

THE **steel** press

SUMMER 2014

easysteel.
A FLETCHER BUILDING COMPANY

Fletcher Reinforcing
Structured for strength

GM UPDATE

Welcome to the Summer edition of The Steel Press

The holidays are only a few days away, and as we all once again reach this time of the year, I'm sure all of you are looking forward to a well-earned break and time with your families.

This has been a year of change for the team at Easysteel, with the integration of the Fletcher Reinforcing business in April. This process went smoothly for our customers and internally for our staff, and 2014 promises to be a busy year for all of us. We have welcomed some new senior managers into the business recently, and I would like to warmly welcome James McIntosh, as our new HR & Safety National Manager and Paul Manion, as the Northern Regional Sales Manager. Elsewhere, Tony Scott has joined the Easysteel family as Regional Manager in the Bay of Plenty, and Carl Gould has accepted the additional responsibility to cover the full Easysteel and Fletcher Reinforcing sites in Southland. You can read more about both the changes in the BoP region and Carl's background in this edition.

Safety is a paramount concern for all our staff and customers. The events in Christchurch will not be forgotten by any of us in our lifetimes, and so I was proud of the Easysteel team in Christchurch when I heard they were planning to keep emergency procedures at the forefront of everyone's minds in November. The practise drills they ran through, covering two scenarios of how to handle a gas leak on site and rescuing a member of staff trapped under a sheet of steel plate, were both great experiences for those involved and will keep the procedures fresh in their minds. I encourage all our customers to get involved with similar activities.

As I mentioned in the last edition, we are planning to update all our online services over the next 12 months. This starts with a refresh to the Easysteel website which went live last week. I think you will agree it is an exciting new look for the company! I also encourage you to sign up to receive this newsletter by email – details on how to do that are featured inside.

While most of us will be enjoying a hard-earned break from work over the Christmas period, we know some of you will be working through. Take a look at our Christmas Opening Times to see when your local Easysteel and Fletcher Reinforcing branches are closed, and if you need service outside of these times, then please talk to your local Manager to make any arrangements required.

From all the Team at Easysteel, Fletcher Reinforcing and Cyclone, we wish you a safe, relaxing and enjoyable festive period, and look forward to being able to continue our support of your business through 2014.



Marc Hainen
General Manager



MERRY CHRISTMAS!

Wishing you and your families a happy and safe holiday season, from all of the team at The Steel Press. Here's looking forward to a prosperous 2014!



New and Improved: Easysteel Online

When our customers want something, we deliver!

And we don't mind pointing out that we do it in style – as so brilliantly demonstrated on our brand-spanking-new, slick, sophisticated and easy-to-navigate website.

That's right folks: Easysteel has just shed its old skin online and launched a fresh and exciting new site to provide our customers with all the news and information they need in a snap.

- Looking for information on our products and services?
- Want to download full product catalogues?
- Like to stay up to date on the latest Easysteel updates?
- Need to find or contact your nearest branch?

Of course you do! And how do we know? Because we surveyed our customers in September and they told us the information they use regularly and want fast-and-easy access to.

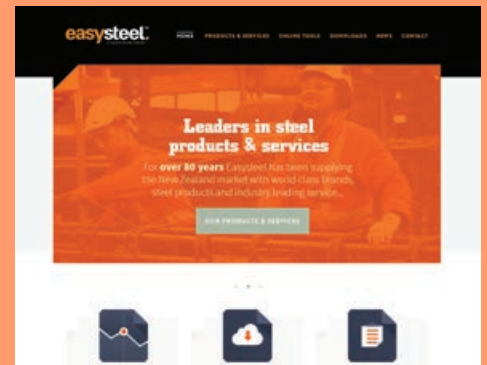
This feedback directed the design focus of the new website, allowing us to provide our customers the key information they need quickly and efficiently, utilising our new and rather handsome, user-friendly website.

The technology driving our new website provides us the flexibility to update information immediately, meaning you'll always have access to the most up-to-date info whenever you connect with us online.

It also gives us the basis to add some exciting new features, which our customers will see rolled out next year.

