



everyday

OUR STORIES OF STRENGTH

JUNE 2012

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“We rolled out a new set of organisational values, which place unprecedented emphasis on key areas, such as safety and customer satisfaction”



Two years after Steel & Tube took its first steps on a journey that would fundamentally transform the way the business operates, I’m

pleased to report that the on-going reinvigoration is proceeding well.

And we have achieved much in that time.

We timed the rebranding to send a clear signal that the organisation had begun a process of major internal and external change that would profoundly alter the business. I’m pleased to see the new brand bedded in and being well received by our customers.

We rolled out a new set of organisational values, which place unprecedented emphasis on key areas, such as safety and customer satisfaction, and I’m proud to see the organisation adopt these values and place them at the forefront of everything we do.

We gained traction in the industry with the One Company operating model, and we now have several examples to demonstrate that the new process works and can offer tangible benefits to customers on real projects. Two of these projects, the Hamilton Car Museum and the new Pegasus Engineering building in Christchurch, are outlined in the following pages.

These achievements are important milestones and they mark our progress as we move toward reinvigorating every aspect of the organisation, but we must not become complacent and the process of improvement needs to continue.

We’re working hard to continue to build the One Company model and find new ways to supply customers with their steel

requirements. This will allow us to provide customers who require one or two steel products with the same benefits as larger customers who use a wide range of products and will be a welcome benefit for customers looking to rationalise their supply chain or leverage their existing purchasing.

Safety is another key area where Steel & Tube clearly differentiates itself from its peers within the industry. I say it often, but the safety of our staff, customers, contractors and casual visitors is *the* single most important thing to us and we’re putting a great deal of time and energy into maintaining our focus in this area.

As part of iCare, we have launched a new component in our health and safety programme. The Killers and Lifesavers initiative, which is directed at mitigating critical workplace hazards, has just been rolled out nationwide in the last few months.

Thank you to those of you who participated in our customer survey last year. The results indicate to me that we’re heading in the right direction, and while you told us that you think Steel & Tube regularly outperforms its competitors you indicated that you also feel we need to work harder towards being more innovative.

I can assure you that we will do just that.

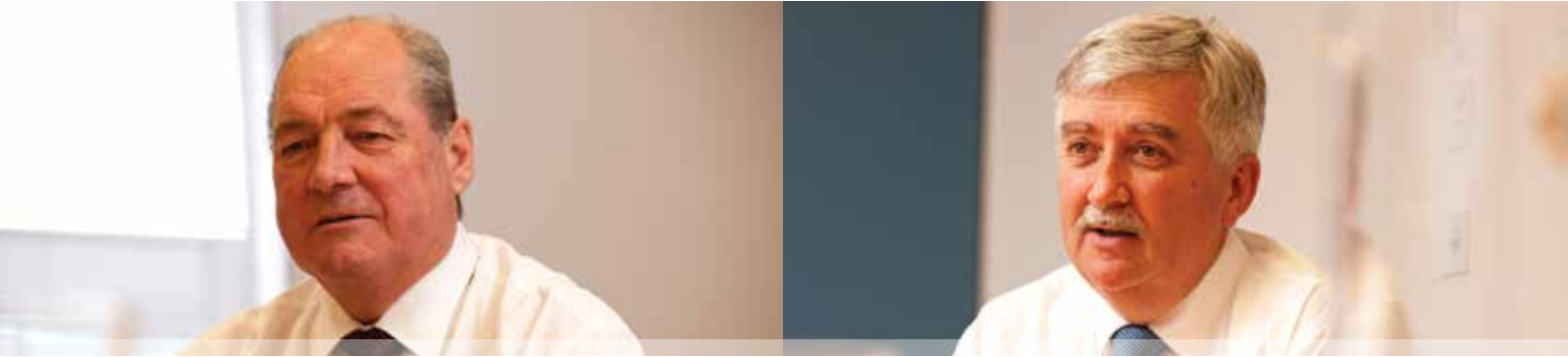
We still have work to do, without doubt, but on a journey as long as this one, it’s reassuring to learn that we’re on the right track.

Dave Taylor

D W Taylor

Chief Executive Officer

New Directors bring strong leadership



Steel & Tube would like to welcome two additions to its Board of Directors – Independent Director Sir John Anderson and Non-independent Director, Steve Hamer.

Sir John Anderson has a distinguished career in business and has steered several top-tier commercial organisations in senior executive and governance capacities.

Former Chief Executive of the ANZ Bank, Sir John currently chairs the boards of the New Zealand Venture Investment Fund, PGG Wrightson and NPT Limited, and sits on the boards of Commonwealth Bank of Australia, the New Zealand Institute of Economic Research, Turners & Growers and several community trusts.

