



Spring 2010

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connected

12 PAGES OF **ALSPEC NATIONAL NEWS**

CUSTOMER CORNER
Supreme Windows

SPOTLIGHT ON.....
Matthew Ashby

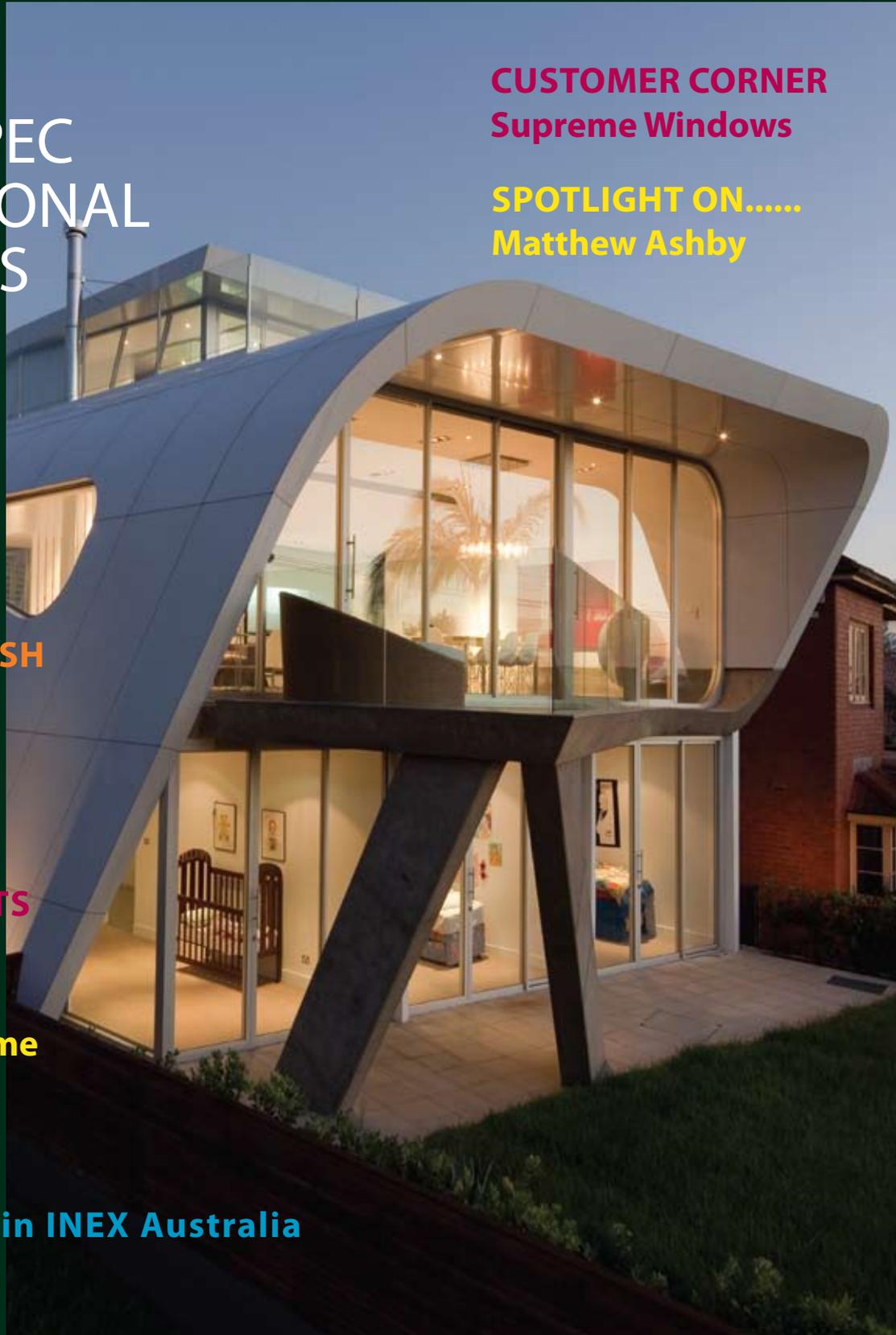
MESH SURE AIN'T MESH

ALSPEC partners with Phifer Inc.

MOEBIUS HOUSE HITS NEW HEIGHTS

ALSPEC enters the home with CARINYA

More about our... ALSPEC investment in INEX Australia



intro

Welcome to our Spring issue of Connected, keeping you up to date with the latest news from ALSPEC. You will see this is an exciting time for our customers with many new developments that will help make your business more profitable.

