

STEEL EDGE

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

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Exciting changes at BlueScope Steel



Paul O'Malley



Noel Cornish



Paul O'Keefe



Mark Vassella



Brian Kruger



Kathryn Fagg



Bob Moore

New CEO and Managing Director Paul O'Malley has outlined a renewed strategy and direction for BlueScope Steel, including changes to the company's structure and senior management team, since stepping into the role on 1 November.

At an analyst and media briefing on 29 November, he unveiled a blueprint for the company which will focus on reinvigorating the Australian and New Zealand domestic businesses, continuing the improvement process across the Asian and North American businesses, and growing or acquiring new businesses that utilise BlueScope Steel's competitive advantage.

"The blueprint will build on BlueScope Steel's outstanding heritage and capabilities," Mr O'Malley said. "With a stronger customer emphasis, we will concentrate on growing steel use in our domestic markets, as well as driving manufacturing excellence, optimising procurement, enhancing our supply chain and improving our capital planning, to drive improvement in shareholder value."

He said his team has identified more than 200 different blueprint initiatives, and would work towards delivering those outcomes over the next three years.

"An increased priority will be given to innovation and sustainability, in particular working to reduce our environmental emissions and through our products and solutions, assisting our customers to do likewise," Mr O'Malley said.

He also spoke of exciting opportunities for growth in the building and construction sector: "Steel penetration in the commercial building sector could be higher in Australia, where the steel market channels are still relatively immature.

"India and China, with relatively low consumption of steel in construction, offer the company tremendous growth opportunities. The Tata BlueScope Steel joint venture is an early mover in an attractive, growing market in India."

Mr O'Malley has reorganised the Australian and New Zealand businesses into three portfolios: Steel Manufacturing Businesses, Coated and Industrial Markets, and Distribution and Solutions. In response to the growth and increasing complexity of BlueScope's Asian business portfolio, BlueScope China will report directly to Mr O'Malley.

BlueScope Steel's executive leadership team now comprises Noel Cornish (Chief Executive, Australian and New Zealand Steel Manufacturing Businesses), Paul O'Keefe (Chief Executive, Australian Coated and Industrial Markets), Mark Vassella (Chief Executive, Australian Distribution and Solutions), Brian Kruger (President, North America and Corporate Strategy and Innovation), Kathryn Fagg (President, Asia) and Bob Moore (President, China).

The executive leadership team also consists of three functional heads who will report directly to Mr O'Malley – Ian Cummin (Executive General Manager, People and Organisation

Performance), Michael Barron (Chief Legal Officer), and Charlie Elias (Chief Financial Officer), who will fill Mr O'Malley's former position in February. Mr Elias is presently CFO and Director for Linfox Logistics, one of Asia-Pacific's largest supply chain and logistics companies.

"Combining our industrial and coated market businesses allows more focused customer service, and positions us for market growth," Mr O'Malley said.

"Bringing our major manufacturing operations together in the expanded Australian and New Zealand Steel Manufacturing Businesses will provide opportunities for more effective utilisation of our assets.

"I intend to have a clear view of our progress in China, so Bob Moore, President BlueScope China, will report directly to me.

"My new team combines a great range of skills, experience and perspectives, and each member has clear objectives. I am confident we have the talent and reporting structure to leverage our success across our chosen markets."

These announcements coincide with the company's second best ever financial results posted at BlueScope Steel's annual general meeting in Melbourne in November.

Company-wide revenues in the 2007 financial year rose 11 per cent to \$8.9 billion, and net profit more than doubled from \$338 million in the 2006 financial year to \$686 million in 2007. Earnings per share rose almost 100 per cent to 95c. Total annual dividend per share in the 2007 financial year rose 7 per cent to 47c, making returns over the past five years of \$3.15 per share.

BlueScope's plan to rebrand Smorgon Steel Distribution

Smorgon Steel Distribution will be rebranded on 17 December, following the company's recent \$700 million acquisition by BlueScope Steel.

All Smorgon-branded metropolitan and regional businesses – currently known as Metals Distribution branches – will be rebranded as BlueScope Distribution.