Steve Hamer has over 35 years of technical, functional and business management experience in the Australian steel industry.

Steve assumed responsibility for OneSteel's reinforcing business in 2001 and accepted the role of Executive General Manager, Steel in Concrete in 2007. Within three years he was appointed Chief Executive Distribution for OneSteel, a position he holds to this day.

Sir John and Steve were both appointed to the Board of Directors in November 2011.

One Company at the ready in Canterbury

Steel & Tube has been a part of Christchurch for almost 60 years and, like everyone who calls Canterbury home, the earthquakes had a lasting impact on our lives. In the face of the devastation, we're committed to seeing the region rebuilt, better than ever.

"Customers are becoming increasingly busy as the recovery in Christchurch ramps up," says Wayne Kirkwood, Steel & Tube Area Sales Manager for Christchurch.

"They rely on us to supply materials for the vast number of construction rebuilds and infrastructure repairs we need in Canterbury – the houses, commercial buildings, bridges, roads, water lines, sewers and so on that all need to be brought back up to scratch."

Many in the building and construction sector anticipate the boom will bring lengthy delays due to shortages and supply chain bottlenecks, but Wayne says this is where Steel & Tube can make a real difference to customers' construction projects.

Following the quakes, Steel & Tube added significant resources to its Canterbury operations to support remediation and the long-term rebuild.

"Christchurch customers are already beginning to see the value that One Company offers them," says Wayne. "After months of relative inactivity, they tell us the new approach is a lot simpler and easier to deal with as things begin to get busier."



From reo to roof

Hamilton's new car museum embodies the One Company principle and shows the new focus on customer needs really works.

Eighteen months since its launch, Steel & Tube's new One Company operating model has revolutionised the way the organisation thinks about its customers' needs. The changes now provide customers with a one-stop-shop where they can access the company's entire product range from a single point of contact.

"The Hamilton Car Museum is a great example of One Company in action," says Cameron Murray, Steel & Tube Area Manager for Hamilton. "We supplied all the steel requirements for the project, everything from the reinforcing in the concrete foundation, through to the structural steel, purlins, fastenings, cladding up to the profile metal roofing. It's what I like to call a reo to roof project."

The museum is the brainchild of a local property developer with a passion for classic cars. With his growing collection spread across several garages and capacity rapidly

running out, he decided it was time to invest in a purpose-built structure to house his collection and display it to the public.

"The building is awesome," says Cameron. "It's a two-level structure that can hold up to 70 vehicles. There's an industrial lift to transport cars between floors, a public café, commercial office space on the first floor, and facilities where museum staff restore cars and add them to the collection."

Steel & Tube has worked with the developer on earlier projects, but this is the first collaboration to exclusively specify and supply reinforcing, structural steel, purlins, cladding and fastenings on a single project.

"As well as much greater convenience, One Company also offers the customer supply chain and logistical advantages," says Cameron. "For instance, if a customer needs a mixture of mild and stainless steel sheet, reinforcing and fasteners, we can combine shipping to reduce costs and ensure the full order arrives to the site at the same time."

He says the key is building an on-going relationship with the customer to better

understand and meet their needs, an approach that is now Steel & Tube's main focus under the One Company initiative.

"It has the potential to totally change the way customers perceive the industry, and for Steel & Tube, that's got to be the ultimate goal," he says.

"I'm really proud of the car museum and it's great to see One Company and our range of products being used in a project like this."



One Company is a new operating model that brings a fresh customer focus to Steel & Tube's business. Among several key changes, it introduces major improvements to the organisation's structure in order to simplify the way customers interact with staff and access the company's product range.

Wayne says that as construction volume gears up and demand for materials increases, anything that simplifies or speeds up the procurement process is going to offer an edge in Christchurch.

"Take the Pegasus Engineering building for example. They're putting up a new 5,000 m² commercial building in the Izone Southern Business Hub in the Rolleston industrial park on the outskirts of Christchurch," he says.

The project uses a complex array of steel products, but from Pegasus Engineering's point of view, the process to source them was simple.

"Once we understood the building and the company's requirements, it was a matter of pulling together a package to supply the whole project," he says. "They saw the advantage

immediately and Steel & Tube is supplying the build with everything from the foundation reinforcing steel to the profile metal roofing."

Wayne says it's interesting how this project not only emphasises the new direction for Steel & Tube, but points toward a new direction for Christchurch.