In this issue you will find:

- Information on our new Flyscreen Mesh supplier, Phifer
- A great article on Stainless Steel Security mesh
- A preliminary peek at our new Residential Window System, Carinya
- An update on our investment in INEX Australia
- Information on our latest exciting Specification activity
- And our popular regular spots Customer Corner and Spotlight On...

In our recent issues you will have read articles on Stainless Steel Security including the importance of looking at all aspects of testing security products and the clear advantages of 316 Mesh over 304. In this issue Phil has contributed an excellent article on Mesh that highlights the fact that whilst Mesh may look the same, often it is something completely different. In the sample we tested, a product that was being offered to the market as 316 Stainless Steel comparable to INVISI-GARD was nothing like it. Not only was it not 316, it was in fact not even Stainless Steel. I encourage you to read Phil's article to really understand this important area.

We are very excited to give you a sneak peek at our new Residential Window System, Carinya. The development of this system is a result of continuing demand from our customers for a window supplier with modern, well designed products who is able to supply products in a consistent manner to assist in growing your business. Being a newcomer to the residential window market allows us to bring our strength and experience in the design of high performance architectural window systems to this market. We have been able to look at the upcoming changes in the market, particularly in the area of energy efficiency, and design our product range to ensure we can meet these opportunities for many years to come.

In June we announced our investment in INEX Australia, a huge leap forward for our business. In this issue we bring you an update on the progress of our new site in Brisbane. This new site will include a new 10,500m² distribution facility for ALSPEC as well as the new INEX Australia extrusion press. This is an investment in the future of our Queensland customers enabling us to better service our loyal customer base in this State.

We thank you for your ongoing support which enables us to invest in these new developments.

Barry Lunn
National Sales & Marketing Manager

Phifer

ALSPEC has always sought to have meaningful and mutually beneficial long term relationships with suppliers. One of the hallmarks of ALSPEC's success has been our ability to identify suppliers who are world leaders in their field, negotiate favourable terms with them and drive revenue through our business by offering these benefits to our customers. These benefits include higher product quality and a broader product offer into the market.

ALSPEC is pleased to announce an exciting new supplier relationship with Phifer Incorporated, the world's largest producer of aluminium and fibreglass insect screening products. This new partnership will allow ALSPEC to competitively offer broader product ranges at higher quality than ever before.

In 1952, J.Reese Phifer established Phifer Incorporated in Tuscaloosa, Alabama (USA) as a weaver of aluminium insect screening. From these humble beginnings, Phifer is now the world's largest. When production began in 1952, two main company values were established; to excel in quality and service. These values are still strongly evident today and are the foundation of business for years to come.

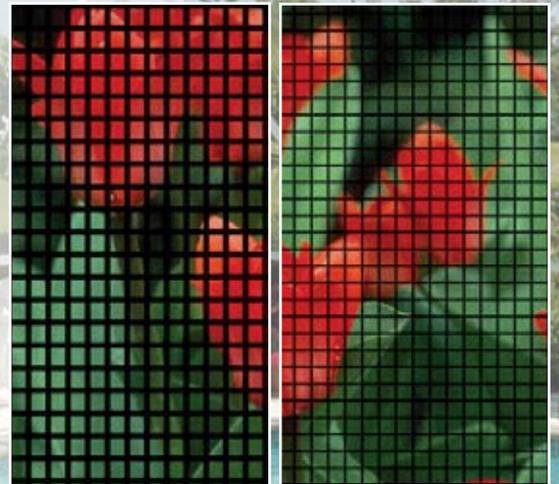
Throughout the years, Phifer's weaving expertise has broadened their product offer to include interior and exterior solar control products. These fabrics are designed to reduce heat at window areas in both residential and commercial applications, improving the indoor quality of our environments. We all have at least one or two windows at home that get blasted by the Aussie sun that would benefit from installing products such as these.

Phifer has also developed specialty metallic meshes in aluminium, steel and bronze, as well as pool & patio enclosures. The range is vast!

Phifer's manufacturing plants are located in Tuscaloosa and in Ningbo (China), with additional warehousing and sales offices in California, Italy and China. With a world presence, solid values, and broad range of products at competitive rates, ALSPEC believes that this relationship fits well with our desire to offer our customers the best products and service, at the most competitive rates that we possibly can.

ALSPEC still has some work to do in order to bring more Phifer products to the Australian market, but the excitement is there to grow this business. We hope you share our excitement as we bring more products on line and deliver further revenue and real value to our customer base.