Smorgon's Pipeline Supplies business will become BlueScope Pipeline Supplies, and its Sheet and Coil branches will become Sheet Metal Supplies. The Metalcorp EIS and Impact Steel business names will be retained, as they are external brands.

BlueScope Steel's acquisition of Smorgon Steel Distribution has brought 1800 new employees into the BlueScope Steel family.

The largest part of the rebranding process will involve BlueScope Distribution, which will become part of BlueScope's Australian Distribution and Solutions division, headed by Mark Vassella.

This division, one of three Australian and New Zealand business portfolios recently reorganised by new BlueScope CEO and Managing Director Paul O'Malley, is expected to provide significant revenue and profits.

The national rebranding campaign will be rolled out in stages in 2008. It will address all facets of the branding process, including building and fleet signage, web sites, SAP documents, advertising, uniforms and brochures.

Smorgon Steel Distribution has appointed its own Branding Project team to review all facets of the business and ensure a smooth transition.

We ask for your patience during this time, and will bring you more news as the rebranding campaign unfolds in 2008.



Join in the STEEL BY™ success

As a valued Steel Edge reader, we're offering you the chance to join the STEEL BY™ Brand Partnership Program and enjoy the same success as our existing 1200 members.

A recent survey of members showed that 82 per cent of respondents rated the overall STEEL BY™ program as excellent, very good or good.

In terms of improving business results, the large majority of respondents stated the STEEL BY™ program had a positive effect on:

- sales (70%)
- communicating Australian-made products (87%)
- the credibility of their product offering (86%)
- the promotion of their business (75%)
- competing against imports (60%)
- generating enquiries (50%)

The program promotes Australian companies using Australian-made steel and allows you to align your company with the BlueScope Steel brand. Ninety-two per cent of members believe the association with the BlueScope Steel brand has had a very positive effect on their business.

To protect the exclusive benefits provided to participants of the STEEL BY™ program, and to be eligible to join, you must source at least 80 per cent of your steel products from BlueScope Steel.

Further information and application forms are available by calling 1800 800 789, logging on to www.steelby.com.au or contacting your steel representative.



New BlueScope Lysaght head

BlueScope Lysaght Australia has appointed Greg Robinson to the position of President.

Sydney-based with more than 26 years' experience in the steel and mining industries, Greg Robinson is a senior BlueScope Steel executive with extensive international experience. He has taken over from BlueScope Lysaght Australia President Bob Moore, who has been appointed President, BlueScope Steel China.

Most recently, Mr Robinson was Regional General Manager for BlueScope Steel's US-based subsidiary Butler Manufacturing Co, one of the world's leading manufacturers of pre-engineered steel building systems. Before this appointment in August 2004, he co-led the due diligence and integration teams for BlueScope Steel's \$260 million acquisition of Butler Manufacturing.

Mr Robinson has held a number of operational and senior management positions with BlueScope Steel and BHP Billiton, including Vice-president Finance of the Industrial Markets businesses, Vice-president Finance North Star BlueScope Steel, and Vice-president Finance at the Whyalla Steelworks.

In his new role Mr Robinson will focus on growing BlueScope Lysaght Australia, a business



with 41 manufacturing sites across the country. He will focus on providing Australia's competitive building and construction sector with end-to-end design and construction services, as well as helping to introduce new Lysaght building solutions such as FACADEST™ and QUIKFORM®.



Steel beauty a show-stopper

Two lavish garden walls made from COLORBOND® steel have sparked the imagination of designers across Australia.

The innovative *Walled Garden*, created by Amanda Henderson at Gloss Creative, features hundreds of laser-cut leaves, each individually placed on the walls.

The riotous display of grevillea, wattle and



gum leaves is an excellent example of the creative potential of COLORBOND® steel, and a unique showcase for COLORBOND® steel colours Woodland Grey®, Shale Grey™ and Surfmist®.

