

STEEL EDGE

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

OCTOBER 2005

SPECIAL EDITION



BRAND PARTNER PROGRAM

Partner program growing rapidly

The Steel By BlueScope Steel brand partnership program continues to grow strongly.

Since it was launched earlier this year, more than 732 companies – representing more than 1000 individual sites across Australia – have joined the program, and are now co-branding their businesses and products with the BlueScope Steel brand.

As many as 15-20 new companies are joining every week.

Distributors, rollformers of all sizes, manufacturers, and companies involved in the housing and fencing industries, are displaying their Steel By partnership signage on premises, vehicles and products – and readily identifying with BlueScope Steel as their supplier of quality steel products.

Even Melbourne artist, Andre Sardone, who believes he's the only artist in the country working exclusively with COLORBOND® steel, says membership will go a long way towards promoting his works and lead to sales. You'll find a story on Andre inside this edition of *Steel Edge*.

Other members, like Sia Volaris, Marketing Manager of Adelaide family-owned rollformer, Alpha Industries, (pictured here with John Datsopoulos) are actively promoting their partnership with BlueScope Steel.

"We use only the best cold-formed steel products in the marketplace – and that means BlueScope Steel products," Sia says.

"It's an easy choice to rollform and supply genuine BlueScope Steel products, having seen imported products that don't measure up to the quality of COLORBOND® steel being used in day-to-day applications.

"Our customers rely on our experience and expertise when selecting new products, or when renovating their homes or business premises."



Since the program started, members have benefited from a national marketing communications program which has distributed more than 50 individual press releases on these innovations and services.

An exclusive website is also acting as a strong business-to-business opportunity for member organisations to connect with each other.

Most recently, the Steel By brand partnership program also sponsored the *Manufacturers' Monthly 2005 Endeavour Awards* presentation ceremony, designed to reward Australia's most innovative manufacturers (see lead story in *Steel Edge*).

But the program isn't stopping there. Members are also starting to take advantage of specially laid out profiles on their businesses.

A steel sales representatives' email newsletter has also been launched, allowing reps to keep up-to-date with program developments.

The next phase of the Steel By brand partnership program will build on the successes of the opening weeks, Corporate Brand Manager for BlueScope Steel, Leo Kerema says.

"While the Steel By program allows members to link their businesses directly to the strength, integrity and quality inferred by BlueScope Steel brand, it's also joining disparate steel companies throughout Australia in ways that promise to help all our businesses," he says.

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 either directly or indirectly from BlueScope Steel.

Cabinets designed to outlast governments

Adelaide's Godfrey Office Equipment has manufactured and sold more than one million steel filing cabinets throughout Australia since opening its doors 51 years ago.

With about 40kg of steel going into an average filing cabinet, that's a consumption of nearly 1000 tonnes of steel a year since 1954 – all of it to help keep everything from humble office memos to highly sensitive government policy documents in order.

The company's marketing manager, Peter Godfrey, says the company – started by his father, Bruce, and now managed by his brother, David – has manufactured steel office furniture for State and Federal Governments, as well as government agencies, from the word go.

The company's products have consistently graced the offices of corporate CEOs, and Prime Ministers, Premiers, Government Ministers and local Government office holders down through the years.

"As Governments have come and gone, we've often seen the new player ordering more of the same cabinets as used by their predecessor. Our cabinets certainly seem to outlast Governments," Peter says.



Family cabinet meeting – (from left) Bruce, David and Peter Godfrey.

The family-owned office furniture manufacturer also enjoys solid sales into the private sector, initially addressing the South Australian market, and steadily 'exporting' to all other States over the years.

With a staff of 25, Godfrey Office Equipment manufactures a range of two, three and four-drawer filing cabinets, mobile steel pedestal

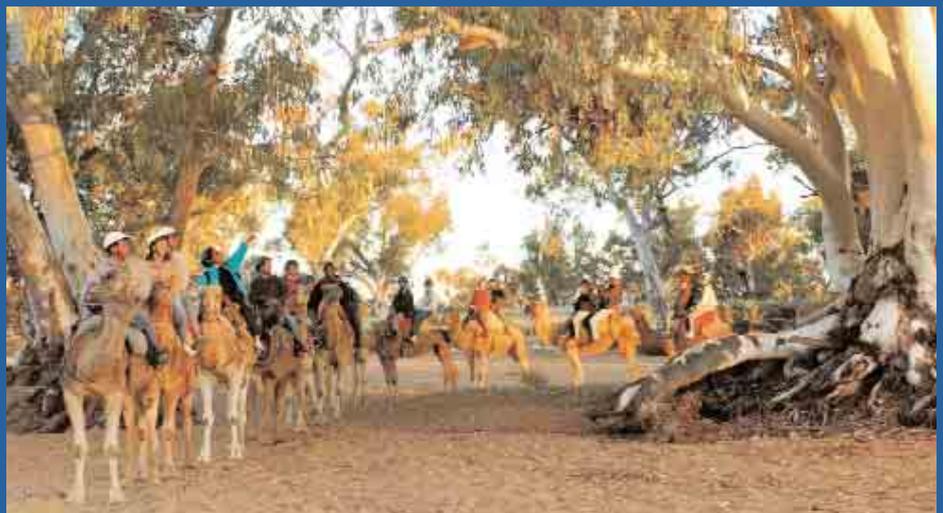
filing systems, lateral filing cabinets and tambour door storage cabinets. It also builds stationery cupboards, and a range of function wall and desk accessories.