Phil Esteban
Manager – Woven Products.



intro



Sean Russell Manager - Carinya Windows

Sean began his career at ALSPEC many years ago, working between school and university holidays. During this time Sean was studying Physical Education with the view of becoming a teacher.

During this longer than expected period of studies, Sean became involved in the preparation for the Victorian's branch move from Scoresby to their current location in Dandenong South. This experience provided an insight and understanding of both operations and an introduction to sales within our business. Shortly after the relocation the thoughts of screaming children were replaced with that of ALSPEC customers! – He was offered and accepted the position of sales co-ordinator, leading into an Area Manager role.

After five years in this role, Sean enjoyed developing a strong relationship with both staff and customers, with his territory and knowledge being built along the way. His understanding of the business and the "ALSPEC Way" should provide him with a steady platform for his new role, Manager – Carinya Windows.

"I see this as a large and important step for ALSPEC, and I am looking forward to the challenge of supporting staff and customers into the world of Residential Windows and Doors. I appreciate the help I have been given as I launch into a steep learning curve, one that should enable a successful, controlled release of products into a new market for ALSPEC."

When not working, Sean enjoys spending time with his fiancé, mates and family and tries to resist the urge to talk about aluminium!

Favourite Food: Italian
Favourite band: Anything from the 80's
Nickname: Rusty



Residential Windows and Doors Coming Soon

ALSPEC is now considered to be a market leader in Commercial Aluminum Systems, Security Products, General Extrusion and associated Hardware. As a supplier of aluminium systems, there is one market segment that we are yet to enter – Residential Windows and Doors. As a company we believe that this market will present opportunities for new and existing customers, combining with our current products to complete our range of Aluminium Systems.

The Carinya suite features a modern look with smooth edges and uniform sight lines. Carinya has market leading designs that are technically, visually and functionally the best on the market.

We have drawn on our extensive experience in the design and marketing of Architectural Window and Door systems in the design of Carinya. This will mean Carinya dealers will have a unique opportunity to market products that are not only highly functional and easy to fabricate and install, they will also look great and offer significant features for end users. As an example Carinya is well placed to respond to the demands of energy efficient housing by having single glazed options up to 10.38mm as standard on all products as well as great double glazing options.

Carinya, an Aboriginal word for "Happy Home / Happy Place", will offer a complete Residential Suite including:

- Sliding Window
- Double Hung
- Sliding Door
- Awning / Casement
- Bi-Fold Door
- French Door

Carinya will be offered through a National Dealer Network, including marketing support, technical support, testing, WERS, tooling and an extensive emphasis on supported professional showrooms to demonstrate our products. We also understand that the home owner and builders require specific information – architect specification support and end user marketing will be available to assist our dealers with offering Carinya.

Please see the next page for an introduction into some of these products.

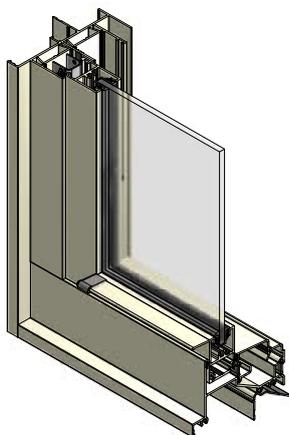
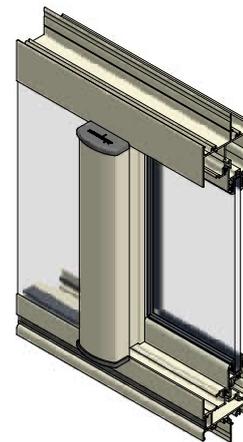
ALSPEC are looking forward to the release of Carinya for 2011 and we are busy finalising details, including technical manuals, testing, marketing and showroom design. We are also excited to hear from potential customers showing interest in our products.

Please speak with your Area Manager if you would like further information on becoming partners in the residential market with ALSPEC.