The grey-green colours, chosen to reflect misty dawn in an Australian bush setting, are a perfect contrast to the natural wooded textures of the furniture and floor, and to the black rug which also form part of the display.

Steel sustains Alpine Habitat

Alpine Habitats, an innovative, award-winning eco-tourism resort in the Australian Alps, demonstrates the possibilities steel is exploring in modern building development.

Consisting of 18 free-standing, two-bedroom 'Habitats', complete with a manager's quarters and reception building, the entire project was effectively erected using little more than a jackhammer, screw gun and tin snips.

The steel products used throughout ensured the development was completed in a fraction of the time it would take to build a similar, conventional resort – and that it needed few of the building skills normally required.

Alpine Habitats' awards speak for themselves: the Housing Industry Association's (ACT and Southern NSW Housing Awards) GreenSmart Product of The Year award, an HIA Industry Innovation award and a COLORBOND® steel Best Use of Steel award. *Alpine Habitats* was also a finalist in two other awards – the HIA's GreenSmart House of The Year, and Townhouse Villa Under 140 Square Metres.

According to Rocky Harvey, director of eco-resort designer and developer Chapman Constructions, the project was designed from the ground up to have minimal environmental impact.

The construction system provides very low environmental impact. Neither a site cut nor



Chapman Constructions' Rocky Harvey estimates a typical home built like the 'Habitats' would take a month to complete.

foundation excavation was required. Grass on the building pad was scraped off before the mini-piles were driven in by jackhammer.

All materials (with the exception of the piles) were delivered to site cut to length, ensuring minimal waste was generated during construction.

The resort's construction system used quality prefabricated composite panels supplied by Sydney company Austec Panel Systems Australia as the main structure for floors, walls and roofs. These are pre-finished inside and out with COLORBOND® steel.

"While internal walls and ceilings are finished in COLORBOND® steel, similar structures can be sheathed with plasterboard to satisfy an individual's taste," Mr Harvey said.

Floors are supported on BlueScope Lysaght® Zed purlins, themselves supported on the mini steel piles and posts from OneSteel Galtube. Cladding to the base of the buildings is dry-stacked local stone that does not sit on a foundation.

The decks are built using LYSAGHT ROOFTRAK®, also supported on mini-piles and galvanised steel posts. The handrails are all from OneSteel Galtube, with connections done with fencing products.

Other external materials include ZINCALUME® steel, glass and powder-coated aluminium fittings.

Reader Survey - win a BBQ!

Look for your Steel Edge Reader Survey competition postcard in this edition of Steel Edge magazine.

Simply complete the online survey to go in the draw to win a five-burner BeefEater BBQ valued at approximately \$2579 RRP.

The competition is open to Australian residents only and closes on 19 December 2008. Good luck!
(Permit nos: NSW – LTPS/07/28227; ACT – TP 07/04871; SA – T07/5031)

Success not just a China syndrome

China's stunning growth and the trend to consolidation in the Australian steel industry were hot topics at the Australian Steel Institute's annual Australian Steel Convention.

China's powerful presence in the steel industry featured high on the agenda.

NAB's chief economist Alan Oster said China was 10 years into a 30-year growth cycle. Its economic growth in 2008 was expected to be 10.3 per cent, compared to 3.8 per cent for Australia and 1.8 per cent for the US.

China aims to have 400 extra cities the size of Brisbane and Melbourne by 2020, and Australia's steel industry and its affiliates are well placed to maximise these opportunities.

"With China's growth in investment, the country needs infrastructure," Mr Oster said.

The conference was built around a 'Sustainable Future' theme.

Former BlueScope Steel Managing Director and CEO Kirby Adams spoke highly of the Australian industry which he described as "punching above its weight" and "significantly safer" than seven years ago.

Mr Adams said the industry faced challenges such as increased costs of natural resources and shipping. It had entered a "new age of steel" and would need to remain united to prosper.

He said there was a need to develop new



| Kirby Adams

markets, and identified the building and construction industry as a major growth area.

Mr Adams also encouraged the industry to work together on environmental and sustainability issues.