Everything is made from cold-rolled and zincseal coil and COLORBOND® steel from BlueScope Steel.

Red Centre holiday winners!

The following lucky Steel Supplied By brand partners will soon have representatives or customers winging their way to Australia's Red Centre, having won fabulous \$10,000 holidays for two people as part of the initial 'Steel Supplied By' brand partnership drive:

- Stramit Industries, Bayswater, VIC
- Sankey Australia, Mayfield, NSW
- Smorgon Steel Metals Distribution, Esperance, WA



- Hunter Building, Thornton, NSW
- Steeline Roofing Products, Slacks Creek, QLD

Letters have been sent to all winning organisations, and participants will soon be relaxing with their partners for six days at

Alice Springs, Uluru and other amazing places in the Red Centre.

The prize competition for the launch phase of the brand partnership program has now been finalised.

Brand partnership honours innovation

The 'Steel By BlueScope Steel' brand partnership program has honoured Australian manufacturing innovation by recently sponsoring a major awards presentation event in Sydney.

The *Manufacturers' Monthly Endeavour Awards* presentation breakfast, held on 31 August, saw Siemens Logistics and Assembly Systems secure two segment awards – for Environmental Solution of The Year and Safety Scheme of The Year – as well as the overall award as Manufacturer of The Year.

More than 120 attendees from throughout the country heard BlueScope Steel's President Australian Manufacturing Markets, Brian Kruger, praise the high standard of all segment finalists and winners, as well as Siemens for being overall winner.

Australian Minister for Industry, the Hon Ian Macfarlane MP, also praised Australian manufacturing's high levels of innovation, especially in light of increasing competition from other manufacturing countries – particularly China.

Mr Kruger said he was delighted to have the 'Steel By BlueScope Steel' brand partnership program associated with events such as the Endeavour Awards, particularly in light of BlueScope Steel's efforts to highlight innovative manufacturing practices among the growing list of program partners.

"We now have more than 700 companies, representing more than 1000 separate sites throughout Australia, signed up with the 'Steel By BlueScope Steel' brand partnership program," he said. "And this group is growing at a rate of 15 to 20 organisations a week.

"It's vital that BlueScope Steel identifies with those customers using our steel products



Brett Perry, of Siemens Logistics and Assembly Systems (left), is congratulated on winning Manufacturers' Monthly major 2005 manufacturing Endeavour Award by Brian Kruger and Federal Minister for Industry, Ian Macfarlane.

and highlight their innovative use of our products in their day-to-day business.

"It's also important that these companies leverage off the integrity, quality and service of the BlueScope Steel brand – especially those competing with imported steel products."

'Steel By BlueScope Steel' brand partnership members continue to benefit from:

- A national public relations program which has already generated Australia-wide coverage in metropolitan, trade and local media highlighting the innovations and services of member companies,
- A new service which allows member companies to use profile information and professional photography of their products in their ongoing local promotional efforts, and
- An exclusive website designed to connect as a strong business-to-business opportunity for members.

Leo Kerema, BlueScope Steel's Corporate Brand Manager, says the program is performing to expectation, and will continue growing steadily in the months ahead.

"While customers benefit by linking their businesses directly to the BlueScope Steel brand, the program is also joining disparate steel-using companies in ways that promise to help all our businesses," he says.

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 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.

Plasma cutter to boost efficiency

A new plasma cutter has undergone final commissioning trials at Port Kembla, and will soon provide an extra dimension of efficiency at the Plate Mill.

The Farley plasma cutter will be used in conjunction with BlueScope Steel's current oxy-acetylene gas torch, rotary shear line and guillotine shear line. It is expected to boost throughput at the mill by increasing process capacity as well as lifting overall yields because of fewer plate diverts.

"The new equipment will also add extra processing flexibility and efficiency, as we can now switch quickly between several methods of cutting XLERPLATE® steel," Scott Dunstan, Customer Services Manager-Plate Products, says.

Breakthrough in roofing design

A new test rig now operating at BlueScope Steel's Lysaght Technology Centre in Sydney is providing a breakthrough in the efficient design of complex roof structures.

The Universal Cladding Test Rig, which took six months to develop, is designed to accommodate any steel roof cladding profile at any radius to give architects, engineers, builders and building owners a verdict on the practicality of their designs.

"The new rig offers architects proof of their design concept," Steve Halpin, Product Manager, Lysaght Technology Centre, says. "It will simulate any possible steel roof cladding design, and provide definitive answers on its effectiveness."

Steve and his colleagues at the Lysaght Technology Centre believe the Universal Cladding Test Rig will become increasingly important as architects and builders make increasing use of steel roofing.

"This machine allows architects to test the feasibility of more complex and advanced roof shapes," Steve says. "The need for such a rig arose because of market demand for easier and faster testing procedures."

"In the past, we were forced to construct wholly simulated buildings and environments to test cladding and roofs."

