

# STEEL EDGE

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

DECEMBER 2005

SPECIAL EDITION



BRAND PARTNER PROGRAM

## Account managers playing active role

*The success of our growing Steel By BlueScope Steel brand partnership program should also be measured in terms of the efforts of Australia's steel industry account managers.*

While 879 sites have now been admitted into the program – with more than 23 being admitted in the week to 20 November – none of it would have been possible without the help of about 310 BlueScope Steel and non-BlueScope Steel account managers.

The managers represent some 25 different companies, including some of the biggest names in the steel business. Total signed-up sites, by State, are now:

- NSW – 327
- Qld – 208
- Vic – 141
- WA – 86
- SA – 72
- Tas – 31
- NT – 9
- ACT – 5

"The brand partnership program isn't an isolated, internal BlueScope Steel marketing activity," the company's Corporate Brand Manager, Leo Kerema, says. "It has grown into a huge endeavour that's now reaching into every corner of the Australian steel industry.

"It's encouraging to see so many account managers throughout the steel industry getting behind the program, and encouraging their customers to co-brand their businesses and products with the BlueScope Steel brand."

The number of new member sign-ups by both BlueScope Steel and non-BlueScope Steel account managers is healthy. To date, almost 100 BlueScope



*TLT Hire, of Dry Creek, SA, has joined the Steel Supplied By BlueScope Steel brand partnership program to help market its move into LYSAGHT BONDEK® steel formwork hire to the construction industry. Pictured here is Moreno Ferulga with a bundle of formwork ready for a project.*

Steel account managers have verified 56 per cent of all members while 211 non-BlueScope Steel managers have verified 44 per cent.

"We now have brand Partnership programs members in all States and territories, and this tally is growing weekly," Leo says.

Invitations have also been mailed to another 458 Australian Steel Institute Steel Shed Group member organisations in the past two weeks, as part of the drive to further

engage as many ASI members as possible.

"We're anticipating a strong response from this group, as more than 30 per cent of the 298 members targeted in our first sweep have joined," Leo 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.

# Frontyard Art posts winning letterboxes

*Queensland company Frontyard Art firmly believes not all letterboxes are built equal.*

Noosa-based Frontyard Art has finally unveiled its SPIKE range of functional, contemporary letterboxes, designed for homeowners looking to transcend the boring or property developers seeking an elegant multiple solution.

The range is the result of more than seven years' development and has evolved through more than 14 different prototypes – and the company is now faced with initial orders flowing in from around Australia.

The husband-and-wife team of Grant Calder and Kelly McDonald believe their SPIKE Regular and SPIKE Royale letterboxes are just as much frontyard fashion statements in steel as receptacles for daily mail.

Grant, an architect who works on Queensland's Gold Coast, says SPIKE is a culmination of a hobby-turned-business and almost a decade spent working with an idea that letterboxes can be beautiful.

All Australia Post-compliant SPIKE letterboxes are made from powder-coated ZINCALUME® steel, and feature front panels of select Australian hardwoods.

Weatherproof and durable, they have been designed to handle items as large as parcels and magazines.

"I have designed the shape to be timeless and striking, without being pretentious," Grant says.

"Classic styling and design never dates, and this is possible through skilfully blending structure and function."

Frontyard Art has selected ZINCALUME® steel from BlueScope Steel because of its consistent

quality and durability, and because of the product's superior after-sales service and support.

"There's little point in building and marketing a product that doesn't last the distance in Australia's harsh environments, and ZINCALUME® steel is simply superior to other steels we've investigated," Grant says.

Frontyard Art has successfully piloted the SPIKE letterboxes at Eumundi Markets, near Noosa for some months, and sales are climbing steadily as a result.

The company is now starting to advertise more widely.

"Sydney and Melbourne customers, in particular, say they are looking for letterboxes that match their properties, and are willing to pay for something stylishly different," Kelly says.

To further reinforce the quality of its products, Frontyard Art has joined the Steel by BlueScope Steel brand partnership program, and is looking to leverage the quality BlueScope Steel brand against its own quality.

"We may not build the biggest steel products in Australia, but we're proud of our stylish letterboxes, and the quality of the steel we use has to reflect this pride," Kelly says.

For more information, visit the Frontyard Art website at [www.frontyardart.com.au](http://www.frontyardart.com.au).



*Kelly McDonald of Frontyard Art with one of the company's popular SPIKE letterboxes.*

# Moving home gets even easier

*A Western Australian steel building manufacturer of transportable homes has added a Standards Australia seal of approval to another award it previously received from BlueScope Steel.*

From its 2.5-hectare site in Maddington, southeast of Perth, T&R Homes manufactures complete transportable houses in sizes from 60sqm floor area, targeted primarily at the rural residential market, especially hobby farms.

T&R Homes also builds kit homes, park homes and other homes built on a customer's site.

Although some of its customers are owner-builders who assemble the buildings themselves, most T&R Homes' buildings are erected to lock-up stage, leaving the customer to complete the fit-out.

"The main advantage for our customers who live on large rural plots of land is that, if they decide to sell up, the transportable homes can be sold along with the property as an asset," T&R Homes General Manager Simon Joiner says.



