

OH WHAT A FEELING! Service team wins major award



Going the extra mile in customer service has resulted in BlueScope Steel winning the 2004 Toyota President's Award.

BlueScope Steel was recognised in the category of Corporate Services and Materials. The award was presented at the Toyota Annual Supplier Awards in Melbourne and was accepted by Greg Waters, president of BlueScope Steel's Western Port works in Victoria.

Toyota uses the expertise of 93 local supplier companies to build its top-selling locally manufactured Camry and Avalon models at its state-of-the-art Altona plant, but this year recognised only five companies with the top President's Awards.

Greg Waters praised the efforts of not only the Western Port workers, but those at the company's Sunshine Service Centre as well as transport and logistics employees and the field sales and service teams who manage the company's relationship with Toyota.

"Winning this award is a fantastic achievement for BlueScope Steel. It also comes in a year of significant milestones for Toyota Australia, which regained local automotive market leadership and set a new 66,000-vehicle record for car exports," Greg Waters said.

"The automotive industry is arguably the most demanding in which BlueScope Steel works and the award is a credit to our people, who have been so diligent in meeting the demands for quality product and excellent service from Toyota.

"We have long been a valued business partner with Toyota - a recognised Preferred Supplier - but this is the first time that BlueScope Steel has won or been nominated for a President's Award, so we are really excited by this significant recognition."

BlueScope Steel is a long-time supplier to Toyota, supplying predominately corrosion-resistant zinc-coated ZINCANNEAL® steel for the Camry and Avalon models. The company also supplies hot-rolled and cold-rolled products.

The relationship was strengthened seven years ago with the creation of a dedicated technical working group focussed on issues relating to the formability of BlueScope Steel product.

(continued page 8)

The efforts of BlueScope Steel field sales teams, workers at the company's Sunshine Service Centre in Melbourne (pictured) and Western Port Works employees have resulted in a Toyota Australia President's Award for supplier performance.

Roofsearch an industry hit

A new industry-based website is making it easier for architects, designers, builders and engineers to discover the benefits and look of steel building products in their projects.

Since its launch mid last year, ROOFSEARCH has been a building industry hit, with usage of the site (www.roofsearch.com.au) growing at over 30 per cent a month.

The website's major attraction is its comprehensive database of detailed information about what steel products are available and how to use them.

ROOFSEARCH aims specifically at the architectural marketplace, but also offers a broader appeal to a cross-section of tradespeople.

"It was developed to assist architects and designers use steel products in their designs," site founder Richard Michael explained.

"But ROOFSEARCH members now include engineers, builders and CAD draftsmen."

Designed by industry specialists, the site provides a simple way to research steel roofing, walling and framing products, structural steel formwork, rainwater products or garages and sheds.

A search facility helps locate the best product for specific environments and locations; technical information on roof pitch and purlin spacing; and shows the spread of colour profiles available.

CAD PANEL™, a tool that provides architects and professionals free access to over 200 CAD files to use on their own design is a unique feature of the site.

Another development, Span-Check™, provides a quick and easy tool for certifiers and councils to check product specification details.

"As a site developed by industry, ROOFSEARCH is extremely informative and comprehensive," Mr Michael said.



Steel races the clock

BlueScope Steel products are playing a major role in maintaining the tight construction schedule for the transformation of Australia's best known sports venue.

Over half of the renowned Melbourne Cricket Ground is being re-built, with a huge new Northern Stand complete with full facilities and enhancements to the southern scoreboard.

XLERPLATE® steel, ZINCALUME® steel and COLORBOND® steel all feature prominently in the redevelopment.

Due for completion in time for the 2006 Melbourne Commonwealth Games, the \$425 million project will increase the seating capacity of the stadium to more than 100,000 spectators.

The ground remains in use during construction, which began in October 2002, with stages one and two of the four stage project now being completed.

Family owned fabricator Alfasi Steel Constructions and steel roof manufacturer Fielders recently secured major contracts to provide structural steelwork and steel roofing.

Alfasi, selected to fabricate and erect the roof structure of the Northern Stand, developed a cable net structural system, which allows completion of the roof panels on the ground before they are lifted into place.

The main roof rafters of the new grandstand (pictured below) are 40 metres long and weigh up to 32 tonnes. The rafters are fabricated in two halves, which are then bolted together on the ground prior to erection.



"It's a big project for us," says Alfasi Director Gill D'Vier. "We were awarded the \$33 million contract by Grocon – largely due to our previous experience in similar projects.

