

STEEL EDGE

A newsletter of product innovation, corporate information and news for customers of BlueScope Steel Limited

JULY 2005

SPECIAL EDITION



BRAND PARTNER PROGRAM

New partners reap rewards

BlueScope Steel has received more than 1000 registrations for the Steel By BlueScope Steel Brand Partnership program in only three months – and the customers are already reaping benefits.

Across Australia, signs are going up on the premises of distributors, rollformers and manufacturers, identifying their brand partnership with BlueScope Steel as their supplier of quality Australian steel.

And the success stories are rolling in. Brice Metals Australia's story is typical.

The company, one of South Australia's leading steel distributors and processors, is actively promoting its use of steel by BlueScope Steel.

"It is all about finding a competitive advantage in a very active market," general manager, Phil Badcock (pictured), says.

"Dealing in steel from BlueScope Steel allows us to offer our customers good products at competitive prices, with good lead times.

"Many of our customers specify they only want products from BlueScope Steel because it's a trusted product."

In only 12 weeks, companies that have joined the Steel By program have benefited from:

- association with an intensive national TV campaign which has reached millions of potential customers,
- a national advertising campaign which has featured five members of the BlueScope Steel Supplied By program – and which has promoted their products and services,
- a national public relations program which has already distributed more than 40 individual press releases on the innovations and services of member companies, and
- an exclusive website which is acting as a strong business-to-business opportunity for member customers to connect with each other.



Leo Kerema, Corporate Brand Manager of BlueScope Steel, says the opening weeks of the Steel Supplied By program have performed to expectation – and above the expectation of many of new members.

"We've built phase one of a business-to-business program which can have a substantial and positive effect on every one of our business partners," Mr Kerema said.

"A strong benefit is our customers' ability to directly link their business to the BlueScope Steel brand.

"Another significant benefit is the Steel By program's ability to act as a catalyst in a growing business-relationship association.

"Steel By is joining disparate steel user companies across Australia in a way that promises to help all our businesses."

The brand partnership program is open to all companies sourcing 80 per cent or more of their annual volume of flat, sheet or coil steel

requirements, either directly or indirectly from BlueScope Steel.

Companies which have joined the program are now displaying the Steel By BlueScope Steel logos on their premises, products, websites, and their own advertising and promotional material.

How to join the program

For more information call Steel Direct on 1800 800 789 and ask for an information brochure and registration form or download the information from www.steelby.com.au

Companies reap rewards

Each month 10 participating companies win a \$500 voucher to attend a major show or event as part of the program's goal to recognise the support of its business partners.

They appear to be your typical family people having the time of their lives at top attractions, but these people represent winning companies in the Steel By BlueScope Steel brand partnership monthly draw.

Soames Combined Services proprietor, Anne Soames (right), is taking her daughter and grandchildren to Cirque de Soleil when it arrives in Perth.

Amanda Palmer, of G J Gardner Homes, and husband Garry are travelling from the NSW Central Coast to Melbourne to see the Lion King.

Dedicated club motor racer Robert Downes, of Dandenong-based Ductmakers Pty Ltd, is uncertain whether to go to the Lion King as well – or to get the best seats in the house at next year's Australian Formula One Grand Prix.

And all customers in the program go into the grand prize draw for five \$10,000 dream holidays for two to Alice Springs and Uluru.

Each holiday starts with a two-night stay at Lasseters Casino in Alice Springs that includes a hot air balloon flight, champagne breakfast in the desert and a sunset camel ride.

Then there's three nights at sensational Longitude 131°, a six-star Uluru wilderness resort.