"The new machine is easy to reset for different designs. It removes the considerable time required to build such simulations and makes testing new steel roofs and cladding easier and more time effective."

Innovations like this keep BlueScope Lysaght at the forefront of technology in this industry and give the company a real point of difference over its competition, Steve says.

Molnar hoists in driver's seat

Back in 1951, Frank Molnar thought there simply had to be a better and easier way of servicing cars.

As a steering and wheel-alignment specialist, he believed that servicing cars over pits was inflexible. What's more, pits were expensive to install, could not be moved and could lead to the danger of oils and other chemicals leaching into the ground.

So Frank invented and patented the two-post car hoist, which allowed cars to be lifted above the service person. What's more, this first Molnar hoist could be moved anywhere in the service area, reducing the chance of accidental pollution and could be adjusted for the height of any service person.

Now with 54 employees working at huge manufacturing facilities in Brompton, SA, Molnar Engineering shines on the world stage, producing 250 hoists a month.

Molnar Engineering hoists are acknowledged internationally as the best car hoists on the market.

The company produces a premium range of automotive lifting products, including two-post and four-post hoists, platform lifts, car parking hoists and accessories.

So successful is the business that Molnar Engineering now exports about 50 per cent of its hoists. "Business is going very well," Frank Molnar says. "It's grown right from the start and it's still growing."

According to Frank, the secret to his success is simple. "It's bloody hard work," he says. "You've got to be 100 per cent committed, to invest everything you have in the business."

A strong belief in the quality of Australian-made products is a guiding principle at Molnar Engineering, which means that the company continues to invest substantially in research and development, and use the latest manufacturing technology in the fabrication of its products.

When it comes to car hoists, quality and reliability are paramount, says Frank. "The quality has to be A1. We are very conscious of that. There is absolutely no room for error when



Molnar – setting higher standards.

it comes to hoists – the quality has to be built in."

Commitment, quality and the latest technology; that's what Molnar Engineering's customers expect, and it's also what Molnar Engineering expects of its suppliers. This is why Molnar Engineering chooses to use 350 Grade XLERPLATE® Coil Plate from BlueScope Steel in the manufacture of its hoists.

RHS and XLERPLATE® Coil Plate steel is delivered at the Molnar Engineering factory already cut to length. Components are then cut into desired profiles, including required holes and slots using the latest laser cutting technology.

Components are then formed and moved into the workshop's robotic area, where they are assembled and welded by Molnar Engineering's state-of-the-art robotic welding system.

"A good supplier is extremely important to the business," says Frank. "Without a good supplier you haven't got a business. We stick with BlueScope Steel – we don't shop around. They are a great supplier, and the quality is there."



Thailand steeling itself against disaster

Relief organisation officials in Thailand are relying on BlueScope Lysaght's steel building technology to re-house victims of December's tragic tsunami.

Low-cost homes, originally designed by BlueScope Lysaght engineers for flood-prone areas of neighbouring Vietnam, are now providing shelter for Thai victims.

While recovery efforts throughout the affected region have been proceeding unevenly, Thailand has been at the forefront of efforts to provide relief shelter.

Experience gained by BlueScope Lysaght and the Red Cross in the aftermath of recent natural disasters has been central to Thailand's prompt provision of aid to the worst-affected tsunami survivors.

BlueScope Lysaght has supplied several thousand similar low-cost steel homes throughout Asia in the past eight years, and in Thailand, the Red Cross is proving the worth of 'recycling' these buildings.

"Engineers from BlueScope Lysaght (Thailand) visited Vietnam and designed the PEB Lite (Pre-Engineered Building concept) several years ago in response to a Red Cross brief," BlueScope Lysaght's President, Andrew Heycott, says.

"They had already supplied 2500 of the houses in 1999 when Vietnam's Central Region and Mekong Delta were ravaged by the worst floods in the country's history. Only two of these original structures were damaged – one because 34 people were forced to sit on the roof for several days, as it was the only structure left standing in its neighbourhood.



"Vietnam has since bought 10,000 of these houses."

In 2001, Thailand's Red Cross called on the Lysaght team when floods destroyed hundreds of traditional houses in the Petchaboon Province, 400km north of Bangkok.

These low-cost houses were fabricated at BlueScope Lysaght (Thailand's) factory using steel purlins, and roof and wall components of LYSAGHT TRIMDEK® and LYSAGHT KLIP-LOK 700 HI-STRENGTH® steel, then shipped north for erecting.

These same houses are now providing shelter for tsunami victims 1500 km to the south, the Petchaboon residents having been re-housed in permanent accommodation before the tsunami struck.

Within two weeks of the disaster, 110 of the houses had been reassembled in the south by

Thai Government agency workers, and all 200 PEB houses were in place within a month.

A larger SmartBuilt building, used as a Red Cross clinic in the north, was also disassembled and moved to the tsunami-affected area.

The Thai Red Cross also ordered another 60 dwellings to provide relief shelter to 120 families, and worked with BlueScope Lysaght (Thailand) on the design and supply of two larger buildings to serve as learning centres.

BlueScope Lysaght (Thailand) will soon build a special PEB manufacturing facility at Rayong, south of Bangkok – the first plant of its kind in the country – to provide an expanded product and solutions range for domestic and other South-East Asian customers.