*Simon Joiner of T&R Homes with one of the re-locatable steel homes.*

The larger transportable homes T&R Homes manufactures are moved in three separate sections to a clients' property. They comprise four bedrooms and two bathrooms fully painted and completed, even with air conditioning if requested. In 2003, BlueScope Steel presented T&R Homes with an Excellence in Steel Framed Housing Award to recognise its continued commitment to quality and customer service.

T&R Homes has since earned the ISO9001:2000 quality management system certification, which confirms that its operations and administration meet stringent international standards.

The company undergoes an audit every six months to confirm its ongoing commitment to the ISO standard. It is also required to document any change it brings to its work procedures between audits.

Some of the buildings T&R Homes manufactures are engineered to withstand strong cyclonic gusts that can prevail in some northern regions of WA.

The company uses quality Australian ZINCALUME® and COLORBOND® steel supplied by BlueScope Steel for its products' roofing, walling and rainwater goods. T&R Homes also uses BlueScope Steel's new framing product, TRUECORE® steel, to manufacture their roof trusses and wall frames.

## BlueScope Steel covers Tianjin Olympic stadium



*BlueScope Steel (China) is to provide the steel roofing system for the Tianjin Olympic Centre Stadium (above), one of several major sports arenas for the 2008 Beijing Olympics.*

The Tianjin Olympic Sport Centre will consist of a stadium (the first 2008 Olympics sports arena to use a metal roofing system), an international sports exchange, boating and leisure centres, and a sports museum.

Other areas will include shopping malls, a conference room and a sports hotel.

Covering almost 45 hectares, with a construction area of 267,000sqm, the centre's main stadium will cover 155,800sqm.

The Tianjin Olympic Centre's main theme is that of dew drops surrounded by a sea of floral green and flanking a crystal-clear lake. The stadium itself has been designed to blend

with the environmental ambitions that are core to the 2008 Beijing Olympics.

To be finished next year, the Tianjin stadium will host the Women's Football World Cup in 2007 and will stage football qualification matches for the 2008 Olympics. It has also been designed to stage track and field competitions.

The centre is expected to become the focal point for many cultural and entertainment events in Tianjin before and after the Olympics.

The dewdrop stadium will seat 60,000 spectators, 90 per cent of whom will be protected from falling rain or snow by the roofing system, which covers both the seats and the surrounding area outside the stadium.

In the summer, the 155,000sqm roof will channel cooler air from ground level into the stadium and out through a hole in the roof, ensuring maximum comfort.

BlueScope Steel is providing 45,000sqm of roofing steel formed from ZINCALUME® steel, with a combination of LSYAGHT® FLEX-LOK™ as a top liner, perforated LYSAGHT TRIMDEK® as an acoustic inner layer, with two tiers of purlins vertically lapped as a supporting structure. Other roofing materials will be glass and PVC translucent sheeting.

Led by Stephen Reghenzani, the design and engineering team put extra effort into detailing the joints between steel panels with PVC or glass sheeting to ensure a weather-tight fit and marriage with the stainless steel 'siphoning' gutter system.

"Winning this project is not only a terrific opportunity for BlueScope Steel to show our company's capabilities, but is also an exciting opportunity to continue our partnership with Olympic host cities," says James Liu, Vice-President – Public Buildings, BlueScope Buildings (China).

## Store-Safe cages hazards

*Sydney's Store-Safe has developed two cage-like steel structures for the storing of hazardous materials, such as aerosols and gas cylinders for industrial applications.*

The first – a purpose-built aerosol cage, designed to fit into a Class 3 storage cabinet – can store up to 125 medium-sized cans.

While there has been no ready-made solution for storing aerosols to date, tougher rules for storing such hazardous materials make this cage timely, says Store-Safe managing director and company founder Grant Breeze (pictured below).

The second security cage has been designed for storing gas cylinders. Manufactured using XLERPLATE® steel from BlueScope Steel and wire mesh, this cage complies with the AS 4332 standard for storing and handling gasses and cylinders.



## New standard in steel framing

*The National Association of Steel-Framed Housing (NASH) has developed a new standard for using steel in the framing of houses and other low-rise buildings.*

NASH is an active industry association centred on light structural framing systems for residential and similar construction.

Intended as a reference in the Building Code of Australia (BCA), the Standard sets out the design criteria to comply with the BCA's performance criteria for steel framing used in low-rise buildings, including houses and commercial structures.

Major features of the new NASH Standard include:

- A format in line with the latest AS/NZS 1170 series standard
- Serviceability criteria
- Tolerances for manufacture and installation
- A guide for self weights

Other non-regulatory matters, including building practice, commentary and load tables, will be covered in a subsequent manual, Ken Watson of NASH says.

The NASH Standard was distributed for public review, and comments have now been incorporated.

The Standard will be published in the first quarter of 2006, and referenced in the 2006 edition of the Building Code of Australia.

# Affordable efficiency

*Illawarra home builder Barrington Homes is using COLORBOND® steel to bring affordable GreenSmart® housing to southern NSW.*

Based in the Illawarra, south of Sydney, Barrington has designed the Earth Series of homes to fully embrace environmental sustainability through good design and appropriate use of materials.