Winners, to date, of \$500 gift vouchers are:

- Steelways, Qld
- Garage World, Qld
- Coffs Metal Market, NSW
- Richards Steelyard Metaland, NSW
- Eziform, Qld
- Ridgeway Roofing Supplies Pty Ltd, NSW
- Soames Combined Services, WA
- GE Silos, Vic
- Emolior Industries Pty Ltd, NSW
- McDonald Jones, NSW
- DSI Mining Products Division, Qld
- Campbell Silos, Vic
- Minlation Engineering Metaland, SA
- GJ Gardner Homes, NSW
- Burswood Guttering & Roofing, WA
- Outdoor World, WA
- Koellner Steel, NSW
- Bridgetown Timber, WA
- Ductmakers Pty Ltd, Vic
- Spantech Pty Ltd, Qld
- BSM steel, Qld
- Sun Control Products, Vic
- Superior Steel Lattice Pty Ltd, WA
- Dyga & Greenwell, NSW
- The Steeline Group Pty Ltd, NSW
- Brownbuilt Pty Ltd, NSW
- Hunter Valley Lattice, NSW
- Ramien's Fencing & Gates, NSW
- B&D Australia Pty Ltd, WA
- JG King Homes Pty Ltd, Vic
- Galaxy Rooflite, NSW
- Carter Welding Pty Ltd, Qld
- Swagman Sheds, Qld
- Grafton Metal & Fabrication, NSW
- Boss Homes, Qld
- Technosteel Australia, Vic
- G. Whatley & Sons, Vic
- Keith De Winter Constructions, NSW
- Ballina Garden Sheds, NSW
- Baires Contracting, Vic

Still time to win a dream prize

Participants in the Steel By BlueScope Steel brand partnership program are in the running to win exciting prizes including a night out at the theatre or the football, or the ultimate prize of a six-day dream holiday to the Red Centre.

Abiding by some simple conditions attached to the use of the Steel By BlueScope Steel logo puts participants in monthly draws from March to July each of which will distribute ten \$500 gift vouchers redeemable at entertainment or accommodation venues depending on the winner's location.

In August all eligible entrants will go into a grand draw for five \$10,000 dream holidays to the Red Centre for two

people, starting with two nights at the world-famous Lasseters Casino, a dawn flight over Alice Springs in a hot-air balloon followed by a champagne breakfast in the desert, a sunset camel ride (pictured) to dinner and then three nights at the fabulous Longitude 131°, a stunning luxury six star wilderness camp which has won eco-tourism awards and is famous the world over.



Longitude 131° offers an unrivalled wilderness experience, and a stay includes private views of the sun rising and setting on Uluru (Ayers Rock). Winners of this prize will be treated to experiences including exploring the living and cultural landscapes of Uluru and Kata Tjuta (The Olgas) and many other unforgettable features and activities in this fascinating and ancient area.

Aussie ingenuity to the fore

The Steel By BlueScope Steel brand partnership program is highlighting many stories of Australian ingenuity.

"Companies which have already joined the partnership are at the leading edge of innovation," BlueScope Steel Corporate Brand Manager, Leo Kerema, said.

"There are some sensational successes amongst our

customers, and it's great that their involvement in this program can highlight them."

Every week, BlueScope Steel is issuing press releases on behalf of its newly identified brand partners.

Here's a selection of just a few of the stories that have come from the Steel Supplied By program members.

Web of success

Someone had to do it first – allow customers to buy pre-fabricated sheds online, making the process simpler.



Terry Ledden (above) has based his virtual business, Sheds On Line, at Maroochydore on Queensland's Sunshine Coast, and he's basking in success.

The company's products include sheds and garages for domestic and industrial use, all backed by a 25 year warranty, fully certified engineering plans and cyclone ratings.

Terry hardly ever meets his customers face to face.

"Everything is done electronically, or by post," Mr Ledden said.

The website www.shedsonline.com.au receives nearly 11,500 visits a month and the business has been growing strongly as people become used to doing business on the net.

The company has ensured that it leads rankings for the term "sheds" on the world's most widely used Internet search engines, including Yahoo and Google.

"Operating exclusively online keeps our overheads and prices down, and allows us to concentrate on design and fabrication quality," Mr Ledden said.