This plant is scheduled to open in the third quarter of 2006.



Associate Professor Peter Coombes – keen to see stormwater runoff controlled.

Harvesting the clouds

Rainwater tanks can have a positive impact on the effects of stormwater, according to one of Australia's leading water management experts.

Associate Professor Peter Coombes, who runs the Integrated Water Cycle Management at the University of Newcastle, says the quality and quantity of water in our waterways and beaches is becoming increasingly important, especially in urbanised areas.

"Yet every time it rains, the cleanliness of our waterways and beaches is compromised," Professor Coombes says. "Reducing this runoff automatically helps improve our overall environment."

He says the problem is exacerbated in urban areas, where expanses of hard surfaces, such as roofs and road surfaces, dramatically increase stormwater runoff.

Installing rainwater tanks throughout suburbia is one effective way of reducing this stormwater runoff, Professor Coombes says.

"Where a rainwater tank is installed, and the tank's contents are constantly being used, the tank can reduce the impact of roof runoff," he says. "Rainwater flows into the tank, rather than into drains and surrounding waterways.

"Properly installed and managed rainwater tanks can actually take roof runoff out of the stormwater equation."

Professor Coombes, who conducts ongoing research into the effects of rainwater tanks on stormwater runoff, says his group has developed special modeling software to measure the impact of tanks in urban areas.

"Through this modeling, we've found that putting a rainwater tank on every house in an urban area actually mimics the stormwater flow process in the natural environment," he says.

"In undeveloped areas, there is considerable loss in the system before stormwater flow reaches a receiving area; rainwater is absorbed into the soil, evaporates into the air, and so on. Simply, less stormwater reaches waterways undeveloped areas.

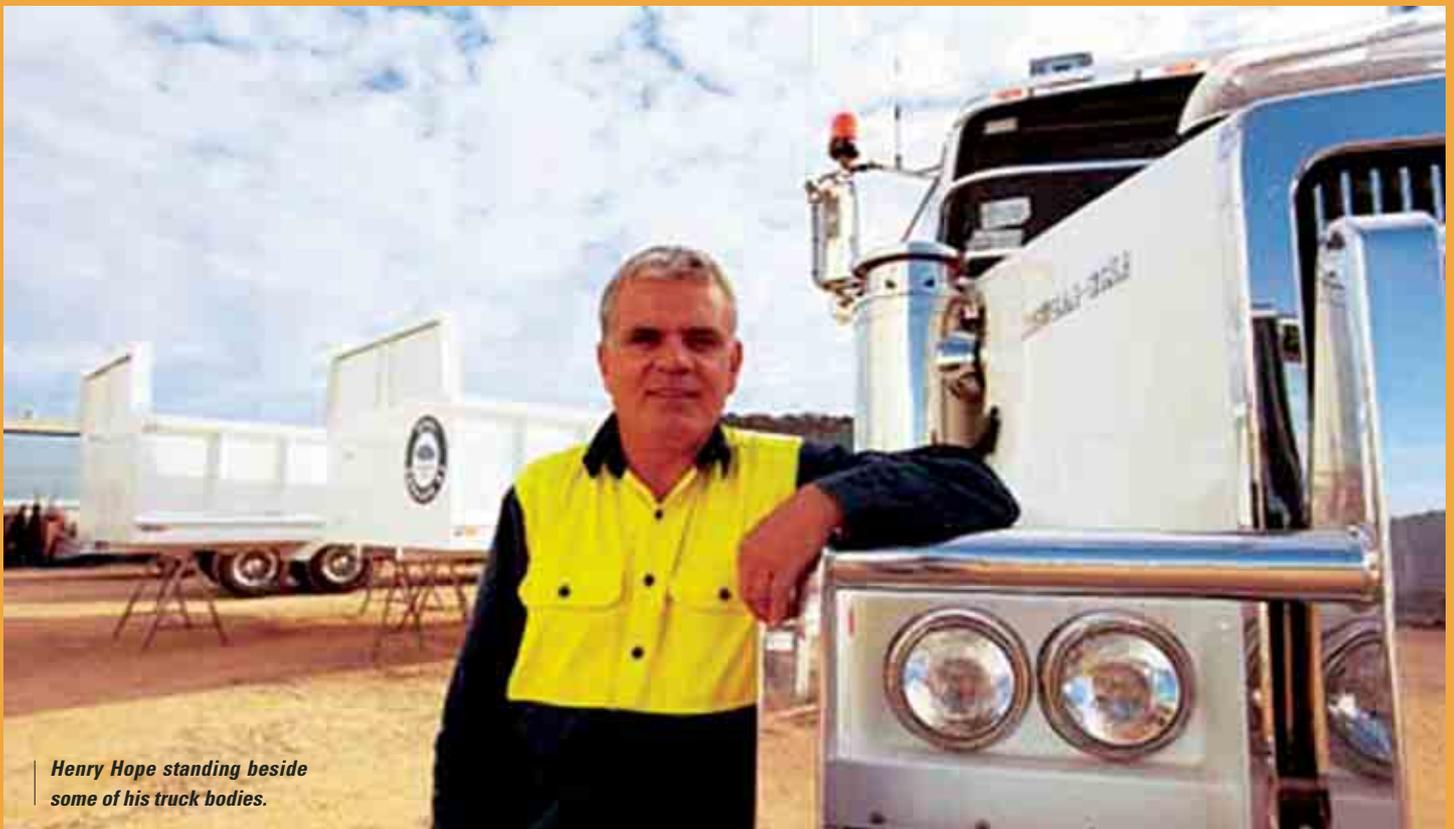
"In a similar way, attaching rainwater tanks to every house in a catchment causes losses to the system, and removing small volumes of water from the catchment changes the way water flows, reduces flooding and improves urban stormwater quality.