One of the series, the Karinya design, was one of four Housing Industry of Australia (HIA) finalists for the National GreenSmart® Awards.

Karinya has a five-star energy rating, flexible floorplan, and distinctly sophisticated design imparting a sense of both the bush and beach.

Andrew Manson, Barrington Homes' Managing Director, says roofing made from COLORBOND® steel was the all-important ingredient in maximising the design's energy efficiency.

"The thermal efficiency of COLORBOND® steel is an important component in the success of this design," Manson says. "Aesthetically, it also achieves the lightness we are seeking."

A steep roof pitch is a Barrington Homes trademark, which Mr Manson says provides improved roof ventilation, and reflects the Illawarra region's heritage.

"We wanted to acknowledge the character of the villages and towns around Wollongong from

the 19th Century, in which high-pitched roofing in steel dominated," he says. "This also increases air volume in the roof space helping to cool the home."

While all Barrington Homes designs adhere to the BASIX sustainability index, passive elements – including correct solar orientation and cross ventilation – are top-of-mind for Manson.

He says energy reduction is factored into every element of the Earth Series. At the display homes (one at Nowra and three at Albion Park, south of Wollongong), Barrington uses roofing made from COLORBOND® steel, which makes a significant impact on heat radiated through the roof.

Because of its low thermal mass, roofing made from COLORBOND® steel cools down fast and can improve comfort inside the home. This improved thermal comfort can result in ongoing cost savings for the life of the dwelling through reduced air conditioning requirements.

The Karinya design at Albion Park also proudly displays a rainwater tank made from AQUAPLATE® steel – another of BlueScope Steel's products – further demonstrating Barrington Homes' commitment to environmental sustainability.

"We made a conscious decision to put the tank at the front of the house in that display," Manson says. "It celebrates what we are trying to achieve."

*The Karinya design – one of four HIA finalists for the National GreenSmart® Awards.*





Amace Industries' Mario Amabili and his son, David – meeting SA's growing demand for specialised steel sheds.

# Smart steel safeguards SA wines

*A McLaren Vale family business is helping to preserve some of South Australia's greatest liquid assets – in steel.*

Amace Industries is using products from BlueScope Steel to help the region's wineries cost-effectively store their highly sought-after product.

Mario Amabili and his son David established the company in 1991 to meet South Australia's growing demand for rural sheds.

"As well as my son David, my wife and two daughters work in the business," Mario says.

"We built our first wine barrel storage shed about eight years ago when wineries began to outgrow their storage capacity, and we have built more than two dozen since then."

The company's simple and effective barrel storage solution consists of double-skinned sheds, purpose-built in steel from BlueScope Steel, to ensure an even temperature.

For instance, the 32x12m wine barrel storage facility Amace Industries recently built for the Kangarilla Road Winery, in McLaren Flat, incorporates exterior walls clad in LYSAGHT TRIMDEK® profile rollformed from COLORBOND® steel in the colour Surfmist®.

The walls are lined with R2.0 batts and a further layer of insulating material.

A roof clad in LYSAGHT CUSTOM ORB® profile rollformed from ZINCALUME® steel



covering a two-layer insulation treatment, then clad internally with LYSAGHT CUSTOM ORB® profile rollformed from ZINCALUME® steel completes the envelope.

"We have always made it clear to our customers that we use only Australian-made materials and that we use only the best," Mario says.

"We know from discussions with the owners of sheds we have built that our

construction methods provide a very stable interior temperature.

"There is a lot of money tied up in the sheds' contents, so the quality of our workmanship is vital."

Amace Industries has joined the Steel By BlueScope Steel brand partnership program to highlight its preference for quality steel originating from Australia's leading steel manufacturer.

# Making the most out of rainwater

*As water restrictions continue throughout much of Eastern Australia and governments introduce more environmentally sustainable building standards, rainwater tanks are becoming increasingly popular.*

Demand for tanks from BlueScope Water, in particular, has risen dramatically, thanks to our recent national television advertisement featuring a mother and son washing the family dog with tank water.

Conjoint Associate Professor Peter Coombes of the University of Newcastle's School of Environmental and Life Sciences is one of Australia's leading water management experts. He runs the Integrated Water Cycle Management project and says installing rainwater tanks in urban areas can lead to considerable reductions in mains water usage and stormwater discharge.

Professor Coombes says tanks not only ease demand for reservoir water but also work in tandem with major reservoirs.

"One storage system balances with lots of smaller storages," he says.

"We need to truly understand the impact of a combination of traditional water solutions, such as dams, and less traditional solutions, such as rainwater tanks."

Professor Coombes believes we get the most from our tanks by emptying them as often as possible.

He says we should stop thinking of tanks as mini-reservoirs.

"The key objective with reservoirs is to keep them as full as possible," he says. "However, if we empty our tanks, using the water for a range of household uses, they fill when it rains.

