

CASE STUDY

Briteforce



CATEGORY:
Manufacturing

LOCATION:
Midvale, Western Australia

A force to be reckoned with

In a highly competitive market, West Australian based manufacturer Briteforce is rapidly making a name for itself based on an unwavering commitment to innovative design, quality workmanship and a product that continues to exceed customer expectations.

45 year old Michael Mailo started Briteforce 5½ years ago when he saw an opportunity for, in his words, “a quality built light tower that not only had superior performance, but was also economical to run and easy to repair.”

With a background in metal fabrication Michael had spent years designing and building light towers for others.

“While I gained a lot of valuable experience working for others I had my own ideas about what I thought was a better way to design and build a light tower,” said Michael.

“I also knew that I could have a real point of differentiation between my designs and others on the market if I focussed on the quality of every aspect of my product.”

STEEL EFFICIENCY
REVIEW™

BRITEFORCE

So in 2007 Michael and his wife Maria, established Briteforce and set about designing and manufacturing their own range of premium, transportable light towers.

In the first year Michael designed and built around 60 machines and since that time has supplied over 700 light towers.

A key difference between Briteforce towers and other products is the modular approach Michael has taken to the design of his towers.

“Every one of the 700 towers we have made is based around the same fundamental modular components,” explained Michael.

“We’ve used the same core parts on all of our machines since we started production and designed the modules so that in the unlikely event of a failure the less critical, cheaper components would fail before the more expensive hardware items in a module.”

This not only means repairs and maintenance is less expensive, but the ability to quickly replace a full module reduces the time and expertise required thereby minimising potentially costly down time.

Briteforce light towers are specifically designed for use in the demanding work environment of Western Australia’s mining industry.

“Our light towers are mine rated and our customers include some of Australia’s largest companies,” stated Michael.

“Miners are looking for maximum utilisation, safety and ease of operation from all of their assets and our lighting towers are no exception.”

In response to the needs of their mining customers the Briteforce range of light towers are all fully-automated with no manual controls or adjustments. Once in position only a flick of a switch is needed to extend and position the lighting tower arm and make the lighting tower operational.

“Some lighting towers need considerable manual handling and adjustment to prepare them for operation which can not only lead to damage through operator error, but can pose safety risks to the operator,” commented Michael. “Our towers are designed to make set-up and operation as easy as possible.”

Even with a premium product and strong relationships with his customers Michael is not one to rest on his laurels and is always looking to improve his designs and forge into new market areas.

“Many of our customers are increasingly looking to their suppliers to deliver more sustainable, environmentally friendly products,” said Michael.

In response Briteforce are currently introducing a new lighting system based on LED technology to their existing light tower range.

“LED’s have the advantage of using less fuel, therefore less

emissions and lower cost for the operator,” explained Michael.

“Also, because LED’s operate at a lower voltage there’s no requirement for the quarterly test and tag required for higher voltage equipment and the LED globes we’ve chosen are expected to last the life of the lighting tower so we’re delivering real operational cost savings to our customers.”

In another market led initiative Briteforce are also expanding their range to introduce a compact, more cost effective tower that Michael hopes will enable him to not only expand his business domestically but also into burgeoning offshore markets.

Recently, BlueScope Distribution Account Manager Dan Edwards lead a Steel Efficiency Review of Briteforce.

“The Steel Efficiency Review is a process we use to help us better understand a customer’s business and together develop new ways of working together for mutual benefit,” explained Dan.

The 5 stage Steel Efficiency Review process has been derived from the Toyota Way, the fundamental guiding manufacturing philosophy developed by Toyota and used globally across its business.

“The process starts with a detailed discussion about the customers’ business and in particular where and how our products and service interact with their business processes. Following this discussion we then undertake a site inspection to see for ourselves how our product flows into and through the customers’ production processes.

“Our customers often find that having a different set of eyes looking at their business can identify small changes and improvements that are missed when you are immersed in a business 24/7.”

The final step of the Steel Efficiency Review is to consolidate the findings from the discussions and site inspection and present the customer with recommendations on actions that both BlueScope Distribution and the customer can take to gain production efficiencies.

“One of the things we bring to these reviews is the experience we’ve gained working with hundreds of manufacturers over the years,” said Dan. “While we of course don’t give away any secrets, when you’ve seen that many manufacturing operations you get a sense for some of those basic underlying factors that lead to waste and inefficiencies in a business.”

“It was great having the BlueScope Distribution team visit us and undertake the SER review,” said Michael. “When you’re working in your own business day in and day out its sometimes difficult to step back and rethink the way you are doing things. Being able to draw on BlueScope’s years of experience is invaluable when you’re trying to grow your business and pursue new opportunities.”

For more company information visit www.briteforce.com.au

Phone: 13 72 82

www.bluescopedistribution.com.au

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