Professor Coombes also says that reducing stormwater runoff can save local governments millions of dollars a year through reducing the need for infrastructure and maintenance spending.

"Older urban areas in major metropolitan areas have older stormwater infrastructure, and this can be overwhelmed by excessive runoff," he says.

Installing rainwater tanks in existing residences can take this pressure off older infrastructure, saving on maintenance and upgrade costs."

For more information, visit www.bluescopewater.com



Henry Hope standing beside some of his truck bodies.

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," said the company's proprietor, Henry Hope.

"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."

Henry Hope Engineering joined the Steel By BlueScope Steel brand partnership program because of the quality and reliable supply of steel provided by BlueScope Steel and its distributor, Smorgon Steel.

"The signage we received from BlueScope Steel also boosts the confidence existing customers have in our company and our steel products, and encourages new customers to call on our services," Mr Hope says.

Steel leads to regional housing award

Withers Homes has secured a major regional Housing Industry of Australia (HIA) display home award for a house at Safety Beach, north of Coffs Harbour on the NSW Mid North Coast.

The home, which features a contemporary roof design – possible because of the company's use of COLORBOND® steel – combines curves and angles in what Managing Director, Tony Withers, describes as a relaxed, informal and open-plan "resort-like" beach house.

"The next step is to see how our home performs in the NSW State HIA awards, being held in Sydney late in October," Tony says. "It is proving popular here on the Mid North Coast

because of our deliberate efforts to make it feel more informal than a traditional house."

Tony says there's rising demand in his area for COLORBOND® steel roofing. While about 30 per cent of new homes featured steel roofs only a year ago, he says that figure has risen to more than 70 per cent.

"Customers like the look of steel roofs," he says. "They also appreciate that steel is far more flexible than other roofing materials. We can achieve more design variety using COLORBOND® steel roofing."

The Safety Beach home is the first Withers Homes display featuring a curved steel roof.



BlueScope Steel NSW Business Development Manager, Sarah Najdek, with Tony Withers.

Artist bases success on knowing his materials

Melbourne artist, Andre Sardone, attributes his burgeoning popularity to having worked on innumerable roofing projects throughout his city.

How so, you might ask...

As a qualified roofer with about 16 years' experience, Andre says there's not much he didn't know about handling his chosen art material – COLORBOND® steel sheeting from BlueScope Steel – before taking to his studio in Mt Waverley.

And as the only artist he's aware of in the world working exclusively with COLORBOND® steel, he can point to that knowledge translating into a successful debut exhibition (with another in the planning stages), a string of commissions for steel companies throughout the State and a growing number of private commissions.

Not bad, considering he's only been committed to his art for slightly more than a year.

Andre, who alternatively describes his pieces as three-dimensional COLORBOND® steel relief artworks and 'contemporary steel art', says he sold 11 works in his first 20-piece Melbourne exhibition last October – within the first two hours!

He has gone on to complete commissions for a number of steel companies, including Stoddart Metal, the Cruise Pro Group, Apex Steel, Advanced Sheetmetal and Atlas Steel.

"COLORBOND® steel is an ideal art medium for steel company offices and boardrooms," Andre says. "It's a creative use of what's ostensibly an excellent building and roofing material.

"I cut the material by hand, and secure it using any number of proven methods. I also like the fact that my artwork can be shown outdoors, as well as indoors.

"However, I must say that while I thought I knew a lot about working with COLORBOND®



steel on roofs, I have learnt so much more as an artist – how to work with the material, how to 'mix' the COLORBOND® steel colour range and how to fix the materials to form finished pieces."

Andre says he was initially inspired by another famous Melbourne-born artist, Albert Tucker.

Having seen Tucker's picture, Futile City, Andre says he was struck by the sombre, flat tones of the oils used by the now world-famous artist.

"I was amazed at how close Tucker's colours were to the COLORBOND® steel range," Andre says. "Now, after producing a reasonably large body of work in the past year, I am convinced that using this material

artistically is limited only by your imagination."

This work ranges from portraits (including self portraits) somewhat reminiscent of Howard Arkley's compelling images of Australian suburbia, through to contemporary views of Melbourne, including his Gateway Bridge interpretations, Gateway I and Gateway II.

Another work, Her, is surreal in a Miro-esque manner in the way Andre uses fluid shapes.

Andre is such a fan of COLORBOND® steel that he leapt at the chance to join the 'Steel By BlueScope Steel' brand partnership program, publicly aligning his art with his favoured material.

