

Rolling Steel 09

All the latest news from BlueScope Distribution

Still Rolling...

It's already almost half way through 2009 and as we approach the end of the financial year, many companies are reviewing their business requirements and practices in order to survive and thrive in uncertain economic times. Recent global financial turmoil has altered the business landscape, increasing the volatility of supply and demand across the value chain of industrial sectors. Each individual business is feeling the impact of the economic upheaval and at BlueScope Distribution we are keenly aware of the challenges facing our customers. We believe any good business relationship should be able to weather the ups and downs of economic cycles and we look forward to working with all of our customers in meeting the various challenges that lie ahead.

In addition, recent natural events have devastated communities around Australia. Unprecedented heat waves, bushfires and floods have taken their toll. BlueScope Distribution values the communities of which we are a part and in recognition of this we are donating \$1 million of steel building solutions and products to those communities worst affected by the Victorian Bushfire tragedy. This event has touched us all, and we are proud to be able to assist these communities with the process of rebuilding.

The very successful Constructor Steel Direct program has now been running for over four years and has been available nationally for more than 12 months. Hundreds of our members have experienced the satisfaction of claiming and receiving a reward, while

others may be 'saving' their points towards something specific. If you're not yet a member of Constructor, I strongly encourage you to register. Membership is entirely free, and there are no joining or ongoing fees. The program rewards members simply for purchasing their steel needs from BlueScope Distribution and the more you purchase, the more points (and rewards!) you collect. To join, just call **1300 363 555** and we'll send you a registration form.

Constructor Steel Direct – it's just one more benefit of choosing BlueScope Distribution.



Michael Dawson
General Manager – Marketing
BlueScope Distribution

Introducing Points + Pay

Ready to redeem your Constructor Steel Direct rewards points? Now, with the introduction of the new 'Points + Pay' feature, members can enjoy even more rewards options!

Members who have recently visited our website may have already noticed the flexible new Points + Pay option – available on around half the rewards in the program – which enables you to claim a reward you really want, even if you don't have quite enough points to obtain it outright.

So, how does Points + Pay work? Basically, you select the reward you would like, then use some of your rewards points and pay for the rest using your credit card.

The best thing about the Points + Pay option is the flexibility it provides. Of course, you can still claim from Constructor Steel Direct's extensive range of rewards using points alone. However, now if you want a particular reward faster, the Points + Pay feature makes this possible.

To claim your rewards, simply visit **www.constructorsteeldirect.com.au** or call us on **1300 363 555** and we will fax or mail you a claim form. To claim your rewards online you need a password to access the Constructor Steel Direct website. If you don't have a password yet, please call us and set one up now... it only takes a couple of minutes!



Points + PAY \$

9,332 pts + Pay \$62.25
Gets you a Samsung 8MP Digital Still Camera

Unique Uniblanks service offers both convenience and value

Uniblanks – a unique process service available only through Sheet Metal Supplies, a BlueScope Distribution company – utilises the very latest in tool setting and punching technology, enabling customers to purchase pre-cut, pre-punched or pre-notched metal blanks, conveniently cut and ready to use.

Saving both time and money in the manufacture and assembly of a wide range of products, the Uniblanks service enables customers to markedly reduce production costs and improve overall efficiency.

A key advantage of the Uniblanks service is its ability to help reduce bottle-necks in the production of niche and time-consuming components. By freeing up customers' machines for other uses and alleviating the need to store raw steel for processing, Uniblanks can streamline the manufacturing process significantly. In addition, Uniblanks offers a true fixed component cost, which allows customers

to estimate their production costs more accurately, over longer periods of time.

Using a single machine, the Uniblanks service features a broad library of tools, allowing greater flexibility in design and fabrication, such as punching for a family of parts, punch intensive components, or having simple notching or partial shearing completed. In any case, the Uniblanks service can produce parts that are complete for the final assembly process, or ready for further processing at your facilities.

Innovative processing techniques and engineered design means both quality and accuracy are assured with the Uniblanks service, whether it is applied to simple or highly technical products.

The lighting, marine, electrical storage and office furniture industries are just a few of those already taking advantage of this value-added service.

Uniblanks capabilities and specifications:

- Thickness = 0.4-2.5mm carbon steels
- Process up to 4 metres long
- Punch accuracy $\pm 0.05\text{mm}$
- Length and position accuracy $\pm 0.1\text{mm}$

Key benefits of the Uniblanks service:

- Time saving
- Cost effective
- Convenient
- Helps maintain production flow
- Frees up machinery bottle necks
- Vast library of tools to choose from
- Can be fully customised to suit your exact requirements.

www.sheetmetalsupplies.com.au





A partnership where service is paramount

As producers of both general industrial and highly technical/niche market products, Web-Tech Australia requires a high level of service and dependability from their steel provider.

As Web-Tech Australia's General Manager, Andrew Clarke explains, the company's partnership with BlueScope Distribution has enabled the organisation to remain competitive and to operate their manufacturing and fabrication processes as efficiently as possible.

