

CASE STUDY

Toro waste Equipment



Michael McLead and Matthew Bryant from Toro Waste Equipment with Tim Mason from BlueScope Sheet Metal Supplies

CATEGORY:
Manufacturing

LOCATION:
Sydney, New South Wales

PRODUCT:
XLERPLATE® steel
Hot rolled steel

Toro's 'bin' a great success

A shared passion for quality and a desire to support Australian manufacturing is the platform for a true business partnership between innovative manufacturer TORO Waste Equipment and BlueScope Sheet Metal Supplies.

With head office in Sydney and branches across the country TORO Waste Equipment manufactures steel bins for waste management, recycling, mining and other industries.

"Our steel bin range includes Hooklift, RORO, Compactor, Marrell Skip, Front lift, Rear lift, Crane and Forklift Tippler," explained co-owner Matthew Bryant.

"We manufacture all sizes of steel bins from the small skip bins you see in front of suburban homes for the weekend clean-up all the way up to very large capacity bins used for transporting iron ore to cargo ships."

While coy about naming their specific customers Matthew says that TORO Waste Equipment supplies bins to many of Australia's best known waste management and materials transportation companies.

STEEL EFFICIENCY
REVIEW™

Xlerplate®



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Matthew and his business partner (and long time friend) Michael Leong started TORO Waste Equipment in 2005 with, in his words, “one order of 100 bins”.

“Together we made every one of those 100 bins from scratch,” explained Matthew. “We spent many hours cutting, welding and spraying that first order.”

Since then the company has achieved steady year on year growth, mainly through word of mouth referrals.

When asked what he thought was behind this strong performance Matthew explained the importance of customer service and being able to offer customers more than just a standard steel bin.

“Both Michael and I have a background in this industry so we know the basic requirements that everyone needs,” explained Matthew.

“However Michael also has a background in industrial design and for our customers that means we are able to tailor and design bins to suit each customers individual requirements.

“In many cases we are providing more than just a container, we’re supplying a material handling solution.”

Michael Leong added, “We believe we manufacture the world’s best industrial bins. “We continually develop our bin design, focussing on improving durability, usability and transport efficiency.”

Matthew and Michael’s strong commitment to Australian manufacturing has seen the development of a strong business partnership with BlueScope Sheet Metal Supplies.

“BlueScope has been with us almost from the first day,” said Matthew.

Whilst acknowledging that they dabbled with imported steel in their early days Matthew and Michael soon came to appreciate the importance to the business of a quality local supplier that they could partner with for the long haul.

“Material from BlueScope is synonymous with a guarantee of exceptional quality and consistency,” said Matthew.

“Not only are our bins compliant with Australian Standards but we also see the quality of our product as one of our core competitive advantages, so using quality product from BlueScope is synergistic with our overall strategy and product reputation.”

BlueScope supplies TORO Waste Equipment with a range of steel products with XLERPLATE® steel and hot rolled steel being at the core of their ongoing requirements.

BlueScope Sheet Metal Supplies Account Manager Tim Mason has been working with TORO Waste Equipment since 2009 and in that time has seen the business transform and grow from a small two man operation to now being a significant steel manufacturer employing more than 20 people.

Early in 2012 Tim lead a BlueScope Sheet Metal Supplies team to undertake a Steel Efficiency Review looking at TORO Waste Equipment’s steel handling and processing requirements.

“By working together through the SER process we were able to develop an overall supply package that provides both efficiency and cost benefits,” said Tim.

By gaining a good understanding of TORO’s business and processing requirements BlueScope Sheet Metal Supplies has been able to develop a supply package that includes standard product stockholdings and JIT deliveries, cut-to-length materials and customer processed plate.

“We maintain a working partnership with TORO Waste Equipment to achieve mutually beneficial outcomes. We’ve worked closely with them to reduce their waste by providing special cut-to-size material that we process and hold on the floor and deliver as required. This provides both efficiency and cost benefits through a supply solution that benefits both parties,” explained Tim.

“TORO Waste Equipment has been one of those great success stories that you get in the Australian manufacturing industry. A couple of ordinary guys with an idea and the passion and drive to bring it to life.”

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

Phone: 1800 010 247

www.sheetmetalsupplies.com.au

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