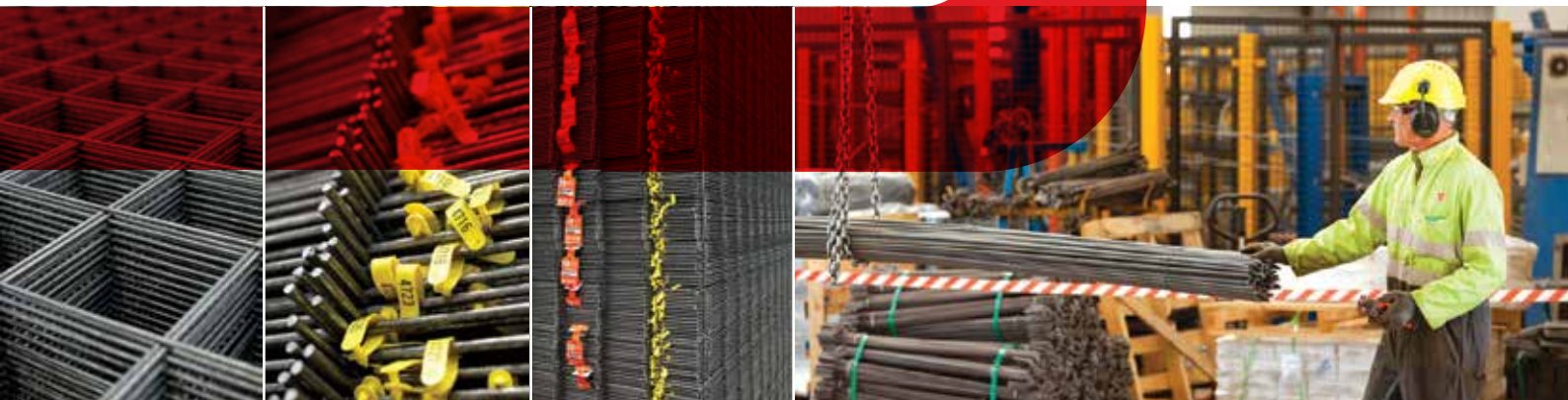
"After the quakes, many businesses moved away from the CBD out of necessity, but now find themselves quite happy to stay in the suburbs," he says.

"As a company, we understand how this kind of change affects our customers' requirements and we're able to respond with appropriate services and product offerings, and have a positive influence on the buildings that will become the new face of Christchurch."

This is just one aspect of an organisation and its people actively supporting the citizens and businesses of Christchurch as they begin to rebuild their brilliant city.

For more information about the products and services our Christchurch team can provide, request a copy of *Building a Stronger Christchurch Together* by calling **0800 478 335** or emailing us at rebuild@steelandtube.co.nz today.





New seismic mesh provides full Code compliance

The Canterbury earthquakes were a wake up call for the building and construction industry, prompting a rethink of several building standards across the sector. One of the key changes to the New Zealand Building Code requires far stronger concrete foundations.

The Code now states that all concrete slabs-on-ground constructed according to NZS 3604:2011 *Timber-framed buildings* must be reinforced with a minimum of 2.27 kg/m² of Grade 500E reinforcing mesh, which conforms with AS/NZS 4671:2001 *Steel reinforcing materials*.

But what does this mean in practice? Well, to start with, unreinforced concrete slabs-on-ground are no longer permitted and all reinforced concrete slabs must now be tied to the perimeter foundation reinforcement. It also means that reinforcing must now be made from Grade 500 ductility Class E steel in order to withstand greater stresses during an earthquake. These requirements became compulsory throughout New Zealand in February.

In response to growing demand for a product to meet these requirements, Steel & Tube released a new generation product – Seismic SE Grade 500E Ductile Reinforcing Mesh. The product range has been designed to fully comply with the new legislation and is an exact match to the specifications listed in the steel reinforcing standard. This allows designers, specifiers and contractors to accurately and reliably select the correct reinforcing directly from the standard without worrying about variations, equivalents or alternatives.

By employing micro-alloyed Class E steel in the fabrication process, Seismic SE possesses significantly greater ductility than hard-drawn wire meshes, which means the reinforcing can continue to stretch

under load after yield has been reached. The product's smooth wire surfaces and extremely robust intersections also help maintain its integrity under load.

Not only that, Seismic SE is tested and tagged before it leaves the factory floor. Each tag is unique and links the sheet to its test certification, date of manufacture and quality control data, and can be used to track the product's performance years after it's installed.

