

Superior Steel Screens' secret of success

Brisbane-based company Superior Steel Screens is harnessing the power of the internet, which now generates almost half of its sales of shade, privacy and security screens.

Almost 40 per cent of the company's leads come from the internet and in the five years since it started its national campaign, annual turnover has tripled.

This spectacular growth has allowed the company to spread its wings and venture into overseas markets such as Malaysia and New Zealand.

Established in 2001 by Andrew Turnour and Des Leahy, Superior Steel Screens began with just six distributors and now runs a network of 22 national and international distributors and franchisees.

The company provides a range of stylish, versatile screens offering privacy, shade and security for commercial and residential buildings. These screens are used on windows, arches, carports, pergolas, spas, patios, gates and fences.

All Superior Steel Screens products are made from COLORBOND® steel, ZINCALUME® steel or Stainless steel, sourced through distributor Smorgon Steel.

According to Production Manager Rita Turnour, the secrets to the company's marketing success have a lot to do with advertising in a wide cross section of media such as magazines, television, radio, the Yellow Pages and on five different websites.

"Our franchisees, particularly in Brisbane, Western Australia, the ACT, Townsville and



Steel screens stronger than timber.

Bundaberg, have all shown solid growth due to a combination of product promotion and the suitability of Superior Steel Screens products for any climate," Mrs Turnour said.

The company uses steel for its screening products because it is stronger and more durable than competing products such as aluminium and timber. As well, screens are available in the full range of COLORBOND® steel colours.

Superior Steel Screens' product range includes diamond and square lattice, slatting in widths ranging from 28mm MiniSlatting® to 55mm MaxiSlat®, shade structures, fences, louvres and awnings.

If a designer-look fence is required, then Superior Steel Screens can offer fencing and gate louvers in several styles to meet a customer's ventilation, shading, décor, security or residential requirements. All work is done at the Brisbane warehouse before being delivered to distributors and franchisees.

"Among our most popular products are our window screens," Mrs Turnour said.

"Houses today are being built closer to each other, and people want to maintain privacy. Some councils now have regulations in place to enforce privacy screening."

Superior Steel Screens will be releasing additional screening products made from COLORBOND® steel in mid-2007.

The company is a member of the STEEL BY™ Brand Partnership Program.

"We joined the program to gain national recognition for the quality of our products, and to inspire our franchisees with the small business success stories we read in BlueScope Steel's *Steel Edge* and *STEEL BY* magazines," Mrs Turnour said.

Superior Steel Screens operates with only one distributor per city, and is looking for four or five more franchisees in Wollongong, Cairns, Mackay, Port Macquarie and Bathurst.

For more information contact:
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STEEL EDGE

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

ISSUE NUMBER 25 | MARCH 2007

PRINT POST APPROVED PP 255003/05589

Steel station keeps Gulf tropics in line



Croydon's all-steel station.

Croydon Railway Station in Queensland's far-north Gulf Country is rare among public buildings.

While architects throughout Australia select steel for a variety of aesthetic and energy-saving reasons, Ipswich architect Bruce Buchanan believes steel was the only material he could logically specify for this public transport project.

The isolated heritage-listed Normanton-to-Croydon railway was built to link the gold-mining settlement of Croydon with the port of Normanton on the Gulf of Carpentaria in the closing decade of the 19th century. Because of constant attacks by termites, tropical cyclones and floods, engineer George Phillips specified as much steel as possible be used in the construction of the original line.

He even specified and patented moulded steel railway sleepers to keep the termites at bay.

While the line itself and its world-famous Gulflander railmotor train have survived countless floods and cyclones, the same cannot be said for Phillips' original Croydon station and corrugated iron carriage shed. Both were eventually blown away in a severe cyclone in 1969.

Replacement buildings, cobbled together from remnants of the originals, also succumbed eventually to constant assault from termites and tropical weather.

"When Queensland Rail sought to establish a new station, complete with facilities for passengers and train staff and a new carriage shed for the Gulflander motor and carriages, it was essential that the building be capable of withstanding anything the tropics could throw at it," Mr Buchanan said.

"Because many elements were prefabricated off-site, erection to lock-up stage took only three weeks, and the overall project budget (covering building, landscaping and services) was held at \$400,000."

All roofing and wall cladding is made from ZINCALUME® steel in CUSTOM ORB® profile.

Elements of traditional outback Queensland railway architecture have been used as reference points throughout, and the new building is evocative of the original 1891 structure. "The historical railway vernacular is expressed in the ventilated roof form, un-lined

Against stiff competition, Croydon Station has won the Metal Building Product Steel Design Award at the Australian Steel Institute Awards held recently at the Brisbane Convention Centre.

The station has also been awarded a Royal Australian Institute of Architects Regional Commendation for 2006.

walls, exposed galvanised steel wall framing, encircling verandahs and the large, relatively open carriage shed," Mr Buchanan said.

"The design also exploits natural ventilation, and energy-saving devices include the roof form, the raising of some wall sections above floor level, fixed louvre vents and roof overhangs to the verandahs. Despite constant tropical humidity, air conditioning is not mandatory.

"The large, open carriage shed, which shelters the passenger station wing from the western sun, has steel wall cladding finishing above ground to aid cross ventilation."



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STEEL EDGE NO. 25, MARCH 2007.

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ABN 16 000 011 058

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Business booming for Ritek® panels

Business is booming for Queensland-based Ritek – Building Solutions, with inquiries now coming from as far afield as Western Australia.

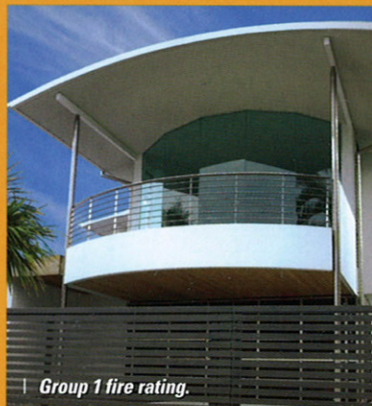
Established in 1983, the company is now providing and installing 40,000 to 50,000 square metres of its patented Ritek® Custom Roof Panel product every year.

Ritek's General Manager, Sales and Marketing Paul Moloney said the company – which also has operations in New South Wales, Victoria and New Zealand – has been involved in as many as 500 projects throughout Australia during the last 12 months.

"Given the strength of demand for our roofing panel, we're currently looking to establish a manufacturing facility in New South Wales," he said.

About 70 per cent of business comes from residential projects, with the balance being industrial and commercial work.

The Ritek® Custom Roof Panel, with a Group 1 fire rating, also has thermal ratings up to R3.0, making it ideal for tropical and outback



Group 1 fire rating.

applications. The panel's inherent strength also makes it ideal for use in cyclone-prone areas.

The panel is fabricated from sheets of COLORBOND® steel in LYSAGHT CUSTOM ORB® profile, which sandwich specially profiled sheets of expanded polystyrene (EPS). This method of construction, coupled with the inherent strength of the LYSAGHT CUSTOM

ORB® profile, means spans can be up to eight metres long.

Panel lengths of up to 14 metres can be achieved, and the product can be lapped to achieve even longer panel lengths.

Ritek® Custom Roof Panels also utilise COLORBOND® Stainless, COLORBOND® Ultra and COLORBOND® Metallic steels.

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