"Eighty-four per cent of Australians believe climate change is real, and 74 per cent are happy to change their lifestyle to assist," said Mr Adams. "I have a firm belief that technology will get us a long way to the answer of dealing with CO₂."

WorleyParsons CEO John Grill acknowledged "sustainability was both a challenge and a business driver" for Australian companies.

Zhenjiang City Club more than decoration

The Zhenjiang Decoration City Club, sitting regally atop a six-storey commercial building, is a remarkably lightweight balancing act.

Completed in December 2006, the 1500-square-metre club was designed to house three luxury suites and an equally luxurious meeting room that can seat 16 people. It also provides five-star hotel services, including a personal butler, concierge and front desk.

Possibly one of the largest light gauge steel structures of its kind in China, the 1500-square-metre club was constructed using ZINCALUME® G550 house framing with SMARTRUSS® roof trusses manufactured with 75mm and 100mm studs, CLEAN COLORBOND® LYSAGHT® KWIKTILE® metal tiles, CLEAN COLORBOND® LYSAGHT® KLIP-LOK® roofing, and LYSAGHT® NOVALINE® fascias and QUAD® gutters supplied by BlueScope Lysaght China - Residential.

BlueScope Lysaght China - Residential's team of experts provided the structural design, planning, light gauge steel framing roofing system and other building accessories.



The Zhenjiang Decoration City Club has set fresh records for light-gauge steel construction in China.

"All materials used in this project had to be lightweight to address the issue of overloading, as the club was built on an existing rooftop," BlueScope Lysaght China - Residential's Vice President Paul Jones said.

"Concrete and tiles were replaced with light-gauge steel trusses, some up to 18 metres wide, and metal roof tiles."

To give the club a more luxurious feel, the design included on-site assembly of wall frames, trusses, low roof Zed purlins made from GALVSPAN® steel spanning 10-metre lengths, selected door openings more than three metres wide and some walls spanning more than 30 metres.

"All this work set fresh records for light-gauge steel construction in China," Mr Jones said.

Chinese housing export market grows

BlueScope Lysaght China - Residential has secured orders from Europe, North America and Africa for its pre-panelised houses.

The concept of pre-panelised housing construction is also taking hold within China's fast-growing domestic market.

The high-quality pre-panelised residential buildings are cost effective, flexible, fast and easy to install, and are backed by BlueScope Lysaght's quality guarantee.

All wall frames are pre-fabricated with the customer's choice of external wall material already attached, together with insulation and windows. Although fibre cement cladding is used generally on external walls, other materials – including steel panels – can also be used.

Walls can be erected on a 200-square-metre house in a matter of hours.

The pre-fabricated walls, floors and trusses are flat packed for quick and easy assembly on site – one container can be packed with up to two houses.

Houses can be supplied complete with a range of internal fittings for the kitchen and bathroom.



Pre-panelised housing allows for quick and easy assembly on site.

High tensile steel milestone for BlueScope Lysaght China

A three-year research study on the viability of G550 high tensile steel as a supplement to China's national building standards paid off recently, when the research findings were reviewed and approved by a panel of steel industry experts in Shanghai, China.

The panel comprised nine of China's most esteemed professors in steel building and construction methods and technology.

The research into the reliability and load-carrying capacities and behaviour of cold-formed high tensile steel was highly commended and approved, leading to the award of a research appraisal certificate.

"The award of this certificate signifies a major milestone, as it now enables ZINCALUME® G550 high tensile steel from BlueScope Steel China to be formally introduced to the national building standards," said Senior Engineering Manager of BlueScope Lysaght China - Residential, Steven Wang, who headed the research study.

BlueScope Lysaght China - Residential's Vice President Paul Jones added: "This significant achievement brings us one step closer to achieving our long-term vision of being able to recommend ZINCALUME® G550 steel as the cold-formed steel material of choice for house framing systems in China."



| The Sheraton Dameisha opened for business in July 2007.

BlueScope Buildings China supports five-star luxury

One of China's most exciting hotel developments to date owes much to the expertise and products supplied by BlueScope Buildings China.