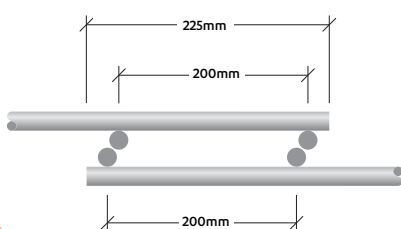
The product line ranges from SE62, with a 6.1mm wire, 73kN/m yield stress and 743kg minimum weld shear, through to SE92, which offers a 9.1mm wire, 159kN/m yield stress and whopping 1,623 kg minimum weld shear. The entire range is available in standard sheets of 2,440mm x 6,100mm plus an extra 2,440mm x 4,900mm sheet for residential SE62res.

"If you're after a New Zealand-made reinforcing mesh that's robust, reliable and guaranteed to meet New Zealand structural safety requirements, have a look at Seismic SE," says Graham Taylor, Steel & Tube Technical Product Specialist.

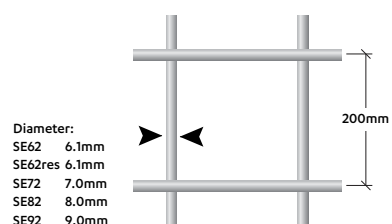
"For the increased protection seismic grade mesh provides, it's a very cost effective product."

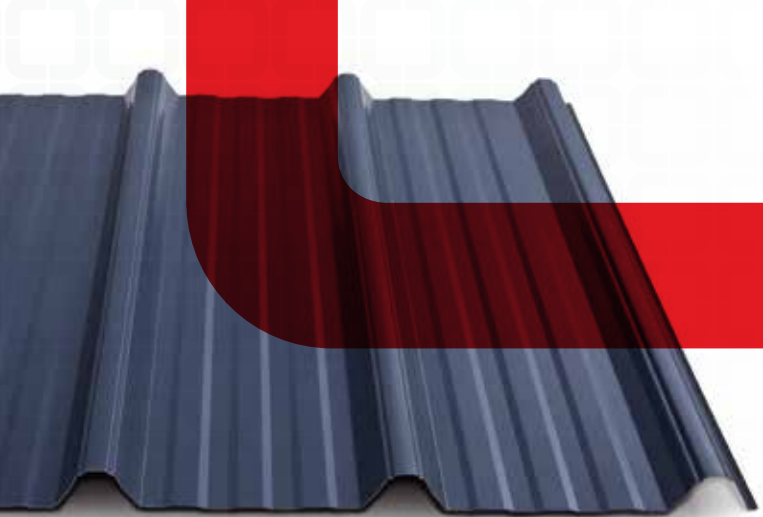
Seismic SE is available today from Steel & Tube's Industrial Service Centres around the country. For more information, visit www.steelandtube.co.nz.

Seismic SE lap



Seismic SE diameter and spacing





ST963

Intense R&D yields stronger roofing profile

Finding the right profile metal roofing can be a tricky business – engineers want a good combination of strength and durability, architects want the right design to work with the building's aesthetics and contractors want something that's simple to work with.

Steel & Tube's new ST963 roofing profile is an alternative to traditional high-rib profiles that brings these performance, design and workability elements together.

But that combination was not just a lucky guess. The process began by whittling numerous concept designs down to seven profile candidates. After computer modelling and theoretical analysis, a shortlist of four profiles proceeded to hand prototyping and the first round of physical tests in real metal.

Two designs emerged to enter the final stage, where engineers created accurate prototypes using volume manufacturing plant in order to conduct a battery of precise point-load, wind-uplift and other real-world tests. Following a rigorous research and development programme, Steel & Tube engineers produced ST963 with its distinctive high rib profile, greater strength and superior buckling resistance.

"Most profiles in New Zealand tend to be similar, but ST963 is radically different," says Dave Stampa, National Manager for Steel & Tube Roofing.

"The rib design enhances strength to resist stresses at the top of the rib, while the concave web increases buckling resistance and contributes to increased bending stiffness."

Dave says that although ST963 was originally intended for use in commercial and industrial settings, several architects have expressed interest in the product's aesthetics and have suggested that they could also use it as an attractive residential roofing product.

At 963mm, ST963 has a wider cover-to-strength character than any comparable profile and is more cost effective because it uses metal more efficiently and can be installed over a larger area in a shorter period of time. It's also easier to work with – a stronger profile means it's less likely to be damaged during installation or later on in the construction process.

ST963 is available in the same materials, thicknesses and colours as Steel & Tube's current commercial range of profiles available on the New Zealand market. For more information, visit www.stroofing.co.nz.

Eighty years in the wire trade

This year, Steel & Tube celebrates the 80th anniversary of its popular Hurricane product range.

Hurricane. It's an iconic Kiwi brand that doesn't sound out of place in the same breath as the likes of Swannndri, Tip Top and Fisher & Paykel.

