

CASE STUDY

#07: Morgan Steel

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A FLETCHER BUILDING COMPANY

Building on trust



Morgan Steel is one of Easysteel's most loyal customers in the Bay of Plenty. The relationship started back in 2003 - and it began with the same 'can-do' attitude that exists today.

The owners of Morgan Steel, husband-and-wife team Chris and Pam Carter, recall their first contact with Easysteel, soon after buying their business.

"Six months into owning the business, the existing supplier had let us down on a steel order. Fletcher Easysteel stepped in and provided what we needed...and we've been with them ever since!"

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Wide customer base

Tauranga-based Morgan Steel has grown considerably from those early days - growing from a small shop into one of the busiest construction steel suppliers in the region. Their customers include the likes of Hawkins, Ryman Healthcare, and Fletcher Construction.

Other key customers include Marra Construction and Classic Builders, one of the region's leading design-and-build

companies. Pam says the new-home market is a growing user of steel.

"Houses have an incredible amount of steel in them these days - from garage door beans to steel structures for open-plan areas"

Another client is Downer Utilities. As a preferred supplier, Morgan Steel is often called upon to assist with challenging infrastructure projects.

"If there's a whole new line put in across the Coromandel, for instance, that can mean a substantial amount of work for us."

Quality of steel

To service their stable of big-name commercial, residential and industrial clients - Morgan Steel needs to source quality steel to match.



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Snapshot on Morgan Steel

- Based in Tauranga, Bay of Plenty
- Specialising in structural steel supply, including seismic upgrades/certification
- Clients include major commercial, residential and industrial construction companies
- Husband-and-wife ownership team, employing around 20 staff

The Carters prefer to deal with a New Zealand-owned supplier, rather than offshore alternatives.

“We want a consistently high-quality product that will measure up to our clients’ engineering requirements and specifications under our contract,” says Pam.

“With Easysteel, we know the steel will stack up and we’re not going to have a problem.”

It also gives the Carters peace of mind when it comes to their bottom line.

“Apart from labour, steel is the major cost component of our business. So having the right product is a critical part of our business’ success.”

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Outstanding customer service

From day one, Easysteel has delivered an impressive level of customer service - often going the extra mile.

Pam recalls a recent occasion when their Easysteel account manager, Steve Jobbitt, came to the rescue.

“There was a product shortage of brace fittings and we were desperate to get hold of some for an urgent job. So Steve hopped in his ute and drove to Whakatane to get some for us. It’s things like that...Easysteel are very, very good at looking after us.”

Excellent inventory management and project forecasting is another strength of the partnership, says Pam.

Through Steve, Morgan Steel are also able to source Dimond roofing purlins which they prefer for their superior quality and reputation in the market.

“We have a weekly meeting with Steve, where we talk about projects that are coming up. If there are any special requirements, he’ll put the steel on hold for us. And for any orders we need urgently, they always manage to squeeze it on the truck down from Auckland for us.”

Reflecting on the decade-long business partnership, Pam says it’s a relationship built on trust and compatibility.

“Over the years we’ve got to know the Easysteel team really well; it’s like being part of a big happy family really. We also do the odd bit of socialising together from time to time.”