As part of the survey results, we identified some features that we do not currently offer – but ones you would like to see added. We have a team lined up to start working on those features as soon as we hit the ground running in 2014 – so watch this space!

Check out the all new and improved Easysteel site now at www.easysteel.co.nz



A Warm Welcome to Our New Regional Manager, Southland

Carl Gould may be a face you know from outside of the Easysteel/Fletcher Reinforcing work place – especially if you follow the Black Sox softball team!

Carl's passion for softball was a key support for the Black Sox win at the World Championships in Auckland during March of this year, and Carl is regularly quoted in the media vocalising the

feelings of the team over the equivalent of the Softball 'bodyline' tactics allegedly used by the Australians.

His dedication and passion has extended into his career, and while Carl made an outstanding name for himself as Operations Manager for the Auckland production facility, he moved his family to take up the position of Regional Manager – Otago and Southland for Fletcher Reinforcing earlier this year, based in Dunedin.

At the end of October, Carl's skills were recognised and he was promoted to be Regional Manager, Southland for both Easysteel and Fletcher Reinforcing.

Keep up the fantastic work, Carl. We all wish you the best for this new role.



Carl Gould

Exciting Changes Ahead in the Bay of Plenty

Customers in the Bay of Plenty region will soon have access to an even greater product and knowledge offering from Easysteel, with two already strong and successful teams joining forces to provide a soon-to-be unbeatable customer experience.

January 2014 will see the integration of Fletcher Reinforcing in Papamoa and Easysteel Mt Maunganui coming together on one site. This will allow the two businesses to work together in servicing the BoP market; offering our customers an even greater level of service and a broader range of product knowledge.

Tony Scott, Area Sales Manager for Easysteel and Fletcher Reinforcing Bay of Plenty, says the integration of the two teams will also see them collaborating on local projects, ensuring our customers receive the best deals.

"Having these two businesses on one site is really going to strengthen our position in the market. Staff from both sites are excited about the opportunities that lie ahead, and are looking forward to working closely together in servicing the Bay of Plenty region."

Tony adds that opportunities also exist to consolidate things such as freight, which in turn will mean less rubber on the road in transporting product to the end user.

The relocation of Fletcher Reinforcing Papamoa to the Easysteel site at Aviation Ave Mt Maunganui will commence early January, with a plan in place to have the Reinforcing team in full production by 20th January, 2014. If you have any questions about the integration of Fletcher Reinforcing in Papamoa and Easysteel Mt Maunganui, please do not hesitate to contact us at 07 542 9400 or 07 572 9700.

Competition Winners!

At Easysteel, we love the chance to say thanks to our fantastic customers with competitions and giveaways, and the past few months has been no exception, with \$1500 worth of prizes up for grabs.

In the last edition of The Steel Press we launched a competition to win a \$1000 voucher from 100% Appliances. The lucky winner was Reece Burgess from Jensen Engineering in Tauranga.

Reece received the voucher from Tony Scott, the new Area Sales Manager for the BoP Region. Perhaps a new coffee machine for the office at Jensen Engineering may be on the cards?

More recently, we offered our customers the chance to win a \$500 voucher from Air New Zealand, simply by completing an online survey to provide feedback on how they use the Easysteel website. That information was

invaluable for us, and we thank everyone that took the time to complete it.

Ron Shaskey from Tatom Engineering in Christchurch was one of the many customers who took the time to provide feedback on his online experience, and was drawn as the winner. Ron was recently presented with a voucher by Easysteel South Island Manager Trevor Day.

Thanks again to everyone who entered our competitions and provided feedback over the past months. For news on upcoming chances to win, be sure to bookmark Easysteel.co.nz and check back regularly.



Tony Scott and Reece Burgess



Ron Shaskey and Trevor Day

Signed Up for Email Updates?

Have you signed up to receive The Steel Press and additional updates via email?

Communicating with our customers via email is part of our increasing focus on sustainable and eco-friendly initiatives, and a wider development of digital resources we are planning over the next year – designed to give you more information when you need it quickly. If you would like to sign up to receive The Steel Press digitally, you can do so via easysteel.co.nz/contact

We Love Your Feedback

We received some fantastic feedback when we invited our customers to share their thoughts recently, and we want to keep the conversation going to help us continue to improve our offerings. If you have any feedback about our products or services, please be sure to email them to info@easysteel.co.nz

Congrats Ken! Easysteel Staff Supporting the Community

Many of us do our bit for the community in our own way – but when someone is recognised as having contributed in a major way, it is our pleasure to join in celebrating their achievements.