The five-star Sheraton Dameisha resort hotel is 25 kilometres from downtown Shenzhen and the border with Hong Kong, and is located on a six-hectare site with a secluded 2.5-kilometre stretch of white-sand beachfront.

Commanding ocean views with a dramatic mountain range behind and an adjacent marina under construction, it is the region's first luxury resort hotel located solely on beachfront property. It is also the only hotel in the area offering guests direct access from their rooms to the beach, and was completed in an astonishing 31 months from concept inception.

Featuring 368 ocean-view guest rooms, exhibition and conference facilities, restaurants, a spa and fitness centre, swimming pools and private villas, the Sheraton Dameisha Hotel's dramatic curved form borrows from the shape of a Chinese dragon.

The architects Terry Farrell and Partners were commissioned by the developers, the Kingkey Group, to produce a contemporary style building designed to maximise the ocean views. BlueScope Buildings China was involved in the design, site supervision and installation of the roofing material.

LYSAGHT TRIMDEK® made from COLORBOND® steel was specified as roofing material throughout the project, and all purlins, rainwater goods and gutterings were also supplied by BlueScope Buildings China.



"The site planning geometry of the hotel is based on a single-loaded, single-aspect building approach orientated to maximise beach frontage, with all rooms having sea views, creating the opportunity for a curved, sinuous and fluid flowing plan shape," Architect Christopher Yee of Terry Farrell and Partners explained.

"The hotel's unconventional, curved radial arrangement of the plan is very complex. A major design challenge was to achieve a very simple arrangement so that there were only five different room types, either concave or convex in plan shape."

Based on the motif of a traditional Chinese dragon, the head, body and tail of this undulating shape have been assigned various functions.

The head at the western end of the building was lifted higher to make it more prominent and prestigious in order to contain the presidential and executive suites.

The body of the dragon accommodates the standard room types, while the tail is angled downwards to create a tapered form to house executive rooms with outdoor garden terraces.

The Dameisha's five-star pedigree, landmark architecture and stunning natural qualities are expected to attract tourists from large neighbouring cities such as Hong Kong, Guangzhou and Macau, as well as from overseas.

Operated and managed by the Sheraton Hotel Group, the hotel is expected to put China firmly on the map as a resort destination.

Ingal invests in new road safety barriers

Australia's leading road safety barrier manufacturer Ingal Civil Products has made a major breakthrough in steel barrier safety systems.

The company is awaiting State authority approval of FX-350, an Australian-first advanced W-beam barrier system designed to provide safe vehicle containment and redirection on urban and metropolitan highways and motorways.

Ingal Civil Products has licensed and further developed FX-350 over several years because of concerns with the Australian Standard public domain guardrail system.

"We became concerned from field observations, so we commissioned the Texas A&M University's Texas Transportation Institute to carry out expert crash testing of existing steel barrier systems," Ingal Civil Products Group General Manager Hayden Wallace said.

"Those tests revealed the Australian Standard and State-specified guardrail system collapsed, allowing the vehicle to ride up and over the guardrail system."

Made from M180C XLERCOIL® steel, FX-350 complies with Australian and American Standards.

"We developed the new grade of steel, M180C, for Ingal Civil Products to provide increased strength, performance and safety for FX-350," BlueScope Steel New South Wales State Sales Manager, Industrial Markets, Matt Hennessy said.

FX-350 is capable of withstanding the impact of a 2000-kilogram pickup truck travelling at 100 km/h, at a 25-degree angle.



FX-350 is an advanced W-beam safety barrier.

"It's one of the most significant road safety innovations the company has made in the last 70 years," Mr Wallace said.

The W-beam safety barrier uses specially-engineered O-posts made from XLERCOIL® steel and 200mm composite offset blocks, instead of traditional C-posts and offset blocks.

"It has many advantages – it's cost-effective, and easier to handle and install," Mr Wallace said.

Ingal Civil Products has set up a dedicated production plant for FX-350 with new specialised roll-forming equipment at Minto, south-west of Sydney.