The company uses COLORBOND® steel and ZINCALUME® steel rollformed in BlueScope Lysaght's cladding profiles and GALVSPAN® purlins.

"We have customers all over Australia and we've even sold sheds online to customers in New Caledonia," he said.

Store Safe security

Business is booming for an ingenious Australian invention whose product evaluation is sometimes carried out by criminals.

Store-Safe, a company which makes tailor-made safe-custody storage containers from XLERPLATE® hot-rolled steel plate, had developed and patented its own locking device as well.

"If there's a break-in attempt on one of our site boxes, we retrieve it and supply our customer with a new one," Store-Safe Managing Director Grant Breeze (below) said.

"It's not just about customer service; we want to see how the thieves tried to break in so we can make future products even stronger," Mr Breeze said.

Store-Safe customers include police departments and the military, as well as a broad range of retailers.

The company makes dangerous goods containers in sizes from 850 litres to 20,000 litres.

"Having the strength of a well known and respected brand such as XLERPLATE® is a big factor," Mr Breeze said.

"Our customers want assurance of security, and they only want to buy the best."



Move sideways

A company in regional NSW has turned the garage door on its ear literally!



Gloucester-based Camco Industries makes rolling garage doors that are side mounted instead of top-mounted.

And people with space restrictions all over Australia are ordering them.

The doors are produced with a curtain made from COLORBOND® steel.

"The idea came when my dad complained about his malfunctioning swinging doors at home," Camco Director, Stephen Campbell (above), said.

"We tried to replace them with a top-mounted rolling door, but there was no headroom.

"A side mounted design seemed so logical but it took us two years to develop and patent it."

Camco received what it describes as "impressive" technical support from BlueScope Steel.

Camco Industries, a specialist in dealing with cars and tight spaces, also manufactures turntables for parking areas in space-restricted residential developments.

"We regularly appear at trade shows and exhibitions where association with BlueScope Steel means a lot," Mr Campbell said.

"Because BlueScope Steel is well recognised as a genuine Australian material, it inspires confidence in our customers."



No glass ceiling in steel roof

Diana Szetu (left) wants to meet other women running their own steel roofing supplies businesses as she believes she could be one of only a few throughout Australia.

Membership of the BlueScope Steel Supplied By program could be the catalyst which opens B2B opportunity for her company, Complete Roof Supplies in Carlton, a southern Sydney suburb.

“Not surprisingly, the steel roofing industry is male-dominated – but it’s service that counts, not gender, and I’m successfully growing my business based on delivering superior service,” she said.

Complete Roof Supplies deals a lot with the trade – builders and carpenters, but also advertises and promotes to the DIY market.

“It’s all about support,” Ms Szetu said.

“BlueScope Steel offers that to me, particularly with a strong warranty that is unequalled, and I pass that to my customers.

“Service is a priority. It’s the key to retaining existing customers and expanding my business.”

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Tanks to Thailand

The worldwide move to alternative fuel has opened major export markets for Australian companies which manufacture storage tanks to highly disciplined national standards.

Manchester Tank and Equipment, based in Echuca, has just added Thailand to its export roster, joining New Zealand, The Pacific Islands and South America.

Lightweight, high grade steel from BlueScope Steel meets both industry standards and the expectations of its clients, according to Manchester Tank and Equipment’s General Manager, Mark Ingelfinger (right).

The company now exports more than 10 percent of its annual production of 500,000 pressure vessels, and the ratio is growing.

One of Manchester’s largest customers, ElGas, holds almost 60 per cent of the Australian LPG market.

“As a policy, ElGas insists on using Australian made products,” Mr Ingelfinger said.

“We also believe it’s important to support



Australian industry – especially when the maintenance of supply and quality are so critical to our own success.”

Adherence to high local standards has been a significant help in opening export opportunities.

“It is vital to use quality products to store hazardous materials, especially when they are stored under pressure,” Mr Ingelfinger said.

www.bluescopesteel.com