"We had to put a lot of thought into the erection methodology for the roof of the stand," explains Gill. "It's a highly architectural cable stayed roof with pretty complex steelwork, so we put a lot of work into the technical aspects of the erection."

"All up, we are supplying 4,500 tonnes of Grade 250 and 350 XLERPLATE® structural steel for the project," says Gill.

All the steel work is being fabricated in Alfasi's workshop in Dandenong, near Melbourne.

Fielders secured the contract to supply more than 9,500 square metres of steel roofing and flooring products through their collaboration and assistance in design and installation applications with the roofing contractor, Academy Roofing.

COLORBOND® steel and ZINCALUME® steel in Fielders KINGKLIP® concealed fix roofing profile was selected to give the grandstand a modern and neutral look.

"The extensive use of KingKlip gives an even consistency throughout the complex," Fielders Australia Managing Director, John Easling, explained.

"It also provides the flexibility to be rolled onsite to any length and has a capacity to cope with heavy rainfall and winds."



Architects Paul Lucas and Sarah Bickford with a model of their prototype environmentally-friendly steel home.

Practical prototype

The prototype of an environmentally-friendly steel home by MODABODE will be built in the heart of Sydney to become a focus of the Year of the Built Environment 2004.

The ABODE will be erected in Sydney's Hyde Park in October as a part of a display of six futuristic, sustainable and affordable houses.



Developed by Sydney architects Paul Lucas and Sarah Bickford, the design provides an 'off-the-shelf' modular home that is stylish, affordable and flexible.

The home will feature steel framing and cladding supplied by Integrated Steel Solutions using Stramit products rollformed from COLORBOND® steel and ZINCALUME® steel. The prototype will also feature a large steel deck and an interior showcasing steel furniture and lighting from young Australian designers.

"Steel provides a robust, lightweight and transportable solution for structures and cladding

that is fire resistant and termite proof," architect Sarah Bickford explained.

"It is also an iconic modern building material that appeals to a design-conscious generation of Australians."

Suitable as a holiday retreat, a garden office or a home extension, the basic module measures 3.6 by 14.4 metres, providing an internal floor area of 50 square metres. Two, three or more modules can be joined to create a larger family home.

Designed to minimise impact on the environment, the ABODE features thick insulation, large glazed areas to ensure good daylighting and panels of louvred windows to allow ample natural cross ventilation.

The distinctive oversailing roof offers shade, protecting the modules from the sun's radiant heat, supports a solar water heater and assists in capturing rainwater.

The flexibility of the modular design also allows homeowners to orientate and adapt the home to maximise views, sunlight and ventilation.

All new houses built in NSW are now assessed under the Government's Building Sustainability Index (BASIX). The ABODE easily exceeds the target of reducing water consumption by 40 per cent and energy use by 25 per cent.

Following the Hyde Park exhibition, the prototype will go on display in Melbourne, Brisbane and Sydney Olympic Park.

For more information visit
www.modabode.com.au

Name change reflects dynamic growth

The new BlueScope Steel corporate brand is going from strength to strength as an extensive advertising campaign continues to increase awareness of the company's new identity.

The multi-million dollar television and print campaign has achieved wide recognition across Australia for the name BlueScope Steel and is providing strong corporate brand support for the company's premium products such as ZINCALUME® steel, COLORBOND® steel, GALVSPAN® steel, and XLERPLATE® steel, - names that continue to be recognised and regarded highly throughout Australia and the world.

While the company name has changed, the names of the steel products we manufacture remain the same. These products continue to be backed by a company which provides not only quality products, but innovation, technical support, service and warranties that are second to none.

The campaign includes a 30-second television commercial featuring BlueScope Steel employees who worked with a group of professional actors to create a mosaic of COLORBOND® steel squares that transform the old name into the new.

The television commercial is supported by newspaper and magazine advertisements.

The campaign is the second phase of a communications program that was launched following the company's change of name in November 2003. The initial advertisements, which appeared in Australian and Asian newspapers



and magazines, were to familiarise the public with the name BlueScope Steel. The print advertisements use bold headlines to reinforce the message that BHP Steel is now BlueScope Steel and talk about the success of our first 20 months as an independent company.

The change to Bluescope Steel is the most visible sign of the dynamic expansion, improvement and increased customer focus that has been achieved in that time.

Roof specialist expands into Asia

A West Australian steel roofing specialist has begun using its technological innovation to supply low cost housing throughout Asia.