Other recent innovative XLERCOIL® steel projects include the T-39 Thriebeam Barrier for highways and motorways, and Spring Steel Buffas for industrial barrier protection applications such as loading docks and car parks.

Ingal Civil Products, which has distribution outlets in Newcastle, Brisbane, Melbourne, Adelaide, and Perth, has been a loyal user of BlueScope Steel products since it began manufacturing road safety barriers in 1939.

Standards breakthrough for XLERPLATE® Steel

Steel fabricators using North American welding codes will be able to qualify welding procedures using readily available XLERPLATE® steel from 2008.

Key grades of XLERPLATE® structural steels will be listed as part of the American Welding Society's AWS B2.1 Standard – one of two key reference documents in the United States for weld procedure and performance qualifications.

The move will simplify bidding for work on large national and international resource and infrastructure projects, many of which have been designed to North American standards.

"This is a major breakthrough for local fabricators thanks to the efforts of AWS member and welding engineer Jon Lambert," said Bruce Cannon, Senior Metallurgist – Welding Engineer with BlueScope Steel's Technology and Environment Department.



"This follows years of collective engineering efforts, and is the latest evidence of a growing trend to internationalise standards."

XLERPLATE® steel made to the Australian Standard AS/NZS 3678 in Grades 250, 350, 400 and 450 will be covered by the change, as will AS 1548 XLERPLATE® steels and some AS/NZS 1594 hot rolled strip grades with defined structural strength.

"Prior to their inclusion in AWS B2.1, our XLERPLATE® AS 1548 grade steels, designed for use in pressure vessels, were listed within the American Society of Mechanical Engineers (ASME) pressure standards in 2003," Mr Cannon said.

"This ASME listing allows Australian fabricators, working to the ASME pressure vessel code, the option of using those XLERPLATE® steels to construct pressure vessels.

"Fabricators previously had to order American Society for Testing and Materials Standards (ASTM) grades, which in Australia could prove difficult when those quantities could not be manufactured because of the order size."

The current approval process to use Australian steel for export work is very convoluted. Fabricators wanting to undertake projects for South-East Asian companies are often locked out of a market dominated by ASME and AWS D1.1 welding standards.

"BlueScope Steel will continue to pursue additional standards recognition for XLERPLATE® steel, as we and our customers identify the need," BlueScope Steel's National Sales Manager, Distribution and Manufacturing, Stan Clark said. "We will also contribute to the development of standards in Australia and internationally."

Fielders launches cost-saving product

Roofing and flooring specialist Fielders has launched an innovative composite steel formwork profile aimed at cutting construction costs in concrete frame buildings.

The new Fielders KingFlor KF40® is manufactured from BlueScope Steel's DECKFORM® steel, and provides an alternative to traditional ply formwork. It combines the composite performance of a traditional flat pan profile with the economies and concrete-saving ability of a trapezoidal deck, offering concrete savings of approximately 40 kilograms per square metre of floor area.

Commissioned earlier this year, KF40® is now being successfully used on some of Australia's largest multi-storey commercial buildings.

Formworkers Bronzcroft Constructions used KingFlor KF40® to meet the demanding time constraints of its recent Spotlight Carpark project in Geelong, Victoria.

"By using KF40®, we were able to greatly reduce preparation, material and labour costs," said Philip Ball of Bronzcroft.



KingFlor KF40® has SquashCut™ ends that eliminate the need for end caps.

KingFlor KF40® has proved ideal in other areas, too. As the bottom of the profile was to remain exposed, the smooth and clean underside of the material has enabled it to be painted, to further enhance its finish.

Bronzcroft Constructions also benefited from Fielders' SquashCut™ ends on the KF40® that eliminated the need for time-consuming and costly end caps. The SquashCut™ ends prevented concrete leakage and made the profile more robust by stiffening the section and preventing the sheeting from spreading under construction loads.

Turnover triples for framer

A Newcastle steel framing company has tripled annual turnover since taking on projects such as transportable homes.

