

# CASE STUDY

Burder Industries



**CATEGORY:**  
Manufacturing

**LOCATION:**  
Wangaratta, Victoria

**PRODUCT:**  
TRU-SPEC™

## BlueScope Distribution and TRU-SPEC™ Coil Plate Steel give Burder Industries a lift

Burder Industries manufacture a broad range of front-end loaders, forklifts, trenchers, "Smart Hitch" equipment and hay handling machinery for use with agricultural tractors and loaders. They have built over 2000 front-end loaders in the past 15 years at their manufacturing plant located in the north east Victorian regional centre of Wangaratta.

With over 50 employees, and with the help of BlueScope Distribution, the company constantly strives for excellence in service, product finish and customer accountability, engendering a philosophy of continuous improvement.

TruSpec™



*Overall, with our production processes, we are finding that TRU-SPEC™ Coil Plate steel is very much a superior product.*



Adam Fendyk, General Manager of Burder Industries said there were a number of advantages associated with using TRU-SPEC™ Coil Plate steel, as well as dealing with BlueScope Distribution as a company.

“The proximity of the Lavington BlueScope Distribution outlet – about 75kms from our factory – is an important factor for us,” Fendyk said.

“Also, their willingness to negotiate terms and conditions that suit our manufacturing schedules also helps keep Burder Industries working closely with BlueScope Distribution.

“We’ve had an ongoing relationship with BlueScope Distribution for the past 20 years now, with the last eight of those years giving way to a much closer level of co-operation.”

However, it’s not just geographic location and the overall flexibility of BlueScope Distribution that lies at the crux of this successful partnership – the superior technical attributes of TRU-SPEC™ Coil Plate steel are also providing numerous advantages to the steel fabricator.

“We’re finding that the thermal stability of TRU-SPEC™ Coil Plate steel is much better than ordinary mild coil steel when it comes to fabrication on our plasma machines,” Fendyk said.

“The superior self-levelling and thermal stability qualities of TRU-SPEC™ Coil Plate steel are quite noticeable. Unlike ordinary mild steel coil, when you apply a plasma cutter or a plasma drill there is no bowing, no warping and no surface speckling.

“Even when we put TRU-SPEC™ Coil Plate steel through our metal presses for bending, we find that it’s easier to work with.

“Overall, with our production processes, we are finding that TRU-SPEC™ Coil Plate steel is very much a superior product.”

According to BlueScope Distribution Account Manager Krystal Storey, there are a number of advantages associated with using TRU-SPEC™ Coil Plate steel over grades of mild steel.

“TRU-SPEC™ Coil Plate steel gives excellent product quality and unprecedented consistency, especially for applications requiring further processing down the line,” Storey said.

“TRU-SPEC™ Coil Plate steel was a natural progression for Burder Industries – they were original and long-time users of BlueScope’s XLERPLATE® steel range of hot rolled plate products. Now with the general phasing out of that range, the company has found that it has an even better product in TRU-SPEC™ Coil Plate steel.

“TRU-SPEC™ Coil Plate steel is truly a unique steel product which we developed with the help of global leaders in stretch-levelling technology, including US companies Leveltek International and The Bradbury Group. It allows us to provide customers with an industry-leading standard of consistently flat and memory-free steel coil plate.

“TRU-SPEC™ Coil Plate steel’s memory-free and self-levelling properties are particularly useful for companies like Burder Industries who use plasma cutting. The inherent qualities of TRU-SPEC™ Coil Plate steel allows a plasma cutter to slice through that HA350 Grade mild steel like a hot knife slices through butter.

“Although it’s been on the Australian market for only about six months now, TRU-SPEC™ Coil Plate steel is already having significant positive impacts for a number of our customers, like Burder Industries.”

To contact Burder Industries visit [www.burder.com.au](http://www.burder.com.au)

**Phone: 13 72 82**

**[www.bluescopedistribution.com.au](http://www.bluescopedistribution.com.au)**

This case study has been prepared for information purposes only. BlueScope makes no representation or warranty as to the completeness or accuracy of the information contained in this document. You must make your own assessment of the information contained in this document and rely on it wholly at your own risk. Published by BlueScope Steel Limited. © are registered trade marks of BlueScope Steel Limited. ™ are trade marks of BlueScope Steel Limited. © 2015 BlueScope Steel Limited ABN 16 000 011 058.