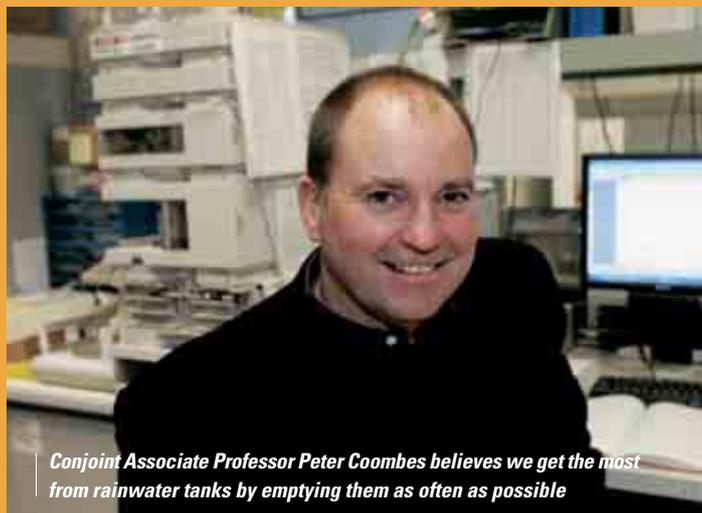
"This not only provides fresh water but also reduces stormwater runoff and resultant pollution. Stormwater can also cause erosion and sedimentation damage."

While many people believe they can only use tank water on their gardens, Professor Coombes says it should be used for a wide range of household uses.

"Less than five per cent of domestic water is used for drinking and cooking," Professor Coombes says. "Most is used for toilet flushing, showering and clothes washing, and on gardens.

"A rainwater harvesting system plumbed indoors, coupled with water-efficient appliances, taps and showerheads can reduce mains water usage as much as 80 per cent."

BlueScope Water has developed the THINKTANK® rainwater system specifically to help people use rainwater



*Conjoint Associate Professor Peter Coombes believes we get the most from rainwater tanks by emptying them as often as possible*

for indoor and outdoor uses. The system consists of a WATERPOINT® rainwater tank, a pump, first-flush diversion unit and mains water back up.

Made from a polymer-lined and corrosion-resistant steel, all WATERPOINT® tanks come in an attractive corrugated steel finish, painted to match the full range of COLORBOND® steel colours.

"BlueScope Water can help people implement this rainwater harvesting system," Warwick Krigstein of BlueScope Water says. "A broader solution involves coordinating with developers, builders, designers, local authorities and contractors before, during and after installation."

# Top marks for Dubbo campus extensions

*Construction of Stage II of Charles Sturt University's Dubbo Campus in central western NSW has proven to be an educational experience in more ways than one for a local roofing contractor.*

The \$5 million project – which makes extensive use of steel wall and roof cladding materials supplied by BlueScope Lysaght – has provided the campus with more teaching and learning spaces, including a tiered lecture theatre seating up to 100 students, two 50-seat lecture rooms, a science lab, nursing clinic, curriculum room and office space for 18 staff.

A computer lab, function room (with seating for 130), student recreational area suitable for live band performances, and a café-style eating area complete the new facilities.

Dubbo-based Rawson Constructions secured the building contract, while Dubbo City Plumbing was appointed to clad the walls and roof.

"The new buildings are quite striking in their design, and continue the theme which the architects established with the initial campus development," Warwick Rapley, director of Dubbo City Plumbing, says.

Environmentally sustainable design was also on the agenda for the selection of materials, again to match the original campus buildings.

"When we first saw the plans for the new buildings they represented quite a challenge," Warwick says. "Some of the buildings are semi-circular in shape and they are linked by covered walkways which resemble the shape of a football.

"We consulted BlueScope Lysaght when we realised that it would be necessary to produce some of the cladding as tapered sheets.

"This is something which we had not experienced before in Dubbo City Plumbing's 20 years of operation, but it wasn't a problem for BlueScope Lysaght. They provided all the technical support we needed, then arranged to have the product specially rollformed in Sydney.

"The campus project involved 3000 sqm of steel roof and wall cladding in profiles of LYSAGHT SPANDEK®, LYSAGHT CUSTOM ORB®, LYSAGHT MINI ORB® and tapered sheets in LYSAGHT LONGLINE 305® profile. Some of it was rollformed in 18m lengths, so BlueScope Lysaght made special arrangements for escorted delivery by road direct to the construction site."



*Dubbo campus – environmentally sustainable design steered selection of materials.*



The original specifications called for a considerably more expensive cladding from another supplier to be used, but Warwick Rapley said the cost savings were not the only reason he favoured the switch to LYSAGHT LONGLINE 305® profile in COLORBOND® steel, a strong, durable, concealed-fixed roofing and wall cladding suitable for roofing pitches as low as one degree.

"We drew our cladding plans and worked out the tapers required for the sheets and then BlueScope Lysaght not only delivered the product but also provided the technical support and advice which simplified the task for our installers," he says.

Dubbo City Plumbing's installers proved to be quick learners at the Charles Sturt University Dubbo Campus. As proof that the company passed the test of installing tapered cladding sheets it has recently been asked to perform a similar installation elsewhere in regional NSW.

The campus project made extensive use of other steel cladding products from BlueScope Lysaght. The architect also specified LYSAGHT CUSTOM ORB® profile in ZINCALUME® steel as external wall cladding and LYSAGHT SPANDEK® for fan-shaped roof sections.

