

CASE STUDY

Fencing And Gate Centre



Fencing and Gate Centre's Chris Ford (centre) with David Maxwell and Tim Mason from BlueScope Sheet Metal Supplies.

CATEGORY:

Manufacturing

LOCATION:

Minchinbury,
New South Wales

PRODUCT:

COLORBOND® steel

COLORBOND® steel A Game Changer

The news has been all good for rapidly growing manufacturer and distributor, Fencing & Gate Centre, since it made a strategic switch to COLORBOND® steel nearly two years ago.

Since that decision the company has expanded from its western Sydney base to tackle the Queensland market and has enhanced its reputation by leveraging the strength of the BlueScope brand through its relationship with BlueScope Distribution.

Director and owner Christopher Ford joined Fencing & Gate Centre in 1996, having already accumulated extensive sales and installation experience in the fencing industry.

"The company rollformed its own products from 1994 to 2001," Christopher Ford said. "We resumed in 2009 as part of our determination to become a one stop

fence shop, capable of dealing with an increase in customer demand for competitively priced, quality product.”

The company’s focus on quality products and a strong emphasis on customer service and has allowed it to become one of the largest manufacturers and distributors of quality fencing products in Australia.

Its extensive range of fencing styles includes pool, boundary, garden fencing, glass fencing, balustrades, automatic gates and security fencing in a wide range of colours.

Using damage resistant packaging and careful handling systems, it has shipped fencing products all over Australia. Recent large estate fencing installations have occurred at Ropes Crossing in Sydney and Bellevue Estate in Mudgee.

Christopher Ford has gathered around him a highly efficient and dynamic team of employees who take pride in the quality of product and service provided.

The company’s commitment and vision is to continue to produce and supply the latest quality products, increase manufacturing efficiency, reduce costs, and enhance quality to better serve customers’ needs.

It was with those aims in mind that Fencing & Gate Centre reviewed its steel supply arrangements for its top selling OzzyBound steel privacy fencing in 2011 and switched to using 100% Australian made COLORBOND® steel.

Fencing & Gate Centre maximises its market coverage by offering supply only or supply and installation options, together with no-obligation onsite quotes.

OzzyBound steel privacy fencing developed by Fencing & Gate Centre has achieved popularity, especially from installers because of the large C section post which is a key element of the system and for ease of installation.

“The changeover to using Australian made COLORBOND® steel has provided multiple benefits for the company, as well as for our dealers and customers,” Christopher Ford said.

For Fencing & Gate Centre it has given the company a great opportunity to further differentiate its suite of products on the basis of quality material and manufacturing processes.

The COLORBOND® brand’s premium prepainted product status has also contributed to driving volume growth in the market space.

Switching to COLORBOND® steel opened up marketing

and advertising opportunities associated with utilising the brand equity in COLORBOND® and Fencing & Gate Centre participation in the Steel Supplied By BlueScope program has helped maximise exposure.

BlueScope Distribution has worked closely with Fencing & Gate Centre to ensure its requirements are met.

“Early last year we undertook a Steel Efficiency Review at Fencing and Gate Centre,” explained Tim. “Using the powerful SER process we were able to identify a number of opportunities where we could deliver real value for our customer.”

The Review process identified handling improvements that could be achieved by moving to a different feed coil size and additional improvements by changing the way BlueScope Distribution placed dunnage on its slit coil packs.

The Steel Efficiency Review also identified benefits available to both businesses by implementing BlueScope Distribution Inventory Assistance Scheme.

The Inventory Assistance Scheme adopted for the business ensures a consistent supply of material across the wide COLORBOND® steel colour range. Fencing & Gate Centre manufacturing activities consume large volumes of COLORBOND® steel coil.

The Inventory Assistance Scheme allows Fencing & Gate Centre to free up capital previously tied to inventory without compromising manufacturing efficiency.

“It allows us to keep our stock levels up at Minchinbury, at our warehouse in Silverdale and at our Queensland premises at 3281 Logan Road in Underwood,” Christopher Ford said.

“Customers can pick up stock from any site from 7am to 5pm Monday to Friday and up until 1pm on Saturdays.

“By basing our boundary fencing on COLORBOND® steel we have ensured we have readily available stock of the best quality, with competitive pricing for an easy to use product.”

For more company information visit:
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www.bluescopedistribution.com.au

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