Newcastle Steel Frames and Trusses is owned by Scott and Sally Robertson and is a member of the STEEL BY™ Brand Partnership Program.

The company, acquired by the Robertsons in 2000, manufactures, supplies and installs frames, trusses and flooring systems made from TRUECORE® steel for projects across New South Wales. It has supplied steel framing systems for markets including residential housing and retirement villages.

Mr Robertson said the company was halfway through a contract involving the fabrication of framing systems for 250 transportable homes for a retirement village.

"We've been working on the retirement living project for almost two years, and can complete one or two of the transportable homes a week in our 1800-square-metre factory," he said. "We recently bought our own rollforming machine to save time during fabrication and transportation.

"This is an exciting new stage for us because the new machine allows us to continue to use TRUECORE® steel, while taking on more projects and speeding up production."

Mr Robertson said the average home could be detailed, fabricated and delivered to site within two to three weeks.



Sally Robertson from Newcastle Steel Frames and Trusses is a proud supporter of TRUECORE® steel.

He said Newcastle Steel Frames and Trusses' framing systems were popular with builders and owner/builders, particularly in rural areas, because they were light and easy to use.

The company joined the STEEL BY™ Brand Partnership Program to demonstrate support for quality, Australian-made products.

"We saw an advantage in aligning our company's reputation with the reputation of the BlueScope Steel brand," Mr Robertson said. "The 50-year product warranty offered on house framing made from TRUECORE® steel is great for business.

"Framing made from TRUECORE® steel is lightweight and easy to erect, doesn't warp, twist or shrink, and is resistant to termites and fires."

For more information contact:

Scott Robertson
Newcastle Steel Frames
and Trusses
Ph: (02) 4975 4022



TRUECORE® steel takes Australia by storm

BlueScope Steel's residential house framing material TRUECORE® steel has taken the Australian building market by storm, notching up 100,000 tonnes in orders just two years after its launch.

It is enough steel framing to surround Australia nearly four times, and enough to build more than 45,000 house frames.

The achievement comes at a time when unprecedented numbers of home-builders are turning to steel as their preferred house framing material.



TRUECORE® steel is seen as a framing product of the future.

Builders are turning to TRUECORE® steel because it is quick and easy to use, and easy to market to customers. It is also durable and termite-proof.

For their part, homeowners appreciate the benefits it offers in protecting the long-term structural integrity of their homes, typically their largest investment. Frames made from TRUECORE® steel come with a 50-year warranty.*

* Conditions apply.

Dubbo framer braces for rising demand

New South Wales' largest steel framing company Custom Steel Frames has upgraded its Dubbo factory to double production and satisfy growing demand for house frames made from TRUECORE® steel.

One of the state's longest-established manufacturers of steel frames, Custom Steel Frames makes steel building frames for residential and commercial projects.

The 18-month upgrade sees the company double its site to 4.7 acres, with a capacity to produce up to 5000 tonnes of steel framing a year.

The new manufacturing facility features state-of-the-art machinery, much of it built in-house, as well as new warehousing, docking and storage areas.

Custom Steel Frames' enlarged steel coil storage area will allow the company to stock raw products in larger quantities.

Coupled with larger finished-frame storage and loading areas, this means projects can now be built in advance to improve efficiency.

The move comes as house frames made from TRUECORE® steel become increasingly popular across New South Wales. According to Custom Steel Frames owner Arthur Hosking, it is one of



Custom Steel Frames Managing Director Arthur Hosking (left) and Secretary Director Janice Hosking.

the few building materials still in demand even when the housing market slows.

"Now I can keep up with this rising demand, and become involved in a wider range of projects, both residential and commercial," Mr Hosking said.

"Both builders and homeowners are increasingly embracing steel frames because they are lightweight, accurate, durable and impervious to termites. A frame made from TRUECORE® steel will also stand the test of time and protect a house against the elements and pests for up to 50 years."

A new Outdoor Living Centre display building – featuring the company's popular outdoor lifestyle building products such as steel framed pergolas, gazebos and swimming area enclosures – will also be unveiled soon.

www.bluescopesteel.com

NASH developing designers handbook

The National Association of Steel-Framed Housing (NASH) Standards Committee has been developing a handbook to help designers use steel framing.