Trustek Australia supplies and installs roof trusses made from ZINCALUME® steel for many of Perth's top builders and aims to capture a 30 per cent share of that market in 2004.

Using its specifically designed and patented TrussGen software program, Trustek is able to create individual roof designs for each home.

This technology, combined with its rollforming operations and installation capabilities, guarantees a high level of quality throughout the entire process.

A manufacturing facility for the construction of the first of 50,000 basic houses in the Philippines is nearing completion as part of a joint venture with the National Housing Authority of the Philippines.

Trustek won out against strong competition from suppliers of building technologies and systems worldwide, who were invited to submit proposals, including designs and details of building products.

Trustek's move into Asia was earlier marked by the negotiation of a franchise sale to ACP Industries – one of Malaysia's biggest public listed companies.

The re-named Trustek Malaysia now provides steel roof trusses made from ZINCALUME® steel to the local industry.

Trustek Australia is now negotiating a similar franchise agreement in Thailand, with the aim of creating a network of rollforming and manufacturing facilities to provide a cost competitive steel framing solution.

Managing director Jeffery McGlenn said the steel building technology developed by the company made low cost housing in the Asia-Pacific region achievable.

"The Trustek technology is a means of providing a quick and cost effective building solution," Mr McGlenn explained.

"By utilising the software we are able to operate a very cost-competitive rollforming operation with maximum output using minimum labour."

For more information contact
Trustek Australia
Tel: 08 9351 8888



BlueScope Steel Market Development Manager Niraj Patel (left) and BlueScope Lysaght Geelong Account Manager Jonathan Burns, with a sample of COLORGRAIN® Designer steel in the colour Jungle Green™.

More colour choice

BlueScope Steel's innovative COLORGRAIN® Designer steel cladding material is now available in an expanded range which includes four stylish new colours.

COLORGRAIN® Designer steel is produced by a patented process that provides a distinctive 'consistently inconsistent' look.

Up to four separate colours are combined to create a unique colour and patterned appearance, with a depth and texture that cannot be achieved with single-colour prepainted products.

The versatility of COLORGRAIN® Designer steel is illustrated by its selection for a major infrastructure project in rural Victoria.

Builders of an offshore facility to process gas from Bass Strait were faced with the challenge of minimising the visual impact of their operations.

They selected COLORGRAIN® Designer steel in the colour Jungle Green™ to blend with the surroundings and complement the clean fuel credentials of the facility.

Jonathan Burns, account manager at BlueScope Lysaght's nearby Geelong branch said customers have recognised the versatility and potential in using COLORGRAIN® Designer steel.

"We have customers who want to make a statement when they use this product and, as with this most recent project, those who just want to complement the environment.

"The new COLORGRAIN® Designer steel range really increases the versatility of the product's potential applications and will allow our customers greater flexibility."

The choice of 12 designer colours in the standard COLORGRAIN® Designer steel range

now includes the four new colours; Daintree™, Lunar Grey™, Tempest Blue™ and Tnami Clay™.

"The new colours have been designed with the hues of the Australian landscape in mind, whether that is an urban setting or a rural landscape," says BlueScope Steel Market Development Manager Niraj Patel.

"We tried hard to increase the sophistication of the range. Now there's a lot of individuality throughout. It can be subtle and intriguing as well as loud and expressive."

The range of applications for COLORGRAIN® Designer steel runs the full gamut from large architectural visions to the smallest details of domestic indoor fittings.

"We see this product used in the villages of Ghana all the way through to the Sydney CBD," says Niraj.

Demand in Australia has also been growing, particularly with garage doors, where COLORGRAIN® Designer steel in the colour Cedar™ offers the substantial cost and maintenance benefits of steel, against more traditional competing products.

"We see even greater potential in applications that require a look that cannot be obtained elsewhere. A number of other opportunities are currently on the horizon, including speciality structures such as barns, stables and aircraft hangers," says Niraj.

COLORGRAIN® Designer steel is exclusive to BlueScope Steel and backed by a warranty* of up to 25 years against corrosion to perforation by weathering in natural elements for roofing applications.

For more information visit www.colorgrain.com or call 1800 022 999. *Warranty conditions apply.

GuttaStoppa™ is cheap insurance

The newest addition to BlueScope Lysaght's rainwater goods range could well be Australia's most cost effective bushfire damage deterrent.

Bushfires take lives and cause millions of dollars worth of damage to property each year, but relatively simple preparation before a fire can improve the fire resistance of a house and its occupants.

