



MURPHY'S FARM WATER CART  
J. FURPHY AND SONS  
MAKERS  
SHEPPARTON  
VIC.

SPIKE ROLLERS  
FLOUGH WHEELS  
SPECIAL STEEL SPARES  
SWINGLE-TREES  
FIELD GATES  
FARM PLOUGHS  
VIC.

DOYD BETTER - BEST  
NEED LET IT REST  
TILL YOUR GOOD IS BETTER  
LET YOUR BETTER - BEST.



# Defining Quality

ESTABLISHED IN 1864, J. FURPHY AND SONS REMAINS A FIFTH-GENERATION, FAMILY-OWNED BUSINESS OPERATING OUT OF SHEPPARTON, VICTORIA.

Engineering is at the core of this nationally renowned company, and is the main foundation for the growth and current business profile J. Furphy and Sons experience today. The multidivisional company is split into three sectors – Furphy Engineering, Furphy Galvanizing and Furphy Laser – which,

when combined, work together to form a unique Australian one-stop metal fabrication and services facility.

As one of Australia's leading suppliers of tanks and vessels, Furphy Engineering has capability in carbon, stainless and duplex steels, with a client list that includes a broad range of

national and international organisations.

Furphy Galvanizing offers fabricators in the Goulburn Valley and surrounding regions a prompt and reliable service, with the ability to complete all customers' hot-dip galvanizing requirements. This service is complemented by their reliable ►



**“IN OUR GAME, YOU LIVE AND DIE BY YOUR SERVICE AND QUALITY.”**  
**ADAM FURPHY**



pick-up/delivery service, which can guarantee a customer’s steel is at the right place each and every time.

The laser division of the company focuses on providing customers with a complete metal component supply service incorporating laser cutting, folding, rolling and fabrication. A reliable team is permanently on hand to provide individual solutions to all metal component requirements, aimed at cutting customer costs and improving the end product’s design.

With a client base that represents many reputable multinational and domestic companies, J. Furphy and Sons service the food, dairy, brewing, chemical, manufacturing, and oil and gas industries. The company has also made a mark as Australia’s largest manufacturer and exporter of galvanizing kettles. This niche product line, critical to the hot-dip galvanizing industry, sees J. Furphy and Sons compete on a global platform against organisations from Europe, Asia and USA, showcasing the height of their industry capability and experience.

Adam Furphy, Managing Director at J. Furphy and Sons, believes that it is

fundamental to the ongoing success and sustainability of the company to meet the quality and service requirements of each and every customer. “In our game, you live and die by your service and quality,” he says. “We must meet all delivery and quality expectations of the customer. This is where a supply chain management system is crucial. If we are let down by our supply chain, it puts undue pressure on the business to try to meet our customers’ own supply chain issues.”

Known throughout the industry as one of the most versatile and innovative companies, J. Furphy and Sons look to partner with suppliers that exhibit similar values. “We are looking to work with organisations that understand what we are aiming to achieve as a business and that can look into the future. When issues do arise, having a long-term, shared view of the road ahead makes all the difference in achieving a solution,” explains Adam.

A mixture of price, delivery and quality comprise the main factors considered during the decision-making process when sourcing individual orders for items and also longer-terms

relationships. “Realistically, we are looking for strong performance in all three of these areas,” Adam mentions. “We are based in Shepparton, so we are in a smaller location and tend to have more intimate relationships than what you would expect in a metropolitan area. We have a large supplier base; however, we are lucky enough to know many of the people involved in these organisations personally, and this adds to the relationship and enjoyment of doing business.”

J. Furphy and Sons often rely on suppliers for technical support and information, depending on the product being provided. “This is another positive aspect of having a close relationship,” Adam adds. “We can work with the supplier or their industry association which might be a repository of the technical information that we are seeking. The majority of our suppliers are fairly large organisations who have a lot of capability, and therefore we rely on them for more than just the supply of a product.”

The organisation of all external stakeholders, whether they be for products or services, must be efficient in order for J. Furphy and Sons to produce the items they manufacture. Although the products they create are fairly simple, they involve a large range of different suppliers all feeding into them. Timelines don’t change because of their regional location, so making sure they have materials at the right time is crucial for the production process.

Because of their location, J. Furphy and Sons tend to show preference to local suppliers where possible, as this is usually more time efficient. “There are benefits for both companies, through less delivery expenses and smaller resolution cycles for any issues that arise,” Adam says. “That’s why we like buying local. We would love for all of our suppliers to have their head office in Shepparton – obviously this isn’t going to happen – and it’s important to note that location is only part of the package; you have to get the big things right as well.”

Adam believes that their supply chain review process is well structured, yet quite informal. “We monitor our suppliers on a regular basis. As most of our major suppliers are on a regular cycle of delivery, we are able to give feedback fairly quickly if there are any issues,” he says. “We have some broad-brush contracting pricing, and formulated service level agreements in some cases, but often the most effective supply chain review comes down to the personal relationships that exist between staff in the organisations.”

J. Furphy and Sons strive for growth and expansion within their business, and that relies heavily on the suppliers coming along for the ride. Suppliers need to meet the demands put on them so that the company can meet its clients’ requirements for a quality product. “Partnership and shared vision are key phrases used within our supply chain, and this type of relationship should benefit J. Furphy and Sons, our suppliers – and, most importantly, our customers – well into the future,” Adam concludes. 

D R May Inspections Pty Ltd was established in August 1996 to provide professional non-destructive testing (NDT) and inspection services, to the petrochemical and general industries.



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Ph: 03 5275 3339  
Mob: 0425 768 472

Fax: 03 5275 0585

E-mail: [drmay@bigpond.com](mailto:drmay@bigpond.com)

[www.drmay.com.au](http://www.drmay.com.au)