"Web-Tech Australia predominantly manufacture and design in-line weighing and batching systems," says Andrew. "For example, we produce batching systems and industrial scales for the food and coal industries. It's quite a technical and specialised area, although we do undertake general engineering jobs as well."

Located in Queensland and in the business for 25 years now, Web-Tech Australia purchase a varied range of products from BlueScope Distribution including box sections, heavy round bar, flat bar and steel pipe.

"Our needs are diverse and we find our relationship with the staff at BlueScope Distribution's National Customer Service Centre (13 STEEL) contributes to our business success. The service team listen to us, they keep everything on file and they are first rate when it comes to sorting out problems or researching and locating customer product needs," says Andrew. "We have had some very positive experiences with the sourcing of heavy round bar at terrific prices."

"We often deal with Cassey and she's excellent. She knows what we're looking for and will help us in any way she can when we phone to make an enquiry or place an order. BlueScope Distribution always gets our orders out to us straight away, which is another great advantage in terms of maintaining our production flow."

Andrew says Web-Tech Australia takes advantage of BlueScope Distribution's additional capabilities to improve their own efficiency.

"For example, we might order 100 x 12 flat bar (for use in pulleys and conveyers) and have

BlueScope cut it into 20 pieces at 1.5 metres each. It's well worth the nominal fee to have our steel arrive ready for the next stage in the manufacturing process. We don't have the equipment to cut flat bar ourselves, and having BlueScope do it saves us both time and money as we can punch it then send it out for galvanising immediately."

For Web-Tech Australia, BlueScope Distribution combines a competitive price point with genuine service.

"We value the rapport we have with the team at BlueScope Distribution – particularly the team at the NCSC. We also know that a lot of other suppliers can't offer the wide product range that's available through BlueScope."

An additional bonus for Andrew Clarke and his team has been participation in Constructor Steel Direct, BlueScope Distribution's rewards program. In less than 12 months Web-Tech Australia has used their points to claim several items including a microwave and sandwich maker for the staff

"It's always a bonus getting something for nothing!" says Andrew.



Meet the faces on the other end of the line

Sheryl Szajer and Shelley McKean both service the needs of **13 STEEL** customers around the country, from BlueScope Distribution's National Customer Service Centre.



Sheryl Szajer has been working at BlueScope Distribution for an incredible 24 years!

"When I joined the company the steel industry was a challenging place to work for a woman," says Sheryl. "Things have changed a lot since then!"

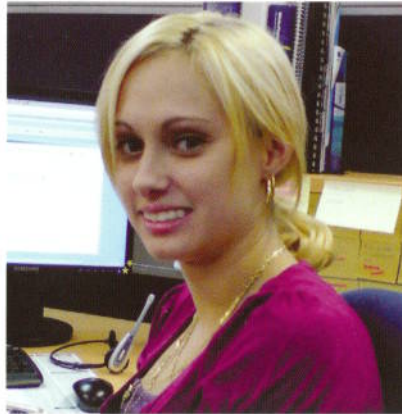
In her time at BlueScope Distribution, Sheryl has worked across several divisions of the organisation, including sales, administration and purchasing. Her product knowledge is extensive, and is matched only by her incredible commitment to customer service.

"I am very customer focussed and am there to make things smooth and hassle-free for them. Our computer system is amazing and really helps us to provide a tailored service to each individual company and person we deal with."

Sheryl says a real bonus for BlueScope Distribution customers is the Constructor Steel Direct rewards program.

"It's nice for our customers to be able to get something for nothing – it doesn't happen much these days!"

When she's not at work, Sheryl can be found with her two sons, or singing at RSL Clubs and nursing homes.



Shelley McKean says the best part of her job is talking to customers!

"I love chatting to our customers and finding out more about how they use our products. Until I joined this industry I had no idea about the diversity and variety of steel applications."

Shelley has been with BlueScope Distribution for four months and loves working within what she describes as "a very dedicated, knowledgeable customer service team."

"The 13 STEEL number offers our customers a great resource. We can and will do anything we can to help meet our customers' needs. We try to never say 'no' and we will do whatever we can to find the ideal product for their requirements."

BlueScope Distribution provides its 13 STEEL phone staff with exceptional training and product knowledge.

"The company has provided me with really comprehensive, hands-on training, even sending me out to see how different companies use the materials."

Away from work, Shelley enjoys her two dogs, and spending time with family and friends.

Super Special iPods!

You'll be wired for sound if you claim one of these iPods at greatly reduced points. But these special offers are available for only a limited time, so claim yours now before stocks run out.

Don't forget to check our rewards specials online regularly at www.constructorsteeldirect.com.au



Apple iPod Shuffle 1GB – **Silver only**
(AP7383) **Only 6,825 pts**



Apple iPod Nano 8GB – **Black only**
(AP7384) **Only 20,825 pts**



Contact Us:

If you have inquiries about BlueScope Distribution, need a price list, technical information or want to place an order, contact us on: **13 STEEL** (13 78 33) constructor@bluescopesteel.com
Or log on to www.bluescopedistribution.com.au

Strength, Expertise and Market Coverage