

CASE STUDY

#02: SKOPE Industries

easysteel.
A FLETCHER BUILDING COMPANY

Building on trust



As one of New Zealand's most dynamic manufacturers, SKOPE Industries remains at the forefront of manufacturing best practice.

A spirit of continual improvement has seen the Christchurch-based company - which began 50 years ago in a small factory in Addington - grow into a producer of market-leading refrigeration solutions sold all over the world.

Still proudly a family-owned business, SKOPE now employs more than 350 people, and includes global giant Coca Cola Amatil among their customers. SKOPE's founder, Sir Robert Stewart, was knighted in 2014 for services to manufacturing and the community; and has written an autobiography, titled Determined to Win.

"Fletcher Easysteel has been with SKOPE for much of the company's remarkable journey."

Easysteel has been with SKOPE for much of the company's remarkable journey, with a relationship that dates back more than 30 years. SKOPE set another manufacturing milestone in 1994, when it became the first Australasian company to install the Flexible Manufacturing System (FMS). That same year, Easysteel became its sole supplier of steel.

Continual improvement

As well as having strong links and partnerships with a number

of global commercial refrigeration leaders, including MISA and Irinox in Italy. SKOPE is proud to be the sole distributor of Irinox blast chillers and holding cabinets and MISA polyurethane modular cool and freezer room. SKOPE also leads the way in the custom design and build of commercial refrigeration systems.

"SKOPE has the highest brand awareness of any refrigeration brand in the market at over 50% recall from the industry," says Marketing Manager, Natalie Taylor.

"Our brand and business focuses on excellence. The SKOPE promise 'Depend on us' creates expectations and it's imperative to us that we ensure these expectations are met, if not exceeded."

As part of their journey of continual improvement, SKOPE have refined their manufacturing processes to operate to



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Theory of Constraints, a process improvement methodology designed to remove bottle-necks from the manufacturing process. It also requires suppliers to be at the top of their game:

“This model requires our suppliers to be flexible when dealing with varying demands,” says Norm Williams, SKOPE’s Purchasing Manager.

“We have daily requirements in terms of sheet steel, based on these demands, and Easysteel has consistently delivered.”

Rigorous requirements

In addition to the local market, SKOPE exports to Australia, Pacific Islands, China, and the United Arab Emirates where their technology has proven to be a winner in the Middle East’s demanding heat conditions.

In terms of the quality of cut steel supplied by Easysteel, the exact standards and specifications were set early on. The key requirements relate to the flatness of the sheet, and the galvanising thickness and finish.

As SKOPE’s Quality Manager, James Polden, explains:

“This allows us to achieve three things - to process the sheet successfully without any machine ‘crashes’ through the FMS; to achieve a good surface finish after powder-coating is applied; and to ensure our products last even if they get a scratch through the paintwork.”

“We rank approximately 140 suppliers under this criteria, and Fletcher Easysteel consistently ranks in our top five.”

SKOPE has regular corrosion tests performed on their powder coated panels, adds James.

“This not only tests our powder coating process, but also confirms the integrity of the galvanised steel we coat.”

A proven partnership

Having Easysteel’s Christchurch facilities and local team “on the ground” close to SKOPE is also seen as a big advantage.

“The proximity of Easysteel’s sheeting line enables them to be extremely responsive when situations requiring special attention occur,” says Norm Williams.

Snapshot of SKOPE Industries

- SKOPE designs and manufactures commercial refrigeration and foodservice products for global customers
- Currently exports to Australia, Pacific Islands, China and United Arab Emirates
- Continually adopts manufacturing best practice, including the Theory of Constraints methodology
- Fletcher Easysteel has been the sole supplier of steel to SKOPE since 1994
- Consistently ranks Fletcher Easysteel in the ‘top five’ of their production-related suppliers

“We rely on Easysteel to monitor and maintain the coil inventory and steel quality being sent to us. Our relationship continues to grow, and this is a direct reflection of the dedicated local support offered by Trevor Day, Steve Wooddin and their team in Christchurch.”

SKOPE rank approximately 140 of their production-related suppliers via a number of data-driven and subjective variables. The criteria includes: quality, DIFOT (delivered in-full on-time), price competitiveness, initiative, communication, technical back-up, and claims management/fairness.

“Fletcher Easysteel consistently ranks in our top five,” says Norm Williams.

“This is particularly pleasing to us, as our unique grade of steel that has been developed by Easysteel, is such a key component in our product. This kind of result can only happen where there is quality performance at every step in the supply chain; so it’s also testament to the contribution of the wider Easysteel team.”