# Rondo QUIET STUD® muffles noise

*Rondo Building Services, Australasia's leading manufacturer of steel stud drywall and suspended ceiling systems, believes its steel Rondo QUIET STUD® is set to revolutionise building acoustics.*

Released several months ago in Australia, the Rondo QUIET STUD® is ideal for inter-tenancy walls in apartment buildings, and is equally effective in hotels, schools, universities, hospitals, offices and other building applications requiring effective noise control.

Rollformed from BlueScope Steel's G2 GALVABOND® steel with a corrosion-resistant coating of Z275, the Rondo QUIET STUD® is combined with appropriate lining boards to provide a cost-effective answer to the latest Building Code of Australia acoustic control provisions.

Developed in Australia, and independently tested by CSIRO and Auckland University, the product has already been available in New Zealand for about a year, where it has already been used in more than 20 major commercial applications.

Rondo Building Services says its Rondo QUIET STUD® is fast and simple to install, achieving superior acoustic performance in a smaller footprint, leaving more usable floor space. A major feature is that the installation method is virtually the same as standard drywall construction, resulting in lower installation costs and a virtual failsafe acoustic wall system.

Rondo Building Services' National Product Manager, Ashleigh Wood, advises that independent tests have proven that the Rondo QUIET STUD® achieves superior acoustic performance of between 5-8dB over standard timber and steel drywall framing systems using the same lining board configurations.

The Rondo QUIET STUD® has already been specified for a number of large commercial projects in Australia, including a major new hotel in the Hunter Valley and Southbank TAFE college in Brisbane.

"We are delighted to see such innovative uses of our steel products," BlueScope Steel's National Accounts Manager, Peter McCulloch, says. "It's good to see the successful rollout of a product like the Rondo QUIET STUD® after years of research and development in conjunction with leading plasterboard manufacturers."

*(From left) Gosford Council's Waste Services coordinator, Glen Pestell, the Mayor, Cr Laurie Maher, and Steel Can Recycling Challenge Executives Philip Fleming and Tom Varga tour the Earth Care Recycling Facility in Gosford.*



## Gosford council wins challenge

*Gosford City Council, north of Sydney, knows how to get its residents to recycle – and beat 375 other local governments in the process.*

As winner of the 2005 Steel Can Recycling Council (SCRC) Local Government Challenge, Gosford council has been behind a 186 per cent rise in steel can recycling in its local government area in the past three years.

Put simply, Gosford City Council has collected 561 tonnes of steel packaging from the 108,000 tonnes available nationally for recycling.

Gosford residents have each recycled 3.45kg of steel this year – above the national average of 3.05kg.

The council attributes the huge rise in recycling to its extensive education program called 'Let's Get It Sorted'.

The Steel Can Recycling Challenge – open to All Australian councils – aims to drastically cut the number of steel cans going into landfill.

The results of Gosford City Council's efforts are good news for Australian steel can recycling, with a national recovery rate of about 56 per cent – or 60,000 tonnes recycled in Australia each year.

However, while 94 per cent of Australians have access to steel can recycling, we still throw away and bury enough cans each year (in weight) to rebuild the Sydney Harbour Bridge.

Interestingly, while 67 per cent of people gain their information on recycling from council communications, 57 per cent still look to the packaging for help on whether the item can be recycled.

Runners up in the Challenge were Fairfield City Council (NSW) and the City of Unley in SA. Finalists included Woollahra Council (NSW) and Moonee Valley City Council (Vic).



*Cr Maher and Tom Varga at the presentation of the award plaque.*



*Cr Maher and Tom Varga shake over recycling efforts.*

# From grain silos to prestige living

**A dramatic building transformation at Newtown in Sydney's trendy, inner-west has turned old rail-side grain silos into prestige residential units.**

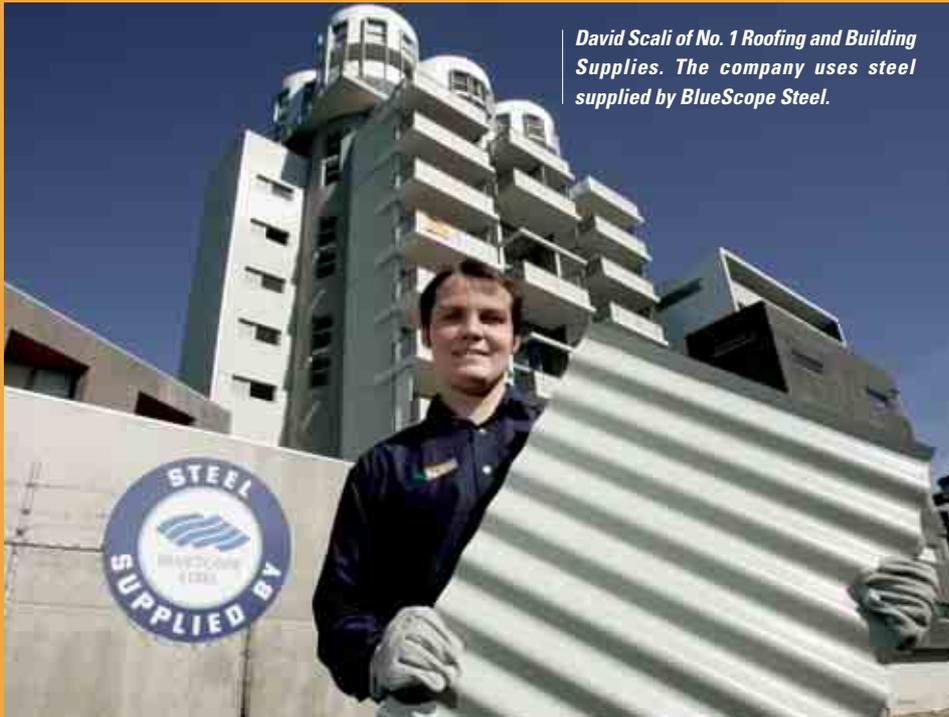
"The Newtown Silos conversion was a very challenging project," David Scali, the director of No. 1 Roofing and Building Supplies, a partner company of Sydney-based AGF Roofing Australia, says.