It's become synonymous with fencing in New Zealand and it calls forth images of innovative Kiwi know-how and rugged reliability, and it embodies, quite literally, the quintessential Number 8 fencing wire attitude that so many Kiwis hold dear.

But it was not always this way, of course.

Hurricane can trace its origins back to 1932 when William Ullrich established a modest business in Petone manufacturing fencing products for the local farming community. Business was slow in depression-era Wellington, until ownership of the company transferred to William's nephew Fred Ullrich in 1936 and the history of Hurricane began in earnest.

In the decades that followed, Fred steered the company through a series of wildly successful products, overseas investments and takeovers of key competitors in New Zealand. By the 1980s, Hurricane was a household name.

Today, Hurricane continues to provide a comprehensive range of rural fence and gate

solutions, so don't be surprised if the brand finds its way into the vernacular of the next generation of young Kiwis.

As the tagline says, "Hurricane. Built to last."



- › FARM GATES
- › GATE FITTINGS
- › FENCING WIRE

Steel & Tube is coming to Fieldays!

We're proud to announce that Steel & Tube will be at the 2012 National Agricultural Fieldays from 13–16 June.

We know how important our rural customers are to our business and it's a good time to meet you and find out more about your requirements.

We're sponsoring the Tractor Pull Competition, so there'll be plenty of action to keep you and the family entertained and we'll have a wide range of our existing and some new products on show for you to check out as well.

We're easy to find at the west end of Fieldays at Mystery Creek, so come on down and say hello – we look forward to meeting you.

Fieldays®
13-16 June 2012

View this map online at fieldays.co.nz



Fieldays | 2012
48th New Zealand National Agricultural Fieldays
Mystery Creek | Hamilton | New Zealand | 13th - 16th June 2012

st steel&tube

TAKE THE IRRITATION OUT OF COMPLIANCE

Steel & Tube has extended its popular Chain and Rigging on-site testing service to make compliance easier and more convenient than ever.



We all know that unsafe lifting equipment or practice poses a serious hazard to health and safety. In the event of a failure or accident, unsafe equipment or poorly trained personnel can cause expensive damage, serious injury or even death.

That's why the law requires employers to certify their lifting equipment every year and ensure their operators are always up to date

with the latest training. But keeping track of complex inspection schedules and training rosters can be a real headache.

Steel & Tube's new reminder service takes the hassle out of compliance. We'll keep track of your equipment and training obligations and send you a reminder a month before your compliance is due to expire. We can even schedule a trainer or one of our mobile testing vans to visit your site and carry out a refresher course or compliance inspection, all in the nick of time.

In other words, we remember so you don't have to. It's just one way that Steel & Tube makes your life safer and more convenient. For more information, call **0800 100 260** or visit www.steelandtube.co.nz.

STEEL & TUBE OFFERS THE LAST WORD IN FASTENERS

The first thing you notice when you look at an Excalibur screwbolt is the unusual thread.

This twin-helix pattern is the secret behind the screwbolt's ability to anchor directly into any solid substrate. The thread gives the one-piece anchor extraordinary shear and tensile strength performance without the need for expanding plugs or shields like traditional fasteners.

So how does it work? As the bolt is screwed into the hole, the boron-steel double-helix thread cuts a track that grips the substrate material without expanding. This makes it particularly useful when placing an anchor near the edge of a concrete slab, because there is no radial stress exerted on the material and no cracking of the slab.

Excalibur screwbolts can self-tap through reinforcing bars, concrete, bricks, marble, timber, steel and almost any other solid building material in use today.

They have greater shear and tensile strength with shallower embedment when compared to a sleeve anchor, which allows the use of smaller diameter bolts for the same anchor performance.

Excalibur®
SCREWBOLTS



On the same concrete test slab, a sleeve anchor snapped at only half the load of an Excalibur screwbolt.

If a mistake is made, a screwbolt can be removed quickly and cleanly by reversing the drive. It's one piece, so it doesn't leave a sleeve, shield or wedge behind, and can be replaced in the original location without compromising the strength of the anchor point.

Steel & Tube holds the exclusive agency for Excalibur screwbolts in New Zealand and can provide the product in a wide variety of formats. Hex, eye, hook and countersunk head styles are all available in sizes ranging from 6mm to 20mm in diameter. Standard screwbolts are zinc plated and yellow passivated, although galvanised plating and other specialist protections are available upon request.

For more information and to check out the strength, convenience and versatility of this one-piece universal anchor, visit www.steelandtube.co.nz.

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STRONGER IN EVERYWAY

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