Sean Russell
Manager – Carinya Windows

Carinya Sliding Window

- Successfully tested for compliance with Australian Standards AS 2047
- Glazing options in the standard product from 4mm up to 10.38mm
- Lockable and non lockable handle options
- A range of aesthetically pleasing mullions
- Concealed high strength mullion fixing
- A box mullion with ends caps reduces the ability for insects to reside
- Can be screened with either fly screen, diamond grille or INVISI-GARD Stainless Steel Security screens

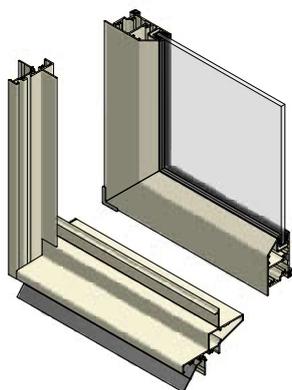
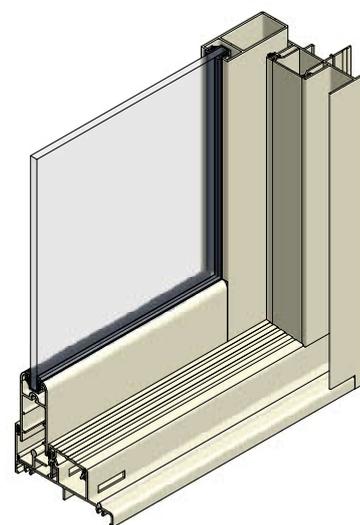


Carinya Premium Double Hung

- Successfully tested for compliance with Australian Standards AS 2047
- Possible glass sizes from 4mm – 10.38mm single glazed and up to 18mm double glazed
- Lockable and latching handle options
- Balances contain a unique feature allowing both sashes to be removed for cleaning
- Full range of sections allows for overlights, underlights and sidelights to be easily manufactured

Carinya Sliding Door

- Successfully tested for compliance with Australian Standards AS 2047
- Possible glass sizes from 4mm – 10.38mm single glazed and up to 18mm double glazed
- Complete range of single sliding and stacking doors in one product. Combinations include OX, XO, OXXO, OXX, XXO, OXO, XOO, OOX and OXXXXO
- Box interlocks with ends caps reduces the ability for insects to reside and provides a much cleaner look than bar type interlocks
- A 90° corner option is available that allows both inward facing and outward facing doors
- Can be screened with either fly screen, diamond grille or INVISI-GARD Stainless Steel Security screens



Carinya Awning & Casement Window

- Successfully tested for compliance with Australian Standards AS 2047
- Possible glass sizes from 4mm – 10.38mm single glazed and up to 18mm double glazed
- 50mm and 92mm frame options provides greater flexibility and choice
- Plastic end caps to the external sash corners cover sharp edges
- 60mm sash option

Oils Ain't Oils.

Some of you, like me, may be old enough to remember a television commercial put out by a certain lubricant manufacturer highlighting the virtues of their oil over their competitors' product offering. In marketing this is called the "value proposition". It is a statement that answers the question of why a product is chosen over others. There are all sorts of variables involved in the proposition including cost, looks, quality, how they make you feel etc.

From time to time, our customers come to us and give us the opportunity to explain our value proposition in particular with regards to our INVISI-GARD mesh. The question is put forward as to why a customer should buy mesh from ALSPEC, when someone else has come forward with an alternative product at a lower rate. The products appear to be in every way a lower cost version of security mesh. Such an occasion arose recently, and I'm pleased to offer the results of the investigation.

A sheet of mesh was sourced from a competitor for analysis. ALSPEC has access to materials testing facilities and is able to verify the wire material in terms of grade of stainless steel used, diameter, and tensile strength. We can also test pre-treatment, powder quality, powder adhesion, salt spray performance, and knife shear test results.

The mesh results were as follows with INVISI-GARD Mesh results included as a comparison:

Sample Tested	Known INVISI-GARD Performance
Tensile strength 368 MPa	INVISI-GARD tensile strength 900 MPa
Wire diameter 0.8mm	INVISI-GARD wire diameter 0.8mm
Wire grade – Plain Carbon Steel	INVISI-GARD grade 316 Stainless Steel
No chromate pre-treatment	INVISI-GARD chromate pre-treatment is standard
Powder was an interior grade Epoxy	INVISI-GARD exterior grade Polyester
Powder Adhesion poor	INVISI-GARD adhesion excellent
Corrosion after 72 hrs in salt spray	INVISI-GARD 10,000 hrs in salt spray without corrosion
Knife Shear FAIL	Knife Shear PASS

The results clearly show that aside from having the same wire diameter, the tested sample was in every other way an inferior product, and in fact would not meet the performance requirements of the Australian Standard for Security Doors and Windows AS5039. A security system installed with mesh of the calibre of the sample tested would undoubtedly disappoint the end user in terms of its effectiveness as a physical barrier, and the deterioration in its aesthetic appearance after a very short time.

Further, the use of such materials and their inevitable results stain the entire industry, and devalue the honest efforts of those seeking to provide a performance product at a reasonable price to the end user. Next time a mesh offer comes to you, remember to ask yourself if oils ain't oils, because Mesh Sure Ain't Mesh!!