The project incorporated ZINCALUME® steel rollformed in LYSAGHT CUSTOM ORB® profile for external cladding, fixed to LYSAGHT TOPSPAN® battens.

"Appearance, strength and weather resistance were crucial factors we considered before settling on our choice of steel," David's father, Tony Scali, (the founder of AGF Roofing Australia) says.

"It's such an exceptional project for all those involved and the material we used has completely satisfied the promoter and the architect."

The developers added extra storeys to the



*David Scali of No. 1 Roofing and Building Supplies. The company uses steel supplied by BlueScope Steel.*

Newtown Silos building as part of the conversion.

The fully pre-sold project now looks starkly different from the original structure.

AGF Roofing Australia has supplied and installed quality steel roofing and framing for building contractors and owner-builders since 1970 for major commercial, sports and entertainment

construction projects across Sydney.

The company has invested heavily in production equipment to support its roofing and supply services.

No. 1 Roofing & Building Supplies was created as a supply-only company in 1998, allowing AGF Roofing Australia to concentrate on manufacturing and sales.

No. 1 Roofing and Building Supplies joined the Steel By BlueScope Steel brand partnership program and displays signage attesting to its use of steel manufactured by BlueScope Steel.

"Competition is constantly increasing in our area of operations,"

David says. "We joined the Steel By BlueScope Steel program to increase customers' awareness of who we are and the quality of the products we provide."

"Our new signage reminds them of the quality assurance backing the steel behind our products."

## Sky's the limit for LYSAGHT BONDEK® II in China

**BlueScope Lysaght Guangzhou has won its first major contract for the use of LYSAGHT BONDEK® II in China.**

After seven months of rigorous negotiation, the company won the deal to use LYSAGHT BONDEK® II structural steel decking in the International Finance Place, a new building being constructed for developer Guangzhou Hejing Real Estate Development Co Ltd in the Pearl River business district.

President, BlueScope Steel (Decking Asia) John Kong says winning the International Finance Place project opens a new chapter for LYSAGHT® structural decking in China.

"LYSAGHT BONDEK® II has now been accepted in China and has finally made its mark," Mr Kong says. "Now it will take off to even greater heights."

And the International Finance Place will be no low-rise building, with 37 floors of office space rising 167.1m above ground level, and five levels of basement space. The total construction floor area will be 100,000 sqm.

The project's Consultant engineer, RBS Structural Engineering Design Associates, stipulated 847 tonnes of LYSAGHT BONDEK® II

decking, spanning a total floor area of 70,000 sqm, and deliveries started in March 2005.

Julia Cao, Decking Sales Supervisor for BlueScope Lysaght South China, says the negotiation process was made more difficult because there was no project using LYSAGHT BONDEK® II in China that could be used as a reference.

"But having expected some difficulties in introducing LYSAGHT BONDEK® II to the Chinese market, we had Tsinghua University conduct tests on the product," Ms Cao says. "These tests yielded positive and timely results."

She says BlueScope Lysaght also had a long-standing relationship with RBS Structural Engineering Design Associates and with Guangzhou Hejing Real Estate Development.

With a clear understanding of the client's needs, BlueScope Lysaght hastened plans to have a LYSAGHT BONDEK® II machine ready to rollform in China by the end of March. All this contributed to the client having greater confidence in using the LYSAGHT BONDEK® II system.

"Our success story involved not just the decking sales people, but also a concerted effort by every level of management in BlueScope



Lysaght China and Decking Asia," Ms Cao says.

We hope that this landmark project could accelerate the venture process of LYSAGHT BONDEK® II into the Chinese market.

# Steel homes for far-flung frontiers

*The Swiss Alps are the last place you'd expect to find prefabricated homes manufactured in Queensland using BlueScope Steel products.*

Yet Switzerland and the Pacific islands of New Caledonia and Tahiti are just some of the locations Olympiade Transportable Homes has delivered to in the past 22 years.

According to Frits van der Plas, the company's owner (pictured right), Olympiade is just as deft at delivering to remote and inaccessible spots throughout Australia.

Based in Forest Glen, just two kilometres south of the Big Pineapple, north of Brisbane, Olympiade has spent decades perfecting ways of providing modern accommodation to remote spots on demand.