The innovative LYSAGHT GuttaStoppa™ plug is designed to help protect a home by providing a simple, reliable method for plugging downpipes when bushfires threaten.

Once plugged, gutters can be filled with water as recommended by bushfire authorities, such as the NSW Rural Fire Service, to prevent burning embers igniting debris in the gutters.



BlueScope Lysaght Marketing Services Manager, Lisa Carrick, with a sample of the GuttaStoppa™ material and a ready-to-use plug.

"The LYSAGHT GuttaStoppa™ is a natural progression to the fire protection offered by steel building materials," says BlueScope Lysaght's Tony Jamieson.

LYSAGHT GuttaStoppa™ plugs come pre-marked for common downpipe sizes, and are

easily shaped to match any downpipes, from 100 x 50 mm to 100 x 75 mm, or 90 mm round to 50 mm round – and any size in between.

The LYSAGHT GuttaStoppa™ comes complete with easy-to-use PVC self-adhesive handles, which enable the plug to be easily extracted, and also allow users to position the handle to best suit the situation.

Closed-cell, fire-resistant foam construction ensures the LYSAGHT GuttaStoppa™ keeps gutters full, even if a home is evacuated and left unattended for several days.

The foam itself will not burn and, when underwater, will remain impervious to the heat generated by fire. The bright orange colour of

the product makes the plugs easy to locate for removal, and, importantly, easy to find in the cupboard as the fire approaches.

For further information on these products call BlueScope Steel on 1800 641 417.

LYSAGHT POWERDEK® provides spanning solution

A high performance structural steel decking system developed by Decking Asia and BlueScope Lysaght is solving construction challenges on major Asian development projects.

LYSAGHT POWERDEK® was developed by BlueScope Lysaght's Technology Centre at Chester Hill in New South Wales to fill a requirement in the South Asian market for a product that significantly increases both span and load capacities when making composite concrete floor slabs.

BlueScope Lysaght's Technology Centre, which has a permanent focus on innovative steel building products, spent two years designing and testing the system to meet the particular requirements of Asian markets.

The development program involved extensive testing and collaboration with the University of Newcastle and The Victorian University of Technology.

LYSAGHT POWERDEK® has already proved to be a winner in Singapore's ultra-competitive building market because of its ability to provide long unpropped spans, economical fire design and higher design loads.

It has been chosen for use on projects including the Raffles Junior College at Bishan, Singapore, the Storhub Warehouse at Changi South, Singapore and the One Raffles Quay project in downtown Singapore.

Nearly 6300m² of LYSAGHT POWERDEK® 100 was also used for the Charoen Pokphand Foods Feed Mill in Bangkok, Thailand.

LYSAGHT POWERDEK® is roll-formed from hot dipped, zinc-coated, high tensile ZINC HI-TEN™ steel and is available in 1.0mm, 1.2mm and 1.5mm gauges to allow close matching of design requirements and deck performance.

It complies with building regulations in the UK, Australia, China, Hong Kong, Singapore, Malaysia and Thailand, allowing designers of composite concrete floor slabs to incorporate unpropped spans of up to 5.3 metres.

No twisting, rotation or sliding is necessary to lock sheets together during installation and LYSAGHT POWERDEK® also has the best fire rating of all known structural decking systems.

For further information email
Ben.Tan@bluescopesteel.com



LYSAGHT POWERDEK® ready for a concrete pour on the Storhub Warehouse project in Singapore.

This picture and below: Big Space technology speeds construction of clear span buildings.



Big space venture begins

BlueScope Steel has entered the growing Asian metal building market for buildings with clear spans of over 60 metres.

Under a license agreement with fellow innovative Australian company S², BlueScope Steel has exclusive use of Bigspace clear span building technology in Asia.

The technology has been proven in Australia and showcased around the globe through its use on projects such as Telstra Stadium – centrepiece of the Sydney 2000 Olympics.

BlueScope Steel can now offer even more competitive building solutions in Asia for projects such as hangars, stadia, supermarkets, conference centres and manufacturing facilities that value column-free buildings.

Bigspace clear span technology allows building weights to be reduced by up to 70 per cent over conventional framework systems.

The system uses conventional trusses manufactured from square and rectangular hollow sections which are stressed with high tensile cables to provide added strength.

Buildings are assembled on the ground and then lifted into place.

The benefits of the design increase as the span of the building increases.

During the construction phase, Bigspace projects are on average 20 per cent faster to erect than traditional design structures.