This follows the successful referencing of the NASH Standard for Residential and Low-rise Steel Framing Part 1 Design Criteria, in the Building Code of Australia (BCA).

The new handbook, in conjunction with important industry information, is designed to provide guidance on all aspects of steel framing.

"Together with Part 1 of the NASH Standard, this handbook will allow the development of span tables which will form Parts 2 and 3 of the NASH Standards, and be referenced in the BCA," NASH Executive Director Ken Watson said.

The draft handbook was released for public review on the NASH website in September and is now being finalised for production. Pricing has still to be confirmed, but it will be available through the Australian Building Codes Board's online bookshop (www.abcb.gov.au) in the first quarter of 2008.

Tank A Day Challenge a big hit

BlueScope Steel's innovative 'Tank A Day Challenge' has reached the halfway mark, with 100 primary schools across Australia now selected to receive a rainwater tank.

The Challenge encourages primary schools to start out on their water-saving journey, and gives young children an opportunity to learn how they can improve and protect their school facilities, be clever at managing water and help solve a major issue in the community.

Under the Challenge, which has been running since May 2007, BlueScope Steel is giving away 200 rainwater tanks – one for every day of the school year.

The project has been a phenomenal success so far, with 1800 primary schools registering for the Challenge, approximately one-third of all eligible schools.

Based on the average number of primary school pupils per school, this equates to over 500,000 students potentially having an association with the Tank A Day Challenge.

In addition, every student from a registered school also receives a 'Rainchaser Pack', an educational activity kit that includes stickers and information on water conservation.

One of the first schools to receive a 27,000-litre PIONEER GALAXY® rainwater tank was the Hermit Park State School in Townsville, Queensland.



The students are already well-versed in water-wise practices and the benefits of tanks. Rainwater is collected for use in the school's chicken farm to water vegetables, and in the amazing 225-square-metre rainforest in the grounds, complete with a waterfall.

The students' ongoing commitment to the environment is further enhanced by the school's unique barramundi tank project, where water and nutrients from the barramundi tank nourish and maintain the school's banana circle. This, in turn, teaches students about where food comes from and the process of growing fresh food.

School Principal Clayton Carnes says BlueScope Steel's rainwater tank will deepen students' understanding of environmental conservation.

"Students have learnt valuable water-saving skills by participating in the Tank a Day Challenge," he said. "This rainwater tank will further educate them about how water can be captured and recycled. We want our students to grow into environmentally conscious young adults, and this rainwater tank is the perfect addition to our environmental programs."

Townsville City Council recently recognised Hermit Park State School's ongoing commitment to preserve water and the environment by awarding it a 2007 sustainability award.

The BlueScope Steel Tank a Day Challenge continues until June 2008. For more information go to www.tankaday.com.au.



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

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8 STEEL EDGE DECEMBER 2007

New steel award

BlueScope Steel is sponsoring a new award to help recognise the achievements of the Australian manufacturing industry – the Australian Steel Innovation Award.

The Australian Steel Innovation Award is open to Australian manufacturers with innovative products or projects made from Australian steel.



The award is one of nine categories in the 2008 *Manufacturers' Monthly Endeavour Awards* – sponsored by BlueScope Steel's STEEL BY™ Brand Partnership Program – to be held on 28 May 2008. There is also an overall winner – Manufacturer of the Year.

Entry is free, with nomination forms and conditions available online at www.manmonthly.com.au. Nominations close February 29.

www.bluescopesteel.com



COLORBOND.COM

A new user-friendly COLORBOND® steel website has been designed to showcase the latest product information.

The website, which is divided into residential, commercial and general information sections, allows home-owners and developers to preview a range of COLORBOND® steel applications.

It also provides advice on everything from colour selection, roofing, walling, fencing, guttering, downpipe and fascia ideas, to technical information such as COLORBOND® steel products best suited for coastal applications.