About 10 years ago, Olympiade started building its range of prefabricated houses with as much as 75 per cent steel content from BlueScope Steel.

"Using TRUECORE® steel framing from BlueScope Steel instead of traditional timber framing, we can fit more than twice as many of our kit homes into shipping containers for export," he says.

"Steel frames are also a lot lighter than timber frames of comparable dimensions, so freight costs are significantly lower, while also ensuring that what arrives at the other end is a high-quality product, fit for purpose.

"The steel framing provides high-tensile strength with flexibility to avoid any noticeable



damage and ensure parts fit well together, preserving the product's finish and integrity throughout erection."

Mr van der Plas says durable quality steel construction is also an asset, particularly where houses are in rugged environments ranging from dry deserts to icy mountain

environments and isolated tropical locations.

"Our products are subjected to demanding climatic conditions from the word 'go' manufactured as they are within the high humidity of Queensland's coastal region, but the BlueScope Steel framing copes without distortion," he says.



**1800 800 789**

This number is for callers within Australia only. Callers in other countries should refer to our web site for the contact number of their nearest BlueScope Steel Limited office.  
[www.bluescopesteel.com](http://www.bluescopesteel.com)

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## LYSAGHT ULTIMA HI-RIB™ HI-TEN caps airport project

*BlueScope Lysaght (Thailand) Limited has won a contract to supply the new Bangkok International Airport project with a building solution spanning 125,000sqm.*

When completed, the new Suwannabhum facility will feature BlueScope Lysaght (Thailand's) innovative new roofing solution, LYSAGHT ULTIMA HI-RIB™ HI-TEN, manufactured from the company's premium flat steel products, ZINCALUME® steel and Clean COLORBOND® pre-painted steel.

A few years ago, BlueScope Lysaght employees believed a market opportunity existed in their country for the development of a wide-cover, concealed-fixed roofing profile with high ribs.

BlueScope Lysaght developed the product in conjunction with extensive research and development undertaken by BlueScope Lysaght's Technology Group in Sydney. This work provided the foundation for the successful launch of LYSAGHT ULTIMA HI-RIB™ HI-TEN in Thailand last year.

ULTIMA HI-RIB™ HI-TEN's advantages are found in its product design and manufacture. Its wide pans and high ribs increase the roof's



drainage capacity. A concealed fixed system – which can be combined with BlueScope Lysaght THERMO SAVE™ insulation system – provides considerable savings in cooling costs.

ULTIMA HI-RIB™ HI-TEN can also be rollformed in required lengths on site, courtesy of a mobile rollforming rig, thus eliminating the need for end overlaps.

"BlueScope Lysaght is proud to have been chosen to provide our innovative solutions for roofing and walling for this landmark project," Marketing Vice President of BlueScope Steel (Thailand), Gregory Moffitt, said. "Our products will feature prominently in the Bangkok Airways 1 Building and the Custom Free Zone 16 Building."

# 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 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](http://www.pressroom.com.au). Simply click on the BlueScope Steel button to access them.*

## Lifestyle drives home extensions

*A Melbourne-based housing extension company and medium-sized builder have teamed up to offer homebuyers a more complete lifestyle package.*

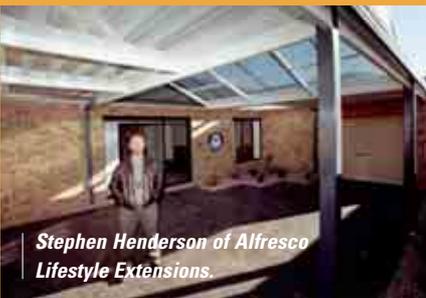
Alfresco Lifestyle Extensions has built all-steel pergolas using COLORBOND® steel for two of the display homes featuring in the new range of Ewington Homes, which builds about 80 homes a year.

Ewington Homes director Rob Bender says his company has introduced the pergolas because clients want the convenience of having an outdoor area already built with their home.

Response to the two new display homes at Narre Warren South in Victoria has been overwhelming.

"People were walking in off the street before the homes were even finished just to look at the pergolas – they certainly have wow factor," Rob says.

"This is the first time we have offered the pergola made from COLORBOND® steel with our homes. The product has enormous design flexibility and, most of all, is low-maintenance.



**Stephen Henderson of Alfresco Lifestyle Extensions.**

This pergola is constructed using FIRMLOK® beams and FLATDEK® roofing, supplied by BlueScope Lysaght.

Rob says he is also impressed with the people at Alfresco.

"One of the pergolas involved a roof pitch they had never worked with before. Yet they designed and built it to my exact requirements – and it looks fantastic," he says.

Alfresco Lifestyle Extensions managing director Stephen Henderson says the recent growth in outdoor living and the popularity of merging indoor and outdoor spaces have generated huge growth for his company.

"Rather than treating landscaping and outdoor areas as an afterthought, people are tackling them up front as part of building their house," he says.

## Have steel sheds, will travel

*An Australian-owned steel building supplier is going all out to show the advantage that prefabricated steel shelters have over conventional buildings by hauling its displays all around the country.*

Wide Span Sheds is making a big impression on the Australian landscape after being in business for only seven years.