Cost reductions over traditional construction methods can range between five per cent and 35 per cent depending on the span and application.

The first Asian building commissioned through BlueScope Steel to use the Bigspace technology is now taking shape in Thailand.

Teams of Bigspace specialists with expertise in sales, design and installation will be based in Shanghai and Bangkok to provide support for BlueScope Steel customers throughout Asia.



Clean solution

A pre-engineered building solution from BlueScope Lysaght is helping Thailand's poultry producers minimise their flocks' exposure to the risk of disease.

"Local farmers have shown strong interest in our modern steel chicken sheds because of their need for greater bio-security," said President BlueScope Lysaght (Thailand), Andrew Heycott. "They want more hygienic and reliable farming options."

BlueScope Lysaght's Clean Room Chicken Sheds are made from galvanised high-strength steel and are built to comply with Thailand's increasingly tough poultry industry regulations.

The pre-engineered buildings are available in sizes up to 12 metres by 120 metres, with space to accommodate up to 18,000 birds. The buildings utilise BlueScope LYSAGHT SmartBuild™ frames, TRIMDEK® roofing system, and PANELRIB® ceiling system.

They are strong yet lightweight, and can be constructed on site within two weeks. Clean Room Chicken Sheds are also air-tight and easy to clean because of their smooth steel surfaces.

Poultry producers in Thailand have reported that BlueScope Lysaght's modern steel chicken sheds, used in conjunction with a tunnel ventilation

system, provide industry-low mortality rates with strong chicken growth rates.

"We have been working with some of our existing and potential customers to assist them in modernising their farming infrastructure," said Mr Heycott.

"Several solutions are available to meet the different needs of poultry producers. We offer a sealed and managed farm environment that reduces potential disease spread and exposure as well as improves productivity and output for the poultry producers."

Airport takes off... with steel

Nearly 25 kilometres of LYSAGHT® Zed and Cee purlins from BlueScope Lysaght will strengthen Australia's newest and most efficient airport passenger terminal.

The \$260 million redevelopment of Adelaide Airport is the largest steel construction project in the city.

A completely new terminal will allow international and domestic flight passengers to depart or arrive through a common passenger concourse - a concept that provides for vastly more efficient use of passenger terminal space.

Leading structural steel fabrication firm, Manuele Engineers, is responsible for the supply and installation of the structural steelwork to the

main terminal building of the new airport. Another structural steel fabricator, Samaras Structural Engineers, is supplying the structural steel for the two concourses on either side of the main terminal building.

Manuele Engineers director Vic Manuele said his company was supplying 2,400 tonnes of structural steel for the project, as well as 24.7 km of LYSAGHT® Zed and Cee purlins.

He said the tight timeframe was a challenge - but that's where BlueScope Lysaght came in.

"We buy purlins exclusively from BlueScope Lysaght. We have a very strong relationship with them. I chose to buy from Lysaght because of their dedication to a project, their attention to detail and their commitment to us as a supplier. I see

BlueScope Lysaght's exceptional customer service as a benchmark for all of my suppliers.

"The technical support provided by BlueScope Lysaght, particularly on projects of this type, is outstanding. They have the experience and expertise to provide the solutions we need.

"A good supplier is extremely important, as are short lead times," he said. "We are building significantly faster than we used to - because of commercial pressures from clients, who are becoming more and more demanding. That's why it's so vital that our suppliers are reliable, trustworthy, and an integral part of our team."

Construction on the Adelaide Airport redevelopment began early this year. The project is due for completion in late 2005.

XLERPLATE® goes offshore

A leading Western Australian engineering firm has combined its specialist expertise and XLERPLATE® steel to create Australia's newest off-shore gas platform.

The Linda platform, named for the gas field in which it is located, was constructed by the Ausclad Group of Companies Limited (AGC) at its Kwinana based fabrication facility and assembled in Perth at the Australian Marine Complex's Common User Facility (AMC), Henderson.

Designed by Worley Engineering, the Linda platform stands in approximately 34 metres of water and will be used for extracting natural gas offshore from Varanus Island, 100 kilometres west of Dampier.

The platform consists of a substructure, or "jacket", which provides the base, and a superstructure, or "topside" which contains the wellheads and all the pipework and safety equipment. The jacket and topside are welded together during the offshore installation phase.

Fabricating the platform involved handling very large sections and extremely long lengths of steel. The tubular sections that make up the jacket range from 600mm to 1500mm in diameter. They are braced together by full penetration TKY weld connections.

