

## The XLERPLATE® Team

PO Box 618  
 Welshpool Business Centre WA 6986  
 Phone: 08 9365 6665  
 Fax: 08 9365 6601  
 Email:  
 Elly.Pilkadaris@bluescopesteel.com



Elly Pilkadaris  
 State Sales Manager

## XLERPLATE® Customer Service Group

Phone: 1300 135 004  
 Fax: 1300 135 003  
 Email: Billy.Stevens@bluescopesteel.com



Billy Stevens  
 Customer Service Officer

For technical enquiries  
 call 1800 800 789

For XLERCOIL® enquiries  
 Call 02 4275 7206



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 BILLY STEVENS



Customer Service Officer Billy Stevens has been with BlueScope Steel for 20 years. He is responsible for managing relationships and activities with customers in South Australia and Northern Territory. We asked Billy some interesting questions to fill in a little more background information. Here's what he had to say.

**Name:** Billy Stevens  
**Job Title:** Customer Service Officer  
**No. of years with BlueScope Steel:** 20 Years  
**No. of years in the steel industry:** 20 Years  
**Description of current role:** Deliver expert Customer Service to our external customers, and develop and implement improvement solutions aligned to our business needs.  
**Previous position:** AusBMM Customer Service Co-ordinator  
**Woman I most admire:** My Fiancé  
**E-mails received on average per day:** Too many  
**Favourite hobby:** Home improvement (my own backyard blitz)

**Time I spend in my car each day:** 50 minutes too long  
**Hardest habit to break:** Not being able to lose  
**Favourite drink:** Diet Coke  
**Best bike on the road/favourite bike of all times:** Honda CBR600 Rossi Replica  
**Favourite outdoor recreational activity:** Surfing and soccer  
**What kick starts my day:** Surfing where possible  
**If I had \$1m to blow it would be on...**  
 A house on Warilla Beach, near Shellharbour  
**If there was one thing I could do all over again...**  
 I'd become a pro surfer  
**Favourite holiday destination ever:** Sumatra Islands surf charter

## 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: Elly.Pilkadaris@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 WA 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.

Our new, consolidated facility at Forrestfield will help speed up delivery and service to all customers throughout the State. While the steel market was buoyant over the past year, we can expect to see demand for plate steel rising in WA as major resource and infrastructure projects come on stream over the next few years. So, thanks for your continued support – and happy reading!

Elly Pilkadaris  
 State Sales Manager - Western Australia

## EXPANDED WA CAPACITY

West Australian XLERPLATE® steel customers are benefiting from expanded capacity at our new Forrestfield facility in Perth. Able to handle 500,000 tonnes of steel deliveries and dispatches a year, the combined Australian Manufacturing Markets and Industrial Markets facility follow double-digit growth in WA steel demand over the past five years.

"We're expecting this new purpose-built facility will lead to far easier handling of heavy XLERPLATE® steel loads," WA State Sales Manager, Elly Pilkadaris, says.

The Forrestfield facility is being officially opened on November 24 by BlueScope Steel's President Australian Manufacturing Markets, Brian Kruger, and WA Deputy Premier, Eric Ripper.

You can now reach Elly on 08 9365 6665, and we've included a map showing the new facility's location at 650 Abernethy Rd.

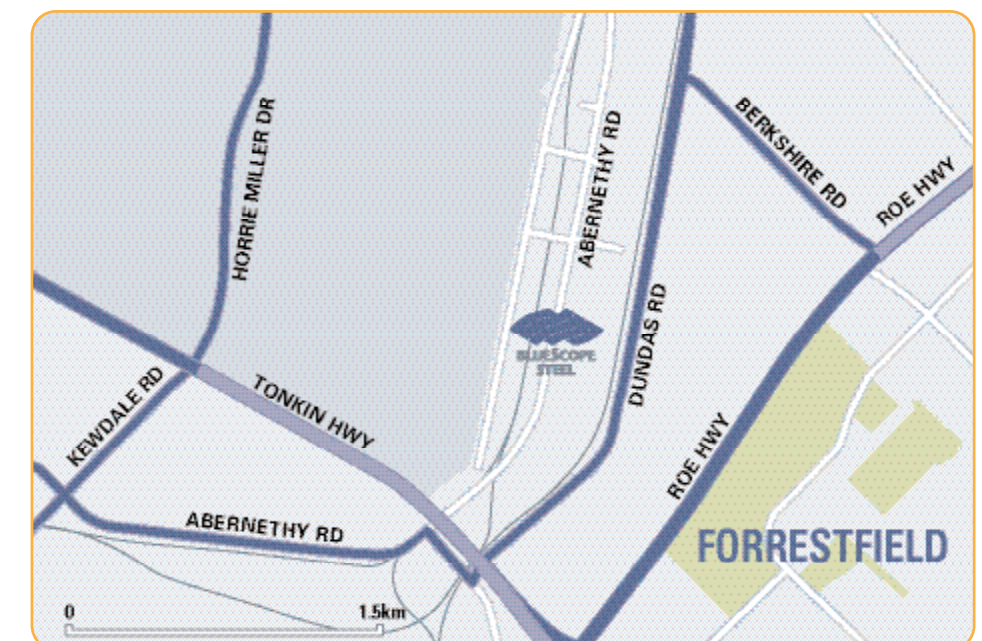
This demand is expected to continue rising as major resource-based projects come on line throughout the State.

The new Abernethy Road facility, which also incorporates logistics and service centres, has been designed as a benchmark for truck turn-around and materials-handling times.

A staff of 150 is expected to turn around as many as 40 rail wagons and 90-100 trucks a day, with loaded rail wagons from Port Kembla being turned around in 24 hours.

Our old facilities at Myaree will continue operating until next July, by which time all functions are expected to be based at Forrestfield.

BlueScope Lysaght facilities will remain nearby, while plans for Forrestfield include a building products paintline and expanded warehousing.



# 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.



# GOLFING FOR CARERS

The Senses Foundation Inc, a charity for respite carers of deaf and blind children, benefited from this year's annual Australian Steel Institute and OneSteel charity golf day at Perth's Araluen Golf Course on 18 November.

BlueScope Steel was also a sponsor of this charity event, designed to bring customers and steel

industry representatives together for a good cause.

Last year, the event raised \$23,000 for the Senses Foundation, and organisers were hoping for a good result this year.

"Respite carers need all the help they can get, and we're delighted to have been involved in this fund-raising event," Elly says.



Everyone took part in a 10min stretching class before they got in their buggies.

# 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.

S J 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 S J 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.



S J 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 S J 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 XLERPLATE® steel."

# 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 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 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 Elly Pilkadaris or Billy Stevens.



Warren Simpson

# ACTION ON THE SUPPLY FRONT

The first of 12 new purpose-built tilt rail wagons, designed to carry wide XLERPLATE® steel across Australia, has 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, delivered the first load of railed XLERPLATE® steel into our new WA facilities at Forrestfield, in Perth's eastern suburbs.

We've also included a shot of the same wagon being unloaded in Perth.

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 deliver 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 in light of 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.