Ken Hainsworth is a well-known member of the Easysteel family... after all, Ken has been with us for a few years now! Recently, Ken was awarded a 'Sport Maker Certificate of Appreciation' by Sports New Zealand and The Lotto Volunteer Foundation.

The message accompanying the certificate says it all:

"Ken, thank you for your 50 years of volunteer services to a variety of sports. You have enhanced the lives of thousands of athletes. The dedication you have shown and the time you have



given to our community has given so many athletes opportunities that they may not have otherwise had. You have shown integrity and loyalty that has been greatly admired. You have given so much to so many, you are a rare treasure and a true role model."

Well done, Ken, on your great dedication! Your contribution to the community is an inspiration for all of us.

CLEARANCE CORNER Call us for great deals on these products!

Item Description	On Hand	UOM	Stocking Branch
Pre-galv Hollow Section 127mm x 51mm x 5.0mm x 8m	44	EA	Christchurch
Pre-galv Hollow Section 50mm x 20mm x 1.6mm x 8m (DURAGAL)	64	EA	Christchurch
PIPE			
General purpose pipe 100nb x 5.4mm wall x 6.5m - screwed and socketed	57	EA	Christchurch
General purpose pipe 100nb x 5.4mm wall x 6.5m - screwed and socketed	10	EA	Invercargill
Hot Dipped Galv Pipe 50nb x 3.6mm wall x 5.5m - plain end	74	EA	Dunedin
Hot Dipped Galv Pipe 80nb x 4.0mm wall x 5.5m - plain end	38	EA	Dunedin
PLATE			
Wear Resistant Plate 5800 x 2100 x 40 Grade 400 (Ex-Nanjing China, rusty, pitted)	3	EA	Auckland
Wear Resistant Plate 5800 x 2100 x 40 Grade 400 (Ex-Nanjing China, rusty, pitted)	4	EA	Auckland
Mild Steel Plate 2400 x 1220 x 8 to AS 3678 Grade 250 (Ex-NZS, rusty)	20	EA	Auckland
Mild Steel Plate 2400 x 1220 x 8 to AS 3678 Grade 250 (Ex-GDS Indonesia, rusty, stored outside)	11	EA	Auckland
Mild Steel Plate 2400 x 1220 x 10 to AS 3678 Grade 250 (Ex-GDS Indonesia, rusty, stored outside)	11	EA	Auckland
SPECIAL STEELS			
Tool Steel - H13 AISI 2344 Flat	11,117	KG	Auckland
Cast Iron 100 X 4E X REM	3.10	MTR	Whangarei
Cast Iron 95 X 3DSG X REM	12.60	MTR	Auckland
Cast Iron 160 X 3DSG X REM	4.84	MTR	Auckland
Cast Iron 60 X 4E X REM	2.46	MTR	Auckland
Cast Iron 105 X 4E X REM	26.67	MTR	Auckland
Cast Iron 140 X 4E X REM	5.47	MTR	Auckland
Cast Iron 100 X 4E X REM	7.83	MTR	Auckland
Cast Iron 200 X 4E X REM	10.47	MTR	Christchurch
WELDING			
Miller Wire feeder Remote controlled 12RC	4	EA	Whangarei
REINFORCING MESH			
Mesh Hard Drawn 264 D7.1 6150 x 2400 (663 Equivalent)	457	EA	Auckland
Mesh Hard Drawn 295 D7.5 6150 x 2400 (661 Equivalent)	715	EA	Auckland
MESH Hard Drawn 441 FR D7.5 5020x2020	323	EA	Auckland
Mesh Ductile D4/D5.3 6000x2350	525	EA	Auckland
MESH Ductile FR430-150 6100x2440	447	EA	Auckland
MESH Ductile W430-200 6740x2460	292	EA	Auckland
Mesh Ductile 430-200 6100x2440	170	EA	Auckland