The overall height of the platform is 60 metres, 26 metres above the water and 34 metres below. The three piles that anchor the jacket to the ocean floor are 1.2 metres in diameter, and penetrate the ocean floor 26 metres.



The "topside" of the Linda platform is transported in preparation for shipment by sea to Varanus Island.

"The Linda platform was designed to withstand environmental loading from a 100-year return period cyclone," explains Joe Macri, Business Relations Manager of AGC. "That's why AGC used XLERPLATE® from BlueScope Steel.

"All the tubular sections in the 350 tonne jacket were manufactured from impact tested 350 grade XLERPLATE® steel, with the nodes having the additional requirement of through thickness properties," says Joe.

The piles were also fabricated from impact tested 350 grade XLERPLATE® steel and the topside was fabricated using standard sections, rolled sections, standard tubulars and some plate girders, also made from XLERPLATE® steel.

"Our design partner Worley used 350 grade XLERPLATE® steel for the extra strength," Joe Macri

explains. "This was the optimum grade for the design of the platform - a higher yield steel means that thickness, weight, and therefore cost can be reduced".

Joe says that the fact that BlueScope Steel is a local supplier was a key factor in the decision to use XLERPLATE® steel.

"More and more these days, clients are setting harder and harder time schedules. We would always prefer to use Australian Steel," he adds. "It's more readily available, the lead times and deliveries are reliable and communication with your supplier is much easier as well".

XLERPLATE® is BlueScope Steel's brand of high quality hot rolled plate steel products.

For more information visit www.xlerplate.com.au

Ian Coles from EcoRecycle checks the contents of a collection point for paint cans with a Bunnings staff member.



Customers recycle paint cans

A recycling trial by a Melbourne branch of Bunnings Warehouse has yielded Australia's largest ever single collection of steel paint cans for recycling.

Paintback™, a new service for customers wanting to dispose of unwanted paint cans and paint, was trialled by Bunnings Warehouse at its Bayswater outlet in Melbourne throughout May.

Run in conjunction with BlueScope Steel, Dulux, The Steel Can Recycling Council, EcoRecycle and Chemsal, the initiative saw

more than 9,918kg - equivalent to 280 fridges - of paint cans recycled and 6300 litres of paint collected.

During the trial, specially designed bins known as stillages were placed in the paint department of the Bunnings store, enabling customers to bring in unwanted paint cans.

Chemsal - specialists in the disposal and recycling of hazardous materials - collected full stillages and transported them to the company's processing facility in Laverton, Victoria.

In conjunction with Dulux, Chemsal then sorted the paints and containers. The usable paint was sent back to Dulux for reprocessing and on-selling into Bunnings stores, while steel paint cans were sent to one of the local steel processors for recycling.

Steel Can Recycling Council chairman Joe Stefano welcomed the initiative to recover unused and unwanted paint cans.

"Paint cans are difficult to get back into the recycling loop because of their hazardous contents," Mr Stefano explained.



1800 800 789

This number is for callers within Australia only. Callers in other countries should refer to our web site for the contact number of their nearest BlueScope Steel Limited office.
www.bluescopesteel.com

Steel Edge #14 JULY 2004



9 320075 040444

Service team wins major award

(continued from page 1)

This and subsequent working groups have worked closely with Toyota's production, engineering and purchasing divisions to ensure that locally produced steel meets with the global standards required of Toyota Australia in its domestic and export markets.

Toyota last year set a new Australian export record, shipping 66,000 cars to more than 20 destinations around the globe, mainly the Middle East.

In the lead in to the next generation of Camry, BlueScope Steel has applied significant resources towards the development of steel grades specific to the needs of the new model.

Much of the work done to bring these world-standard locally developed products to fruition has contributed to the company being presented with the President's Award.

The annual President's Awards are designed to recognise and reward suppliers providing

outstanding customer service throughout the program period.

The awards are part of the Toyota supplier assessment program (TSA), which is an important part of the manufacturer's performance management program. They are judged by personnel in Toyota's key operating divisions on the basis of Customer Service Ratings.

Toyota acknowledged BlueScope Steel and the other six award winners with full-page newspaper advertisements that appeared recently in The Australian, Melbourne Age, Australian Financial Review and Adelaide Advertiser.

"The awards showcase the absolute pinnacle of Australian automotive achievement," said a Toyota spokesman. "Indeed, to be amongst the 'magnificent seven', a supplier must have demonstrated some of the highest global standards in efficiency, reliability, quality and innovation."