



A Sharpening **FOCUS**

INDUSTRIAL GALVANIZERS STARTED AS A FAMILY GALVANIZING AND MANUFACTURING BUSINESS IN HEXAM, NSW, IN 1968.



Foot & Bikeway Bridge



Normanby Bikeway

In 1978, the company constructed what was then, and still remains today, the largest galvanizing bath in Australian history. Operations extended to Brisbane and Sydney, with the acquisition of structural galvanizing plants in both centres. Following a company takeover by Delta Group Australia, Industrial Galvanizers was able to add galvanizing plants in western Brisbane, Port Kembla, Melbourne, Perth, Launceston, and Townsville to its ever-growing portfolio of facilities.

Today, the company has the capability to galvanize over 150,000 tonnes of steel annually through its nine operational plants. Experienced employees are able to consult with clients to provide individual solutions to individual needs. Technical advice is provided in regard to design suitability for galvanizing, project scheduling, transport, and many other project-specific issues.

Evidence of a superior service is the Industrial Galvanizer's Coating Guarantee Program, which offers a 50-year warranty on specific projects and provides customers with long-term product quality assurance. By committing to best practice throughout the entire company, Industrial Galvanizers has become recognised as the market leader in the galvanizing industry.

Although forecasts for economic growth in the short term appear conservative from a company perspective, Aaron Raadschelders, Maintenance Engineer for Industrial Galvanizers, believes that in the current climate it is vital to take advantage of all opportunities. "We take on any suitable opportunity which will consolidate our operating expenses, as this helps protect our profit margins," he explains. "Rationalising our consumables to ensure volume efficiencies with our suppliers impacts significantly on our buying power."

A unified approach to purchasing has been implemented within the company as a result of a thorough analysis of the function within the business. "Once, where purchasing was seen as an individual site function, we are now approaching our purchasing options as a group," says Aaron. "In turn, there have been significant gains in volume buys across the group as a whole."

Because of the variety of products and services being sourced by the company, Aaron notes that, although savings are important, this focus cannot jeopardise quality. "We expect competitive pricing for widely available, more-established items," Aaron explains. "However, when sourcing new or speciality ►


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AARON RAADSCHELDERS

items, it is important to first look at product quality, as reliability and customer satisfaction is paramount.”

“Industrial Galvanizers likes to align its business with suppliers that demonstrate excellent support services and clever design,” Aaron notes. “Being 100 per cent aware of a supplier’s reputation can give clear insight into where you might end up five years down the track. We promote best practice and feel this value should also be important to our suppliers.”

It is vital for any company to realise that the organisation of external stakeholders within business is never straightforward. “We are prepared to take a long-term approach and face the challenges that supply-chain management involves,” Aaron says. “Being able to effectively communicate with your suppliers, specifying exactly what you want and when you want it, goes a long way. If you can understand exactly what it is you are asking for in the first instance, you will have a better idea of what you might end up with.”

Combating economic pressures by aiming high and pursuing tough targets, Industrial Galvanizers is using industry experience and knowledge to further expand its business during challenging times. “Our relationship with suppliers remains strong. Most have jumped on board and have seen our sharpening focus as a positive step that will benefit both entities into the future,” Aaron finishes. 



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