

The XLERPLATE® Team

PO Box 139
Mordialloc VIC 3195
Phone: 03 9586 2222
Fax: 03 9586 2201
Email:
Simon.Fieldsend@bluescopesteel.com
Adam.Cheeseman@bluescopesteel.com



Simon Fieldsend
State Sales Manager



Adam Cheeseman
Account Manager

XLERPLATE® Customer Service Group

Phone: 1300 135 004
Fax: 1300 135 003
Email: Peter.Panteli@bluescopesteel.com



Peter Panteli
Customer Service Officer

For technical enquiries
call 1800 800 789

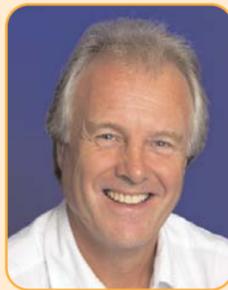
For XLERCOIL® enquiries
Call 02 4275 7206

Xlerplate®



The Steel In Touch Newsletter has been prepared for information purposes only. BlueScope Steel makes no representation or warranty as to the completeness or accuracy of the information contained in the Newsletter. You must make your own assessment of the information contained in the Newsletter and rely on it wholly at your own risk.

IN THE HOT SEAT: WARREN SIMPSON



Job Title: Principal Technologist Plate & Strip Marketing
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 a 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



WELCOME

Let me pass on our thanks to all who responded to our first VIC-TAS 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!

Simon Fieldsend
State Sales Manager - Victoria & Tasmania

VAWDREY'S QUALITY SUCCESS

After 30 years of growth, Vawdrey Australia's truck and semi-trailer bodies have become a familiar sight on Australia's roads.
And the Victorian company's single-minded adherence to quality means that many of Vawdrey's original customers keep coming back for more!
Vawdrey, which operates from a 40,000 square metre facility in Dandenong South, has built more than 25,000 truck bodies and semi trailers – and production is growing.
Careful selection of materials is also at the heart of Vawdrey's success. Company founder and Chief Executive Mick Vawdrey, who has worked with metal all his life, points to XLERCOIL® steel floor plate as one example of his company's attention to detail.
"Weight and strength receive maximum attention in all our products," he says.



"This applies to Titeline (curtain-sider) models from rigid body, dog and pig trailers, through to semi-trailer configurations in flat-deck, drop-deck, single, B-double and triple-trailer combinations".



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.



XLERPLATE® STEEL KICKS GOALS

Melbourne company Olivetti Engineering – which has spent 25 years contributing major elements to sports venues, energy plants and public art installations around Australia and the Pacific – has added key components for Geelong’s Skilled Stadium to its portfolio.

The company was appointed steel fabricator for the Skilled Stadium project, a \$25 million redevelopment in which a major new grandstand replaced an earthen mound for supporters of the Geelong Cats AFL team.

Other elements of the upgrade included a 700 seat banquet/conference facility and fully equipped media centre, a new Geelong Sports House complex providing shared administration facilities for local sporting bodies, and extensions to the existing Brownlow building to create an elite training gym for the region.

Olivetti Engineering’s role centred on the fabrication of nine huge curved steel columns, an eye-catching element of the 6000-seat facility visible on the city’s southern skyline.

The curved steel columns – fabricated from 220 tonnes of 16mm and 40mm thick, 250 Grade and 350

Grade XLERPLATE® steel to produce tapered I-sections – have been likened to a cat’s claws (in deference to the local AFL team’s feline links), and to a whale’s ribs (echoing Geelong’s maritime past).

Olivetti Engineering fabricated each of the 29m curved columns in sections at its Dandenong South factory, applied a three-coat paint covering, then trucked them to Geelong for erection.

The use of XLERPLATE® steel and off-site fabrication helped to meet key criteria of the construction contract, which stipulated that the stadium had to remain operating throughout construction.



STORING MELBOURNE WATER



E Brockman and Sons tank

One of Victoria’s most experienced fabrication companies is working on the simultaneous construction of two major steel water tanks for Melbourne Water.

E Brockman and Sons won separate tenders to design and construct a 33-megalitre storage tank at Mornington and a 53-megalitre storage tank at Frankston.

Part of an ongoing program by Melbourne Water to improve water quality and upgrade storage capacity, the 65m-diameter Mornington tank is expected to be finished this month (November), while the 95m-diameter Frankston tank will be commissioned next April.

Both tanks, the largest yet built by the company, are being fabricated from XLERPLATE® steel. They will replace open reservoirs and provide more effective storage and water quality for surrounding areas. The Mornington storage tank will be 10.5m high and the Frankston tank will be 8.7m high.

In 1989 current E Brockman and Sons Managing Director Don Forbes put together a team that bought a major shareholding in the company.

It already had a strong reputation for quality fabrication work, covering everything from bridge girders to crane jibs and metal processing vessels.

This team started building steel storage tanks for the chemical, oil and water supply industries, and this is now a core activity for the 84-year-old Corio-based company.

“Since 1988 we’ve designed and constructed almost 100 storage tanks,” Project Manager Max Goddard says. “Most have been in Victoria, but we’ve also tackled projects in NSW, QLD and SA.”

The Frankston and Mornington tanks will use more than 2100 tonnes of XLERPLATE® steel when completed. Both tanks are being fabricated from 250 Grade XLERPLATE® steel. Tank wall thicknesses vary from 22mm at the base to 10mm at the top. Floors and roofs will be fabricated from 6mm XLERPLATE® steel.

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 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 seeking improved or alternate 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 Simon Fieldsend or Adam Cheeseman.

XLERPLATE® STEEL GOES UNDERGROUND

Business is booming for well-known mining brand Caterpillar Elphinstone.

Based in Burnie, Tasmania, the company designs, builds and distributes some of the best underground mining equipment in the world.

Synonymous for strength, reliability and productivity in the global mining industry, the Cat Underground range – previously badged Elphinstone – has been meeting the needs of miners since 1975.

Most Tasmanian underground mines use Cat Elphinstone equipment, as do most major mainland mines.

Caterpillar Elphinstone currently enjoys an 80 per cent market share for underground mining equipment in Australia, with companies like William Adams, Westrac, Cavill Power and Hastings Deering onselling equipment, and providing support.

About 60 per cent of the company’s output is exported.

Caterpillar Elphinstone’s range of load-haul-dump loaders fit almost every underground mining application, and the company’s Burnie plant manufactures as many as 180 loaders a year. One of the most popular loaders, the R-2900, weighs almost 50 tonnes when fully laden!

These loaders are used to cart product and rock to underground or surface crushers.

The company uses 1600 tonnes of XLERPLATE® steel each year to build this underground mining equipment, and about 20 tonnes of plate is used in each R-2900 loader.

Frames are manufactured from 350 and 250 Grade XLERPLATE® steel, with 350 Grade most commonly

going into the rear frame chassis, and 250 Grade plate used for covers.

“We always prefer using XLERPLATE® steel,” Caterpillar Elphinstone’s Fabrication Manager, Chris Symonds, says. “It’s an Australian product, which means its delivery is more convenient and more reliable – and the quality is excellent.”