Phil Esteban
Manager – Stainless Steel Security.

new brisbane facility



In June ALSPEC announced the exciting news regarding our investment in INEX Australia. We would like to further expand on the benefits of this for our customers as well as bring you up to date with the progress of the new Brisbane facility.

The construction of our new facilities is well underway at 8-24 Jutland St, Loganlea. This site includes a 10,500m² ALSPEC distribution facility that will be directly adjacent to the new INEX Australia extrusion press.

This will be ALSPEC's largest distribution warehouse, being some 2,000m² larger than our Sydney and Melbourne facilities. The significant investment in our new facilities reflects our positive outlook on the long term growth opportunities in the Queensland market and our commitment to extending our service to our customers.

ALSPEC is planning to move to the new distribution facility over this Christmas break so as to be operating from the new warehouse in January 2011. This new warehouse, which replaces our existing Murarrie premises, will provide us with more than double the warehouse space that we have in our current Brisbane operation. This extra space will be combined with new racking systems and the most technologically advanced Warehouse Management System (WMS) on the market. The WMS will enable a far more disciplined, accurate and effective overall warehouse process, inclusive of goods inwards, rack replenishment, picking/packing, labelling and despatch, all of which will now be controlled via barcode scanning. The combination of these new capabilities will greatly enhance our ability to carry the right stock for our customers and deliver it where and when it is needed.

Being positioned directly beside the new INEX Australia extrusion press will further improve our ability to be a supplier of choice for all of our customers. We expect the new press to come online in the second quarter of next year. Beyond the obvious benefits of close proximity to the INEX Australia extrusion operation we will also be installing a state of the art powder coating plant within the new ALSPEC warehouse. This further substantial investment in powder coating capacity is purposely designed to provide our customers with powder coating of excellent quality on exceptionally short lead-times.

Our investments in INEX Australia and in Brisbane based powder coating capacity are specifically designed to provide us with a stable, competitive and responsive supply base that will allow us to work towards achieving new benchmarks in customer service. They are part of our uniquely diverse range of supply options that also continues to include our traditional local and overseas extrusion sources. By having a number of options we are in a far stronger position than ever before to be the right choice for your business as an Aluminium Systems Supplier.

Supreme Windows commenced operations in Osborne Park in 1978 specialising in domestic window replacement. Total staff at that time consisted of three tradesmen, two glaziers and a carpenter. Business grew steadily over the next five years and a trend towards larger residential housing in Perth prompted the team to design heavier grade custom products to suit. Some of these designs, such as our exclusive sliding and stacking door systems, are still in demand today.

Why is Supreme Windows P/L so successful?

Supreme Windows utilise state of the art estimating and design software to provide clients with optimal construction solutions be it luxury coastal houses to multi-storey inner city apartments. We have built an enviable reputation for excellence in design and delivery. Success in bidding for large scale commercial projects has seen Supreme Windows evolve to become one of Western Australia's most employed custom fabricators.

What is your area of expertise?

Our expertise spans all areas of custom fabrication from luxury housing along the coast to multi story office facilities in the city.

Why do you use ALSPEC?

We have used all the major Aluminium suppliers, including ALSPEC, over the years. However, we have moved almost exclusively to ALSPEC in recent times. The excellent service and reliability in product supply coupled with the technical and



engineering support from our local representative has been of great benefit to our team here at Supreme. It is a partnership that our clients ultimately benefit from with the level of quality, commitment and confidence our team is able to bring to the project table.

Rio Tinto's new office, WA



Rio Tinto's new offices at Perth Airport precinct. (Above)
Spectrum Building in Subiaco WA (Below)



What are some of the prominent jobs you have worked on using ALSPEC products?

We have recently finished Rio Tinto's new offices at Perth Airport precinct. This was all double glazed with decifoam filled frames. We have also completed the Spectrum Building in Subiaco which was structurally glazed utilising Hunter 150mm Flushed Glazed Framing.

What do you do to relax on weekends?

I have a son playing for local WAFL team Perth so I have a keen interest in attending the local games and providing my vociferous support. When time allows I like nothing better than catching up with friends, old and new, for a couple of reds at the local eating houses around Fremantle.



s p o t l i g h t

Matthew Ashby

**Customer Service Supervisor
Newcastle Office**

What was your first job?

Petrol Station Attendant at a friends parents Petrol Station, long days on your feet but all the chocolate milk you could drink.