**Phil Piece with his travelling 'office'.**

With 23 nationwide manufacturing locations, the company currently offers both prefabricated and custom-designed sheds.

It is stepping up participation at major Australian agricultural field day events, with its steel design and fabrication approach – in the shape of barns, stables and outhouses – proving increasingly popular with farmers.

Wide Span Sheds is appearing at 25 separate rural events this show season, and the company's Mobile Information Centre is visiting 18 of these events as well as many towns during its travels.

The Mobile Information Centre consists of a 38-foot coach, doubling as a mobile office and visitor centre, with a display shed in tow.

The coach office is fully self-contained with self-generating power and a water system, wireless Internet and free-call phone facilities on board.

The display shed itself has been specially designed to demonstrate various aspects of construction.

Wide Span Sheds has 60 standard and more than 6000 non-standard designs ranging in size from 10 to 10,000sqm.

General Manager Phill Gale says the main thing his company's sheds have in common is the use of 100 per cent quality steel from Australia's leading supplier, BlueScope Steel.

## Technology provides an edge

*An innovative owner-operated Victorian business is riding a wave of demand for steel building products by adopting new technology as it expands and diversifies its product range.*

Steel cladding and rainwater goods manufacturer Apex Steel, a market leader in commercial industrial roofing, has installed six new rollforming machines at its Dandenong premises to modernise its production methods and meet fresh demand.

Two corrugated lines, APSAN line and a range of rainwater products using high-tensile steel technology have been added. The company is also installing the latest SAP computer system to help streamline operations.

Apex Steel Managing Director Joe Calleja bought the business in 1997, and has now replaced nearly all production equipment with the most up-to-date technology.

"We will continue to do what we have always done – but now we can offer our customers more," Joe says.

"For example, we have installed lines to increase production of corrugated steel profile, a new purlin line and a new 800mm steel profile for wall cladding."

The purlin machine features the latest technology, including computer-controlled dynamic punching, downturn lip, angled flanges and part-cut functions. The system is also capable of producing customised sections with web heights variable from 100-300mm.

Apex Steel has expanded its premises from 3000 to 9000sqm over the past eight years, and in January, the company will move to a new 15,000sqm site in Dandenong.



**Apex Steel Managing Director Joe Calleja.**

# Steel framing boom

South Australian company SBS Australia, the nation's largest supplier of steel building frames, is regarded as a national leader in the design and fabrication of steel building frames for residential and commercial buildings.

SBS Australia, which now also has a major production facility in Newcastle, NSW, has designed and patented its own unique software and technology, including the Supaloc steel framing system and all rollforming machinery used to manufacture its frames.

Last year, the company rolled out more than 2000 steel house frames, and sales are expected to continue rising.

SBS Australia has an impressive and growing commercial division, with a third of its business coming from projects supplied by major commercial builders.

SBS Australia fabricates its Supaloc house frames from BlueScope Steel's new framing product, TRUECORE® steel, developed specifically for Australian conditions, and backed by a 50-year warranty. TRUECORE® steel offers a low-maintenance and durable framing solution that is termite-resistant, does not burn and will not warp.

"SBS Australia's customers are chiefly builders and architects," company founder and managing director Kevin Weeks says.

"They want a high-quality, cost-effective engineered product, delivered and erected to strict deadlines.



"Every Supaloc steel frame we supply is a fully engineered package. A third-party engineer certifies every newly manufactured steel frame. SBS Australia strives to ensure these outcomes happen on every project.

"Demand for Supaloc steel framing is increasing because of the cost advantages, improved technology, shorter erection times and overall improved quality compared

to traditional methods of construction."

Several prominent South Australian construction companies have selected SBS Australia's Supaloc steel framing system for major projects in the retirement accommodation and premium housing sectors.

SBS Australia has joined the Steel By BlueScope Steel brand partnership program to highlight its exclusive use of steel by BlueScope Steel.

## 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](http://www.steelby.com.au).



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## Oz-Cover franchising plans

*Oz-Cover, which began by manufacturing domestic sheds and garages in Jimboomba less than 20 years ago, plans to franchise its operations throughout Queensland.*

Now specialising in supplying steel-clad industrial/commercial buildings from its large range of standard configurations or as one-off designs, Oz-Cover fabricates all of its buildings at its Logan Village factory using steel framing and cladding supplied by BlueScope Steel.

Oz-Cover's success has prompted director and founder Jack Hunneman to franchise his company within south-east Queensland and eventually further along the Queensland coast.

"We have built up a reputation based on engineering excellence and quality components such as COLORBOND® and ZINCALUME® steel from BlueScope Steel," he says.

"Franchising will hopefully help open up new markets that we may not be able to cover from our Brisbane office."

Jack says his company has been using BlueScope Steel products "from Day One".

Oz-Cover director Jack Hunneman.



"I'm upfront with customers about the quality and reliability of their intended product," he says.

"If the product they envision won't be reliable, I won't manufacture it, because our reputation is at stake. You can't build to a price first, then reduce functionality to match it."

Oz-Cover has sold its products to places as far afield as Darwin, and exported to the Philippines, Fiji, Europe, Papua New Guinea and New Zealand.

[www.bluescopesteel.com](http://www.bluescopesteel.com)