"I still work as a roofing contractor one day a week, and this keeps me in touch with COLORBOND® steel's original purpose," he says. "But I now like the choice in my life – to work on top of buildings when I feel like it, and to work in my studio when the passion bites."

Andre's Web site is:
<http://www.andresardone.com/>

BlueScope Lysaght now mobile

Construction of a 3000sqm retail complex in Adelaide's Parafield Commercial Estate is rolling along smoothly, thanks to BlueScope Lysaght's new mobile rollforming operation.

The building features 3300sqm of LYSAGHT KLIP-LOK 700 HI-STRENGTH® in ZINCALUME® steel, a high performance profile that enables long spans, and extremely long runs.

And with no exposed fasteners, the sheets provide a clean, smooth finish to the roof.

All roofing, wall cladding and rainwater goods on the project were installed by Paul Gracie Roofing and Building Services. The company ordered sheets in 26m lengths to eliminate inconvenient and unattractive joins and seams as well as costly, time-consuming stepping.

"BlueScope Lysaght suggested using mobile rollforming once I'd placed the order for the material," Paul says. "They came out on site and worked out how the whole thing was going to work – where the rollforming unit would be placed and so on.

"Mobile rollforming enabled us to use long lengths of roofing on site, with a minimum of difficulty. Site access wasn't great, and would have made deliveries complex. But having the sheets rolled on site just made it so much easier."

Bill Reeve, Manager of BlueScope Lysaght's mobile rollforming unit agrees. "As our first mobile rollforming project in South Australia, the job has been very successful," he says.



BlueScope Lysaght's mobile rollforming capability offers numerous unique benefits to its customers, Bill says. "Our flexible operating capacity – the mobile rollformer has a tilt capability – allowed material to be delivered directly onto the roof, creating savings in craning and labour costs," he says.

"Because the rollformer is located on a trailer, it can be moved to different site points. It can also be located at ground level, resolving unique site layout challenges."

The unit is built on a structural cage to eliminate roller distortion and the need for time-intensive adjustments. This means that product quality and tolerances are far superior to the results from a basic rollformer without a structural cage.

The unit also includes a long spreader bar for ground lifting. Spanning 72m, the bar significantly eases material handling issues on site.

"This is the first time I've ever used mobile rollforming on a job and it was excellent," Paul Gracie says.

Australian manufacturer funds new markets

An Australian engineering company that already exports 50 per cent of its output to America, Thailand and Vietnam has started moving into the Indonesian market.

Melbourne-based Apollo Engineering – an Australian-owned company with more than 50 years' experience in medium to heavy fabrication, assembly and machining – has plants in Queensland and Victoria.

With its head office in West Heidelberg, and branches at North Altona and Hastings in Victoria, as well as Brisbane, Apollo is well positioned to service customers in all parts of Australia and South-East Asia.

Exports of its machinery and fabricated metal products are growing even more rapidly than its Australian order book.

Apollo Engineering Altona plant manager, Tony Prestinenzi, says the company recently started supplying boiler drums to Indonesian customers.

"They are precision-engineered pressure vessels, 10m long, 1.5m in diameter and constructed from XLERPLATE® steel from BlueScope Steel up to 100 millimetres thick," he says.



*Apollo Engineering's
Production Manager,
John Frisina.*

"A reputation for quality and dependability is vital in the markets in which we compete and that's what has underwritten our success in Australia and overseas."

Mr Prestinenzi said the use of lightweight, high-grade XLERPLATE® steel allowed the production of boiler drums that offered the highest possible levels of safety and performance for customers.

Apollo Engineering General Manager, Sam Guccione, says the company is a leading

supplier of pressure vessels to the global market.

"We have American Society of Mechanical Engineers (ASME) accreditation, which means we can build for the global market and we are recognised worldwide," Mr Guccione says.

Apollo Engineering also owns Australia Pressure Vessel Heads, Australia's leading manufacturer of heads and ends for use in the fabrication of pressure vessels, storage tanks and process vessels.

Australia Pressure Vessel Heads has more than 50 years' experience supplying industries in sectors that include petrochemical, chemical, power, water treatment, food and offshore operations.

Mr Guccione says Apollo Engineering – which has joined the Steel By BlueScope Steel brand partnership program to highlight its use of steel from Australia's leading steel company – uses quality Australian materials and components wherever practical because they provide the best quality for the best price

BlueScope Steel launches house frame of the future

Residential steel building frames, which have experienced significant growth in the past 10 years, are set for a further boost with the launch of BlueScope Steel's new residential steel building frame brand, TRUECORE™ steel.

Launched as the house frame of the future, TRUECORE™ steel offers excellent spanning capabilities, allowing designers to enjoy a new-found freedom with open space contemporary design, an increasingly popular trend among homeowners.

Cross-ventilation opportunities can also be maximised to help buildings meet emerging energy efficiency guidelines.

The trend towards using steel building frames is likely to accelerate with the launch of TRUECORE™ steel and the support BlueScope Steel will be giving the market. As well as helping builders adopt steel building frames, BlueScope Steel will help generate consumer demand for the product by communicating the benefits it offers.

"This is an exciting opportunity for designers, builders and homeowners across Australia," Greg Jones, Market Development Manager at BlueScope Steel, says. "We are committed to growing the market for steel building frames and TRUECORE™ steel gives us a clear way to do it.



