence for the *Xlerate to XLERPLATE®* campaign conducted from July to December last year. The honours began when the campaign was awarded first place in the NSW Australian Marketing Institute (AMI) awards for excellence for Best Marketing Communications. The campaign was also awarded Bronze in two categories of the Australasian Promotional Marketing Association (APMA) 2005 National Excellence Awards. All winners were then submitted to the international GLOBE Awards for marketing excellence. The sponsoring agency of the GLOBE Awards is the Marketing Agencies Association (MAA) worldwide. Marketing Strategy Manager – Industrial Markets, Judy Morgan, is thrilled. "We have been recognised



(fr left) Stan Clark, Lisa Purcell (Clemenger BBDO promotive), Michael Reay, Judy Morgan, Christine O'Toole and Pete Moore (Clemenger BBDO promotive).

internationally by winning the Gold GLOBE award (first runner-up) in the category of Best Business to Business Campaign," she says. "We are honoured to note that we were plucked from third place in Australia to win second place in the world." The GLOBE Awards received more than 400 entries from 24 countries, and winners were selected from around the world. "The campaign has yielded some outstanding results, and I would like to thank Christine O'Toole, Duncan Jacklin and Michael Reay from the Marketing Strategy team; Andrew Marjoribanks, Stan Clark and his team from Sales; and Scott Dunstan and his team from Customer Service for the success of this activity," Judy said.



HELP FOR INJURED HORSES

The world's first equine hyperbaric oxygen chamber is now helping Australian horses to recover from injury. Designed by Melbourne company Fink Engineering – on research provided by another Australian company EquiiOx – the first chamber was installed at Flemington in Melbourne, and has already proven successful in speeding up the healing process for more than 350 prize-winning race horses.



EquiiOx, established by a team of veterinarians and scientists, contacted Fink Engineering to design and develop the technology for the project. EquiiOx is a combination of the Latin word for horse (equus) and Ox (for oxygen).

The rectangular equine chambers each hold as many as three horses simultaneously, and use specially designed masks providing 100 per cent pure oxygen to stimulate new collagen and decrease swelling on injured tissue.

The innovation provides the same hyperbaric oxygen treatment used in hospitals around the world to accelerate healing of difficult and problem wounds.

Fink Engineering has a long association with hyperbaric chambers; it designed its first chamber for human use in 1996, and has since transformed the way hyperbaric medicine is practised.

Fink Engineering's Managing Director, Eric Fink, says he was determined the chambers would be Australian-built, and Coffs Harbour (NSW)-based engineering company W.E. Smith Hudson was licensed to build them using various grades of XLERPLATE® steel from BlueScope Steel.

NQEA AWARDS

Since the last edition of Steel In Touch, North Queensland shipbuilding and engineering company NQEA has become a double winner of the 2005 Queensland Engineering Excellence Awards – the Products and Manufacturing Facilities Excellence Award and the new Karel*CAD Innovation Award – for its work in building the luxury Oceanic Princess.

The ship, the largest passenger ship built in Australia since the Empress of Australia in the 1960s is now in service, carrying tourists on regular adventure voyages between Darwin and Broome in Northern Australian waters.

As the supplier of XLERPLATE® steel used in this project, we'd like to congratulate NQEA on these awards.



SAFETY MESSAGE: BELT UP!

It's sad fact so many Australians still die on our roads because they aren't wearing seat belts.

Despite the fact that Victoria was the first place in the world to make wearing lap-sash seat belts compulsory (in 1970), as many as 20 per cent of all drivers and passengers who die every year on Australian roads aren't wearing seat belts.

While only four per cent of NSW drivers and passengers don't belt up, they account for 22 per cent of car occupant deaths each year in that State.

And if only one person in the vehicle isn't wearing a seat belt, it doubles the death and injury rates of those who are.

The simple act of buckling up can improve your chances of surviving a smash by 50 per cent.

So for safety's sake belt up!



CUSTOMER TECHNICAL SERVICES DELIVERING VALUE

Technical service provided by BlueScope Steel's Allan Yates and Warren Simpson is a core strength BlueScope Steel has over other suppliers.

Customers who have used this value-add service have realised many cost-effective and improved solutions.

Allan and Warren, both qualified metallurgists, lend their services to customers wanting to improve or change designs and new product developments.

Based at Port Kembla steelworks, they have full access and understanding of the processes, capabilities and limitations of our steelworks.

Allan and Warren also have access to other steelworks supporting service departments, including full technical, metallurgical, chemical and laboratory resources. With their 76 years of combined service, it's likely they can answer your queries or suggest solutions for steel products you're planning.

Both can be contacted directly by phone and make themselves available in the field through programmed visits and attend to specific service requests.

