

CASE STUDY

Sun Ray



CATEGORY:
Manufacturing

LOCATION:
Brisbane, Queensland

PRODUCT:
COLORBOND® steel

A Shining Success

Solar hot water system manufacturer Sun Ray took a shine to BlueScope Distribution ten years ago and is now making global inroads with the help of our expert export team.

Sun Ray's story began in the late 1970s, when founder Claude Guérin became the New Caledonian dealer for an Australian manufacturer of solar water heaters. The first products, imported from Australia in 1979, proved to be such a great success that the decision was taken to manufacture them in New Caledonia.

In 1983 Sun Ray's first solar hot water systems were produced in New Caledonia, utilising Australian technology and supervision. Sun Ray's systems received the label of quality manufacturing from French certifying body CSTB, for the tanks in 1989 and the panels in 2004, and Sun Ray commenced its expansion around the world.

In 2007, to control quality and stay at the cutting edge of solar water heating technology, Sun Ray established their research and development lab, Sun Ray R&D, and at the beginning of 2010 the company launched its first Sun Ray-owned subsidiary in Australia to deliver to the Australian market.

Colorbond®



Sun Ray's products have been so well received in Australia that it is now represented around the country through a network of dealers.

For 10 years, BlueScope Distribution Export has made the cut for Sun Ray with COLORBOND® steel.

To meet the demands for a quality product, Sun Ray enlisted the help of BlueScope Distribution Export to provide ready-cut COLORBOND® steel sheets for use in their tanks – a partnership that has seen BlueScope Distribution Export supply cut steel to Sun Ray for 10 years now.

BlueScope Distribution Export has proved a valuable partner to Sun Ray in its growth, as Market Development Manager - Export, Lawrie Cheung, explained.

"Sun Ray opted to approach BlueScope Distribution in Australia because we offer reliability, outstanding service, competitive pricing and exceptional export experience and capabilities," Lawrie Cheung said.

"We've now been working with Sun Ray for over 10 years, supplying COLORBOND® steel sheets, cut specifically to size for their range of tanks, to meet their growing manufacturing needs."

With a superior oven-baked finish that resists peeling, chipping and cracking, just as it does for roofing, COLORBOND® steel provides a high-performance, durable solution for Sun Ray's solar hot water system tanks.

"COLORBOND® steel is the perfect product for our solar hot water systems," Sun Ray Managing Director, Williams Danger, said. "At Sun Ray we manufacture very high quality systems and COLORBOND® steel is a durable, high quality product that meets our very demanding standards for performance."

Residential Sun Ray thermosiphon solar hot water systems, with roof-mounted tanks, come in six sizes and seven COLORBOND® steel colours including Dune®, Surfmist®, Pale Eucalypt®, Deep Ocean®, Headland®, Night Sky® and Citi®. Sun Ray thermo circulated solar water heaters, featuring roof-mounted panels with remote tanks, come in two sizes in Dune® colour.

Excellence in Export Support

BlueScope Distribution Export offers comprehensive supply and service solutions across all BlueScope Distribution products and services, currently delivering to destinations including the South Pacific and Pacific Rim, South East Asia, China and Sri Lanka.

Specialising in Forward Purchasing Agreements, Vendor Managed Stock Arrangements and Major Project supply contracts, BlueScope Distribution's export team is a valuable partner with extensive capabilities and experience supporting the mining industry, the heavy engineering industry, the transport industry (both heavy and light) and the piping industry.

Strategically based in Brisbane, the BlueScope Distribution Export business unit is close to major port facilities for both break bulk and unitised shipments and is in close proximity to the major service and manufacturing centres of the BlueScope Steel network.

"Our exports unit is manned by people with years of experience in international trading, not only adept in the supply of steel and metal products and services, but also aware and capable of dealing with the specific demands of export and international markets," Lawrie Cheung said.

From bulk supply of high quality steel plate to the airfreight of a small, single, specialised valve to the remotest location, BlueScope Distribution Export has the resources, experience and commitment to satisfy every metal supply requirement for any customer, just as they have for Sun Ray for the last decade.

"This has been a great working partnership between BlueScope Distribution Export and Sun Ray throughout the company's growth and now in its expansion into Australia, Asia, Europe and the Pacific," Lawrie Cheung said.

Williams Danger is equally pleased with the business relationship, echoing Lawrie's sentiments.

"Working with BlueScope Distribution Export has always been a pleasure," Mr Danger said. "Lawrie and his team always work hard to expertly meet our every need and I am looking forward to doing business with them for many years to come."

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