

# CASE STUDY

## Advanced Fuel Tanks



**CATEGORY:**  
Manufacturing

**LOCATION:**  
Dandenong, Victoria

**PRODUCT:**  
XLERPLATE® steel

## Quality Wins

**Building a reputation for quality has proved to be a winning strategy for a new established Melbourne fuel tank manufacturer.**

When the opportunity arose to establish a bulk fuel tank manufacturing business in Dandenong early this year, Anthony Turner was confident he could make a success of it.

After all, he knew the clever designs and commitment to quality developed by his business partners who had already made a success of Advanced Fuel Tanks in Christchurch, New Zealand.

Anthony was then the General Manager of a Melbourne company which fabricated tanks under contract for Advanced Fuel Tanks' Australian customers.

Fast forward and he is now in partnership with the New Zealand company's founders, has established an Australian arm of the company and is winning a steady stream of orders, especially from resource industry participants.

Advanced Fuel Tanks is Australasia's leading designer and manufacturer of self-bunded above ground fuel tanks, used worldwide for the storage of diesel, petrol, aviation fuel, oil, solvents, chemicals and other hazardous substances.

**Xlerplate®**



"We make tanks from 1,000 litres capacity up to 18.5 metre long, 150,000 litre storages," Anthony Turner said.

"Our tanks are 100% Australian made from BlueScope Steel and we compete successfully against local manufacturers and about half a dozen suppliers who are selling imported tanks made in Thailand, China and Malaysia."

Advanced Fuel Tanks has its focus fixed very strongly on the use of the best available steel from a supplier able to add value and supply chain efficiency, to compete against imported tanks which are usually built to a price rather than a standard.

It uses Grade 250 XLERPLATE® steel supplied by BlueScope Distribution in 6mm and 8mm thicknesses.

"That's important to us because it is a quality local product," Anthony said. "We strongly promote our local fabrication using Australian steel from BlueScope Steel because it supports the local economy. We're going against the trend in manufacturing and we are succeeding."

To simplify Advanced Fuel Tanks' fabrication tasks, BlueScope Distribution carries out final cutting of the 3.2 metre by 12 metre plates and has them rolled to the required shape before they are delivered to the company's workshops.

The completed tanks shipped to customers from Dandenong are not just supplied with a promise of quality, they are delivered with comprehensive documentation.

"Some of our competitors only supply a PS2 statement, which is a single piece of paper stating that a tank complies with the relevant Australian Standards," Anthony Turner said.

"By contrast we put together a complete manufacturing data report of about 70 pages for each tank. In that we list our welding

qualifications, detail our welding procedures and include all the BlueScope Steel material test certificates for the plates used.

"All our paint reports and all the NDT reports including those on the lifting lugs as well as MAG particle testing on our welds are disclosed so that customers can be certain of the integrity of each tank's design and fabrication."

It's early days yet, but the new business is already winning contracts to supply tanks to first tier mining and drilling companies and the contractors which work for them.

"We are chipping away and getting our name out there," Anthony Turner said. "We're currently supplying projects in Queensland and WA, including one order of four skid-mounted 100,000 litre diesel tanks which are designed to be regularly moved around mining.

"An international energy company with operations in New Guinea contacted us recently because they said their due diligence investigations had revealed very good reports out in the industry about our quality and our service," Anthony concluded.

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