

The XLERPLATE® Team

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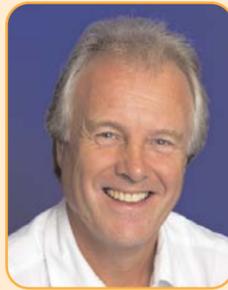
For XLERCOIL® enquiries
Call 02 4275 7206

Xlerplate®



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IN THE HOT SEAT - WARREN SIMPSON



Job Title: Principal Technologist Plate & Strip
Number of Years with BlueScope Steel: 37
No. of years in the Steel Industry: 37
Description of current role: To promote and provide technical support, assistance and consultancy to customers and their clients who buy BlueScope Steel's plate and strip products.
Previous position: Metallurgist HSM Quality Control
Previous position duties: Liaised with BOS/Caster and HSM production departments on strip product quality issues and contributed to final strip product allocation decisions.
Person I admire the most: My wife
E-mails received on average per day: 30-40
Best invention of the last century: Mobile phone
Worst television program: Big Brother
Time I spend in my car each day: 2-3 Hours

Hardest habit to break: Eating Chocolate
Favourite drink: A good cappuccino
Best car on the road/favourite car of all times: Ford Falcon Phase 3 GTHO
Most useless possession: Old School Tie
Favourite outdoor recreational activity: Snow Skiing
What kick starts my day: Morning shower
If I had \$1m to blow it would be on... An around-the-world holiday
If I could have one person over for dinner, it would be: 'Mr Bean' (Rowan Atkinson)
If there was one thing I could do all over again... I would marry my wife
Favourite holiday destination ever: Bali

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 Victorian and Tasmanian customers. Email your suggestions to: Adam.Cheeseman@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 South Australia & Northern Territory Customers

ISSUE NUMBER 2 | SPRING 2005

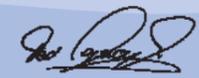
WELCOME



Ted with Mayor Harold Anderson from the City of Charles Sturt

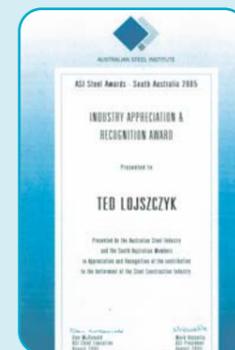
Let me pass on our thanks to all who responded to our first SA-NT edition of *Steel In Touch*. The overwhelming response is that this communication is valuable – and our staff and customers are certainly looking forward to more of the same! While we can all expect some exciting and challenging times 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!



Ted Lojszczyk
State Sales Manager – SA & NT

TED'S SERVICE AWARD



After 29 years working with steel, SA-NT Sales Manager, Ted Lojszczyk, has been awarded an Australian Steel Institute award in recognition of his contribution to the betterment of the steel construction industry.

The award, made at the recent Australian Steel Institute dinner in SA, was also a token of appreciation from the ASI for all Ted's efforts in the industry since 1976.

The award was signed by both ASI Chief Executive, Don McDonald, and President, Mark Vassella. Ted was also awarded the 2005 City of Charles Sturt Trophy, rounding out a successful year. Mayor Harold Anderson, from the city of Charles Sturt, was on hand for the presentation.

Never lost for words, Ted said he was delighted with the awards – and proud of his work in the steel industry.



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.



DISTANCE NO BARRIER TO SUCCESS

Darwin's Tristar Industries has a 30-year history to back claims that remoteness from major markets is no barrier to success.

The privately owned Australian company manufactures and sells an average of 80 side-tipper semi-trailers a year to customers in Central and North Queensland, the Northern Territory and Western Australia, including the Pilbara and Kalgoorlie regions.



It also produces water tankers, end-tippers and pressure vessels, and operates a general fabrication service backed by profile cutting, guillotine, bending, folding and rolling services.

Tristar Industries' first request for a side-tipper design was from a customer involved in the clean-up after Cyclone Tracy.

This design was so successful that the company has gone on to develop a range of standard and custom-built models.

XLERPLATE® steel is a key ingredient in the success of Tristar Industries' side-tippers, and it is widely used in the company's other fabrication work.

Tristar Production Manager Frank Spiegel says the company's order book has never been healthier.

"We can't claim to be the only company in Australia producing side-tippers, but our designs have established their superiority because of a combination of durability, reliability and stability," he says.

"They can be built in single, double, triple or special road-train configurations, and their major appeal is that they provide a quick, clean discharge on the move."

The low centre of gravity provided by the side-tipping configuration is particularly important where ground conditions are marginal and the risk of tipping over is real.

The need to cope with these same rough conditions has also brought trailer, water and fuel tanker customers to Tristar Industries.

Much of the equipment Tristar Industries builds is used at mine sites where the road conditions are tough on equipment.

"We use 250 grade and 350 Grade XLERPLATE® steel for chassis rails, and 5mm and 6mm XLERPLATE® steel for tipper bodies and water tanks," Frank says.

The company also uses XLERPLATE® steel for trailer and body alterations and repairs.

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 above being shunted into Port Kembla's Plate Mill on October 28, 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," Stan says.

SAFETY MESSAGE: BELT UP!

It's a 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 4 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 to 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.



Warren Simpson

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

"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 Ted Lojczyk or Billy Stevens.

NQEA WINS 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.



CARS BY RAIL

Port Pirie company S J Cheesman Engineering has won a major Pacific National tender to convert 12 double-deck car-carrying rail wagons to triple-deckers for the Adelaide-Perth corridor.

Pacific National freights more than 700 motor vehicles to Perth each month and growing demand has led the transport company to develop technology to improve these car transporters' capacity.

Cheesman Engineering is converting the 12 double-deck frames into six triple-deck units.

The conversion process starts at Bluebird Engineering in Adelaide, where pairs of double-deck frames are linked to articulate over a new central bogie.

The newly paired units are then trained to Cheesman Engineering's Port Pirie workshops, where a third deck – made from 5mm 250 Grade XLERPLATE® steel – is added.

Carrying capacity of the triple-decker wagons is also maximised, from 24 to 27 cars, by the addition

of a swivelling section positioned on each deck above the central bogie. These sections are also fabricated using 5mm 250 Grade XLERPLATE® steel.

All wagons will be finished by Christmas.

Cheesman Engineering also built components for heavy-duty ballast wagons used in the building of the Alice Springs-Darwin railway, and its workshops are now building components for ore wagons under a contract with EDI.

The company uses XLERPLATE® steel for general fabrication work. "We've always used steel from BlueScope Steel and its predecessor, mainly supplied via OneSteel," Stephen Richter of Cheesman Engineering says.

"Because of our quality procedures, we can't afford to use anyone else's plate. There is never any problem with quality, and BlueScope Steel's data certificates make it easy to track pieces of plate steel."