"We see this new brand very much as the building frame of the future because it offers a number of simple and persuasive reasons to embrace it, including its impressive design and

performance advantages, its ease of use, and the growing popularity of steel building frames among consumers."

Because of its high strength-to-weight ratio, TRUECORE™ steel allows building designers to create bigger and wider spaces, giving them greater creative scope in their work. This is a benefit a growing number of homeowners, keen to live in more open, stylised and modern houses, want.

The new brand also offers a framing product that is dimensionally stable, so building frames won't warp, twist, sag or shrink over time. With a family's house typically being its largest asset, a core that is strong, durable, non-combustible and termite resistant will prove very attractive. To back this up, BlueScope Steel offers a warranty of up to 50 years for house frames made from TRUECORE™ steel.

"Everyone who specifies and uses building frames made from TRUECORE™ steel will see the benefits," Greg says.

"It will help designers develop better and more interesting plans, it will give more homeowners the houses of their dreams as well as added confidence in the long-term durability of their house."



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Callers in other countries should refer to our web site
for the contact number of their nearest
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www.bluescopesteel.com

Steel Edge #19 OCTOBER 2005



9 320075 044381

Published by BlueScope Steel Limited

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Can recycling cracks record

For the first time ever, recovery rates for consumer steel cans in Australia have reached 56 per cent and now exceed the current national post-consumer packaging recycling rate of 48 per cent.

This indicates that steel can recycling has reached new and sustainable levels of recovery.

The Steel Can Recycling Council (SCRC) recently commissioned a Nolan ITU report which showed that steel can recycling in Australia is now close to the average European recycling rate of 61 per cent.

The Packaging Council of Australia says steel cans are now better than plastics (20 per cent) and glass (35 per cent). Paper, card and aluminium are the only recyclates with better recovery rates than steel.

Local council collection services now



offer steel can recycling facilities to about 92 per cent of Australian households, and there are ready markets for scrap steel. Current high demand makes it a desirable recyclate for councils and contractors.

Steel is also 100 per cent recyclable, and doesn't suffer any product degradation through endless recycling.

Joe Stefano, Chair of the SCRC, says: "It is gratifying to see that our communications to consumers are really paying off and translating into increased tonnes of steel cans collected for recycling.

"We feel confident that steel is now more top-of-mind and we will continue to see increases through the recycling bin."

For further information contact the Cansmart Team on 1800 073 713 or www.cansmart.org

Aussie innovation leads the way

The 'Steel By BlueScope Steel' brand partnership program continues to unearth and highlight many stories of Australian manufacturing ingenuity. Each week, BlueScope Steel issues media profiles on behalf of newly identified brand partners. Here's another selection of the stories about Steel By BlueScope Steel' program members. You can find more on www.pressroom.com.au. Simply click on the BlueScope Steel button to access them.

Sharpest tools in the shed



Cyclone Industries has worked closely with BlueScope Steel to develop a special grade of hard steel needed for heavy-duty tools used by Australia's professional tradespersons.

Each shovel and spade Cyclone makes is cut from boron-titanium steel using a computer controlled plasma cutter to adhere to exacting production specifications. These basic tool shapes are then hot formed, quenched and tempered to achieve extreme hardness and toughness.

"It all starts with that special grade of XLERCOIL® hot rolled steel from BlueScope Steel," said Cyclone general manager, Alan Mackie.

"The boron in this steel provides excellent hardness, allowing us to produce garden tools with superior strength and abrasion resistance.

"We conducted some trials and made certain modifications to our processes and equipment in order to use the new steel. BlueScope Steel was very supportive throughout this review."

Cyclone Industries buys hundreds of tonnes of steel from BlueScope Steel each year.

According to Mr Mackie, the close working relationship the company has forged with BlueScope Steel has contributed significantly to its success amid a home market flurry of flimsy cheap imports.

"We operate in a homogenised marketplace," Mr Mackie said. "There has been a great rationalisation in the retail sector, leaving us with three very large hardware franchise customers.

"When you have a small number of customers, you need to supply huge quantities at a time, and BlueScope Steel provides impressive responsiveness to fluctuations in our order patterns.

Promising season for new silos

A Victorian silo manufacturer is gearing up for a promising season with some new fumigation equipment for farmers.

Based in Nhill, Campbell Silos has been providing field bins and silos to Victoria, South Australia and NSW for more than 40 years.

Production Manager, Ian Meek, said this season was looking promising.

"We are gearing up for our busiest time of year and we hope it will be busier than the past few – most indications are that it will be better," Mr Meek says.

"We have developed a new fume circulation pump for phosphene, which will help farmers protect their produce.

"Fitting the circulation pump to our sealed silos saves farmers climbing to the top of the silo to introduce the phosphene tablets – a much safer option. Other options include a vent box and provisions for CO2 gassing, to help control pests such as weevils.

"Our silos can hold 50 to 85 tonnes and our portable field bins have from 320- to 500-bag capacity.



"We make our silos from GALVABOND® steel – manufactured by BlueScope Steel and distributed by Smorgon steel – because we are all better off if we buy Australian-made steel.