What did you want to be when you grew up?

When I was growing up I didn't have any plans for my future, I always thought that my ideal job would find me. I did odd jobs in my teens and then ended up doing assembly work for an electronics manufacturer. After being there for 3 months I was promoted to a line leader, then quickly to a sales position. Feeling I wanted to build on my sales career I applied for my position at ALSPEC and I haven't been happier.

What would you like to do now? Why?

I would like to take my 2 year old daughter to Disneyland in the United States.

Most exotic place ever visited?

I went to New Zealand on a bus trip with the grey haired brigade. They were a great a bunch of people and would pay for me to do the adrenaline sports as they couldn't.

Where would you like to be in 10 years time?

In 10 years time I would like to be in my house that I am going to be building. I have a list as long as my arm of little projects I want to do around the house using ALSPEC Systems or metal sourced from ALSPEC.



Favourite Past time? Hobby?

When I was younger I painted miniatures for a tabletop war-game. I had entered painting competitions and even came third. The miniature in the photo is the size of a cigarette lighter and took me over 200 hours (over many months) to paint. Every detail is hand painted and has a proud place on my desk.



specification

James Natter
National Specification Manager

With no sign of easing, the Specification movement found itself in the wild west at the 'Old Swan Brewery' in Perth with a fantastic attendance which kept our WA sales team (Peter Tompkins, Wayne Miller and Stewart Wimmer) busy throughout the night. Next stop was Victoria at the 'Atlantic' situated in the Docklands precinct. Again the turnout kept our team full of activity and thanks to Peter Fry and Ian Speight for handling it with such ease.

We then pushed on further south to Launceston and set up at 'The Cataract Bistro' to inject some urgently needed ALSPEC awareness, yet again the response was incredible. Thank you Joe Wolk for your support in ensuring this night was a success.

The Architectural community were out in force for THE Sydney event at the 'Ivy'. With over 600 Architects, we were kept more than busy with their enquiries and valuable leads. On the very same night in SA at 'The Hotel Richmond' other conscientious ALSPEC staff were manning our stand. Thanks to Luke Hodgman (who proved to be very popular with the Adelaide Architectural community) Ian Speight, Craig Neville and Kurt Kavanagh for their valiant efforts at these events.

With two years behind us, Specification is due for a well earned facelift. So that said, keep your eyes open for some new, exciting additions to the Specification movement over the coming months.





projects completed

When approached by leading architect Tony Owen to assist in providing solutions for the window and doors aspect of his own “Moebius House”, ALSPEC were confident they could meet the challenge.

With the ALSPEC Commercial Sliding Door as the star performer, ALSPEC was required to provide large expansive panels with sleek lines and a seamless transition from the indoors out, coupled with the ability to provide superior weathering performance.

The ALSPEC Swan 45mm Shopfront Door was also used for the front and top floor sundeck access.

For windows, ALSPEC’s McArthur 101.6mm Centre Pocket Framing was chosen for its versatility, aesthetics and its ability to integrate with the Commercial Sliding Door for all requirements, such as side lights and hi-lights. The McArthur frame was also selected to provide many of the curved elements throughout the home with some stunning results such as the much talked about “Ferrari Window.”

D.N.A Aluminium and Glass were the successful ALSPEC Fabricator chosen to complete this iconic residence. All ALSPEC Systems used were supplied in 25um clear anodised finish to ensure it withstood the harsh elements of Sydney’s coastline!

Moebius House, Dover Heights, NSW

Fabricator: D.N.A. Glass & Aluminium Solutions | Builder: Claddah Constructions Pty Ltd
Architect: Tony Owen Partners Pty Ltd
ALSPEC System: High Performance Commercial Sliding Door | Swan 45mm Shopfront Door
McArthur 101.6mm Centre Pocket Framing



projects completed

The Fawkner Street Projects

When designers needed a robust contemporary looking sliding door which could accommodate a 24mm IGU with performance glass the ALSPEC Commercial Sliding Door quickly became their obvious choice.

While the heights and widths of each sliding panel were taken care of structurally through the clever use of the appropriate interlock combinations, the 90 degree post free configuration was also utilised to maximize the livable space without unnecessary sight lines.

This not only met the homeowners aesthetic prerequisite for the house but more importantly achieved the energy performance requirements essential with all new homes.



The Fawkner Street Project, VIC

Fabricator: Majestic Windows | Builder & Designer: Alex Mamarkis Designs
ALSPEC System: High Performance Commercial Sliding Door



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