

Aussie ingenuity to the fore

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

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

"There are some sensational successes amongst our

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

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

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

Web of success

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



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

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

Terry hardly ever meets his customers face to face.

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

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

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

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

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

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

Store Safe security

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

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

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

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

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

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

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

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



Move sideways

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



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

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

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

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

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

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

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

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

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

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