"Steel from BlueScope Steel is the best, plus the service we receive from Smorgon is second to none."

GALVABOND® G2 steel is a hot-dipped, zinc-coated, commercial forming steel with a spangled surface, suitable for general manufacturing.



Cabin fever on the rise

A NSW South Coast manufacturing company is capitalising on the rising popularity of finished, transportable cabins for future business growth.

Mordek – with branches in Moruya, Nowra and Queanbeyan – is targeting what it calls the cost-conscious end of the market.

While many competitors offer modular and kit products in the \$100,000 range, Mordek's complete one- and two-bedroom steel cabins sell for about a third of the price.

After more than 20 years specialising in more traditional steel building solutions, such as roofs, walls, gutters, building frames, and pre-fabricated structures and sheds, the company sees caravan park operators, and rural and seaside block owners as natural customers for its new range of cabins.

"People electing to holiday in camping grounds along the NSW coast are now looking for more comfort and privacy than offered by traditional permanent caravans," Mordek's manager, Errol Thomas, says.

"There's rising pressure from those using caravan parks for increased comfort, and more shower and toilet amenities, and our cabins provide this."

Mr Thomas says people who have bought rural or seaside blocks, and who want quick, comfortable and authority-approved accommodation, are also showing keen interest in his company's cabins.

"We also believe a rising number of customers see themselves as too busy to build their own holiday homes or cabins," Mr Thomas says.

With all steel supplied by BlueScope Steel, the cabins utilise COLORBOND® steel for the roofing, external walling and guttering. Beneath the floor lie purlins manufactured from GALVSPAN® steel, while ZINCALUME® steel and ZINC HI-TEN® steel complete the termite and vermin resistant structures.

Quality keeps trailers in front

High and consistent quality in steel supply goes a long way in helping NSW North Coast manufacturer RIX Trailers win new business from big customers, especially government.

According to Managing Director, Brett DuBar, exacting supply to demand and impressive product finish are prime factors that encouraged his business to source steel from BlueScope Steel for all trailer fabrication requiring that material.

Apart from standard box type trailers familiar on Australian roads, RIX specialises in fabricating made-to-order units.

While Mr DuBar regards the box trailers as “bread and butter” work, customised trailers constitute “the cream” of his business.

In recent times, RIX has custom-made equipment trailers for RTA road crews; double-deck trailers for local RAN naval cadet Corsair training vessels; and an SES trailer that features side doors and two back joey drawers for extra stowage.

Mr DuBar says that, as Government jobs impose compliance to higher international quality standards, the quality of the BlueScope Steel grades is required.

He says BlueScope Steel products are a



RIX Trailers MD, Brett DuBar – customised trailers are ‘cream’ of his business.

lot easier to work with as lengths are always supplied in the right size for each job.

“We used to work with product from an overseas steel supplier and these pieces were regularly out of size from our requirements,” he says.

“That meant having to adjust everything to fit as you go, and often reassemble.”

He says RIX Trailers is impressed with the quality finish of steel from BlueScope Steel, in particular the back sides, which are fully coated. Steel pieces from the previous supplier were only zinc sprayed.

Mr DuBar says his staff also finds BlueScope Steel easier to weld

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



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Buy Australian-Made, Local Fencer Urges

A South Australian fencing company is urging consumers to keep buying quality Australian-made steel products.

Mt Gambier’s Do It Yourself Fencing supplies – or supplies and fits – domestic and industrial fencing.

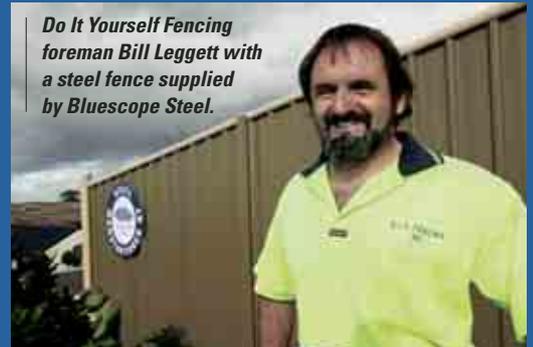
With 20 years’ experience in the fencing industry, owner Chris Annear has built many fences with COLORBOND® steel, as well as some timber, mesh, security and temporary fences.

He established Do It Yourself Fencing two years ago.

“We want customers to support Australian-made products such as COLORBOND® steel from BlueScope Steel, as we are becoming increasingly alarmed by the overall poor quality of some imported steel products,” he says.

“Firstly, some imported product may not last and could fade quickly. The colour matching can quite often be bad as well.

Do It Yourself Fencing foreman Bill Leggett with a steel fence supplied by BlueScope Steel.



“We are doing everything we can to raise consumer awareness and encourage people to ask for genuine COLORBOND® steel.”

Mr Annear says COLORBOND® steel is strong, long-lasting, and suitable for applications ranging from outdoor entertaining areas, wide-open spaces or factory boundaries.

An occasional hose-down, eliminating soil contact and removal of debris, is all that is needed to keep a fence made from COLORBOND® steel looking good.

Do It Yourself Fencing joined the Steel By BlueScope Steel brand partnership program and displays signs indicating that it uses steel from Australia’s leading supplier.