CHRISTMAS OPENING HOURS

Closed

Skeleton Staff

Open as normal

	23 – 24 Dec	25 – 27 Dec	30 – 31 Dec	1 – 2 Jan	3 Jan	6 – 10 Jan	13 Jan
Easysteel Whangarei			8am – 2pm		8am – 2pm		
Easysteel Auckland Sales							
Auckland Cyclone	7:30 – 2:00		7:30 – 2:00				
Easysteel Auckland Plate							
Easysteel NRDC/Coil/Special Steels							
Auckland Reinforcing							
Easysteel Tauranga							
Easysteel Rotorua	8:00 – 12:00		8:00 – 12:00 (30th only)		8:00 – 12:00		
Reinforcing Hamilton							
Easysteel Hamilton							
Easysteel Hastings							
Easysteel New Plymouth							
Easysteel Palmerston North							
Wellington Reinforcing							
Christchurch Reinforcing							
Easysteel Christchurch							
Easysteel Christchurch Profile							
Easysteel Nelson							
Easysteel Dunedin							
Dunedin Reinforcing							
Easysteel Invercargill							

EASYTEEL/ FLETCHER REINFORCING SHARED BRANCHES

WHANGAREI
33 Rewarewa Road
PO Box 292, Whangarei
Ph: 09-470 2510
Fax: 09-438 4589

AUCKLAND
575 Great South Road
Private Bag 92803
Penrose, Auckland
Ph: 09-525 9400
Fax: 09-525 9401

TAURANGA
99 Aviation Avenue,
Mt Maunganui
PO Box 450, Tauranga
Ph: 07-572 9700
Fax: 07-572 9707

HAMILTON
Ellis Street, Frankton
PO Box 828, Hamilton
Ph: 07-846 2700
Fax: 07-846 2708

ROTORUA
Tallyho Street
PO Box 331, Rotorua
Ph: 07-348 3039
Fax: 07-347 7353

NEW PLYMOUTH
50 Corbett Road
Bell Block
New Plymouth
Ph: 06-755 9039
Fax: 06-755 2099

HAWKES BAY
1100 Omahu Road
Hastings
Ph: 06-873 9036
Fax: 06-879 6880

PALMERSTON NORTH
120 Kaimanawa St,
Kelvin Grove
Private Bag 11017,
Palmerston North
Ph: 06-354 2622
Fax: 06-354 2623

WELLINGTON
Burnham Street, Petone
Private Bag 38806,
Wellington Mall Centre
Ph: 04-570 8472
Fax: 04-570 8473

NELSON
40 Beach Road
Richmond, Nelson
Ph: 03-543 8215
Fax: 03-544 3118

CHRISTCHURCH
55 Lunns Road, Middleton
PO Box 8372, Riccarton
Christchurch
Ph: 03-348 8479
Fax: 03-343 0320

DUNEDIN
26 Orari Street
PO Box 34, Dunedin
Ph: 03-456 1750
Fax: 03-343 0320

INVERCARGILL
54 Tweed Street,
PO Box 957, Invercargill
Ph: 03-211 0696
Fax: 03-218 2318

FLETCHER REINFORCING BRANCHES

AUCKLAND
5 Beach Road
PO Box 22-201
Orahuhu, Auckland
Ph: (09) 270 4247
Fax: (09) 270 0861
Workshop Ph: (09) 270 4266

TAURANGA
19 Reynolds Place
PO Box 11-076
Papamoa
Ph: (07) 542 9400
Fax: (07) 542 0983

HAMILTON
No 16, Tawa Street
Industrial Estate
PO Box 837, Hamilton
Ph: (07) 843 0890
Fax: (07) 843 6176

CHRISTCHURCH
Corner of Waltham Road
& Mowbray Street
PO Box 30 183
St Martins, Christchurch
Ph: (03) 377 1190
Fax: (03) 365 7510

DUNEDIN
12 Harraway Road
Green Island
PO Box 5681, Dunedin
Ph: (03) 478 82015
Fax: (03) 488 2052

Ph: 0800 EASYTEEL
Fax: 0800 4EASYFAX
www.easysteel.co.nz