Earlier this year, Allan visited Brisbane and worked closely on steel solutions with a number of valued customers. Judging from feedback, his service is valued greatly, and is helping to make a real difference. Customer reactions were very positive.



Allan Yates

"The assistance and availability of the technical personnel from BlueScope Steel to discuss and provide solutions for our customers has been highly appreciated and valued by all," Malcolm Smith, Processing Manager of OneSteel Steel & Tube, said.

"The willingness of BlueScope Steel representatives to meet with us to discuss the influencing design detail and desired requirements of XLERPLATE® steel supply for our project undertaking has realised benefits for the overall control of cost

and program," Geoff Hoffman, Manager – Special Projects, for Bucyrus (Australia) Pty Ltd, said.

"BlueScope Steel's performance with quality and delivery has met our requirements. The co-operation that continues is greatly appreciated."

Initially, we recommend discussing your requirements or issues with Alan Church and John Barrett.

ACTION ON THE SUPPLY FRONT

The first of 12 new purpose-built tilt rail wagons, designed to carry wide XLERPLATE® steel across Australia, have entered service.

Built by EDI Rail's Port Augusta plant, and being operated by Pacific National, all wagons are expected to be in service before the end of the year.

The \$250,000 wagon, seen here being shunted into Port Kembla's Plate Mill (above) on 28 October, delivered the first load of railed XLERPLATE® steel

into our new WA facilities at Forrestfield, in Perth's eastern suburbs (below).

Each wagon is expected to carry 50-70 tonnes of XLERPLATE® steel.

These new wagons are supplementing the existing fleet of 38 similar wagons used for interstate deliveries. Another 20 slab delivery wagons, converted to carry XLERPLATE® steel have also entered service.



"These new wagons will lift our delivery capacity – especially in light of future demand for plate steel – and will shorten delivery times," Scott Dunstan, Customer Service Manager, Plate Mill, says.

Stan Clark, our National Sales Manager, says the XLERPLATE® steel supply chain is being reviewed due to the larger rail delivery fleet.

"Our Australian customers should have no concerns about BlueScope Steel delivering all the XLERPLATE® steel they need – when they need it,"

TRUCK BODY MAKER TIPPING STRONG GROWTH

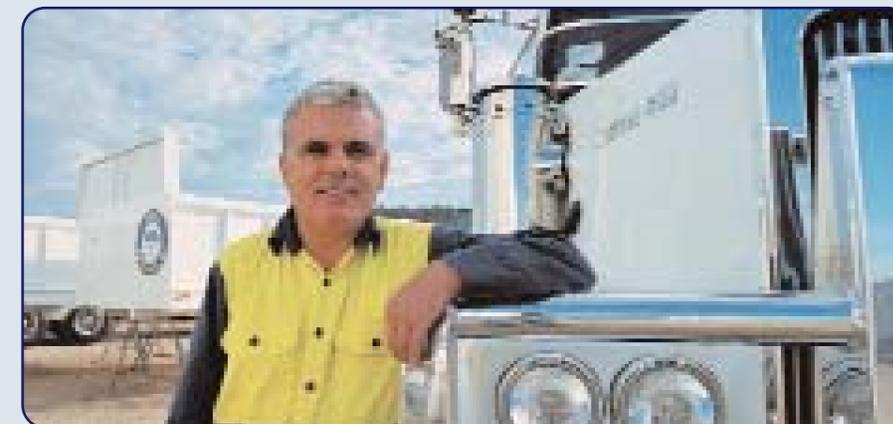
A regional NSW manufacturer of aftermarket automotive body parts is defying stiff local competition and filling firm orders for truck tipping bodies and trays for light and heavy commercial vehicles as far as Canberra and Sydney.

Henry Hope Engineering, in East Wagga Wagga, believes its products give the company a distinct edge against larger competitors throughout the State, manufactured as they are using steel from BlueScope Steel and tailored to match custom specifications of cab-chassis truck formats.

The company is also witnessing this quality translating into solid orders from other highly competitive regional markets in NSW.

While many customers are based in south-western NSW, Henry Hope Engineering is also filling orders from regional centres like Bourke, Narromine, Condobolin, Gilgandra, Albury and Gunnedah.

The company's diverse clientele include local government bodies, as well as major trucking contractors and dealerships. It also services a



rising number of rural and regional customers, including smaller and larger farmers alike.

"Agricultural activity tends to peak around the September-October harvest season, but truck dealerships and other non-farming customers turn up all year round," the company's proprietor, Henry Hope says.

"The fact that we manufacture our products from steel from BlueScope Steel is more than enough to maintain our customers' trust.

"While some trucks come back for maintenance work, most of our products perform trouble-free in the field for many years."