



Summer 11/12

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# connected

**12** PAGES OF **ALSPEC NATIONAL NEWS**

**CARINYA UPDATE  
NEW WEBSITE**

**CUSTOMER CORNER  
PROLINE ALUMINIUM**

**SPOTLIGHT ON.....  
GRAEME DWYER**

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**INTRODUCING .....  
Danny Green**



# intro

Welcome to our Summer issue of Connected, keeping you up to date with the latest news from ALSPEC.

Inside this edition you will find our regular updates:

- Specification with James Natter
- Customer Corner with Proline Aluminium
- Spotlight On... Graeme Dwyer
- INVISI-GARD with Phil Esteban
- Information on the Carinya marketing package

Last month we were delighted to announce Danny Green as the new celebrity sponsor for INVISI-GARD. Danny is a wonderful spokesman for the brand being a three times world champion who works incredibly hard in his sport as well as being a wonderful ambassador. We're delighted to sign a spokesperson who shares the Bred Tough sentiment and who, like INVISI-GARD, is built to withstand knockout blows among other things.

"I'm delighted to be signing on to spread the word about all important safety and security issues. There is no compromise when it comes to choosing the right protection for our homes, as after all, they house the most precious assets we have in life - family," said Danny

We are looking forward to a long and successful partnership with Danny that will benefit all of our INVISI-GARD dealers.

We are pleased to give you some more information on our Carinya marketing package. It is our aim to make Carinya the number one choice of consumers in the Australian Market. You will see in this issue the exceptionally high quality of our Carinya website and brochures. If you are looking for a competitive edge for you business, we are happy to come and have a chat with you about the Carinya opportunity.

Work is well advanced on programming the latest version of V6 with all of the ALSPEC systems. We are very pleased with the advances we can see in the software and are looking forward to rolling this out to customers in the first quarter of 2012.

Along with the new version of V6 we have some exciting systems to release early in 2012, including an updated version of our Commercial Sliding Door and a complete replacement for our Hunter Flush Glazed system. We look forward to sharing these with you in the New Year. In the meantime we wish you and all of your families a wonderful Christmas and thank you for your valued support in the last year.

Barry Lunn  
National Sales & Marketing Manager

# INVISI-GARD

## Fire

By the time you are reading this issue, we will be well and truly looking down the barrel of yet another hot summer and equally a very frightening fire season. The tragic events in Victoria remind us just how dangerous bushfires can be, and the threat they pose to property and life itself.

More and more, I am asked about fire protection from customers seeking clarity around what needs to be done in terms of home and building screening requirements. Moreover, the issue isn't just constrained to homes in bushfire prone areas, but also to buildings in close vicinity to designated fire boundaries, and other buildings.

The general philosophy is quite simple. Firstly ensure that your building doesn't catch fire, and failing that, ensure that the fire from your building doesn't spread to a neighbouring building. For this reason, specifiers often request fire attenuating screens along an elevation of a building. Typically the building elevation in question is adjacent the boundary of an allotment, or along elevations in close proximity to other buildings on the same allotment.

In order for screens to provide a level of protection from fire they must do two things.

*Firstly they must prevent the ingress of burning embers into a building. This is done by having small apertures in the mesh, and the Australian Standard recommends apertures less than 2mm in dimension. The apertures in INVISI-GARD mesh are 1.6mm.*

*Secondly, the screens must reduce the incident heat flux ( heat energy ) so that the measured temperatures on the interior side of the screen are less than the ignition temperatures of the building materials. INVISI-GARD does this by absorbing heat energy into the mesh and then reflecting it back toward the source. For an incident energy of 40 kiloWatts per square metre, INVISI-GARD attenuates or lessens the transmitted energy by 43%.*

In order to resist such high temperatures, the Australian Standard also makes reference to the material from which the mesh is made. Generally the mesh is required to be of bronze or a non-corrosive steel. Again INVISI-GARD mesh ticks the box as it is GR316 "Marine" grade stainless steel.

Fire attenuating screens require specific attention to installation guidelines, and they are somewhat more complex than fitting a standard security screen. The installation must be such that if a fire event were to occur and all the aluminium framing around the mesh had melted away, there would still be a means of supporting the mesh in place over the opening, and there were no gaps through which embers could pass through. ALSPEC has installation guideline details at your disposal for fire attenuating screens.

The specific requirements for fire screening vary from site to site, as each location is naturally more or less risky. The first thing to do when looking at a potential fire screening project is to get as much information from the specifier as possible. In particular you will need to know the Bushfire Attack Level, and the distance from the building to boundaries. These two critical figures determine the risk of fire at the site, and also the level of protection required for screening of openings. Once you know these, the next step is to talk to your Area Manager who will be able to assist.

As usual, I ask what this means for you the Dealer? Well, it means that you have a fantastic product at your disposal which is a suitable solution to fire attenuation problems. Don't be overwhelmed, and seek our assistance in getting your quotations accepted by specifiers and growing the amount of business available to you.

Again, as you read this, it's probably that time of year. I wish all of you the very best for 2012, and I hope you all enjoy a Safe, Holy, and Happy Christmas with those that mean the most to you.

See you in the next issue, and best regards.

Phil Esteban

B.E. ( Hons )(UQ), M.E.P.(UTS)  
Manager – Stainless Steel Security



Our Carinya range has been building momentum with our initial group of fabricators nationally. Feedback from our customers and their clients has been positive, with improvements identified and acted upon from our R & D team. Carinya is looking to be a long term suite, small changes are being made to reach this goal and offer our customers one of the most modern, up to date and flexible residential suites in the market. Other products currently in design include an entry door and bi-fold door to complement our existing range.

## Carinya Marketing – Consumer Focus

The traditional marketing approach for many windows and door products has been focused on fabricators. With Carinya, we are looking to target our customer's clients, the consumer. Our goal is simple: offer a brief education into door and windows, highlight the advantages of Carinya and finally direct this interest to our Dealers to complete the sale process. We will be promoting our range through a variety of platforms:

# Carinya update



## Carinya Website

We are pleased to go live with our Carinya Website during November. This website will offer its own style and feel and be on its own platform rather than the ALSPEC website. The website will offer information for consumers, specifiers and dealers through different access points allowing for each group's specific requirements.

For consumers, this will begin an educational experience into windows and doors, including types, planning a project, screening, glass, energy efficiency, and hardware and colour options. Whereas our professional area, designed exclusively for architects and specifiers, allows quick uninterrupted access to technical details and CAD drawings.



## Dealer Locator

We will put potential window buyers directly in touch with our Carinya Dealers. Through our experience with INVISI-GARD, the best results are achieved through our Google Maps based Dealer Locator. Carinya will also offer this for Dealers, with contact details and showroom address.



## Brochures

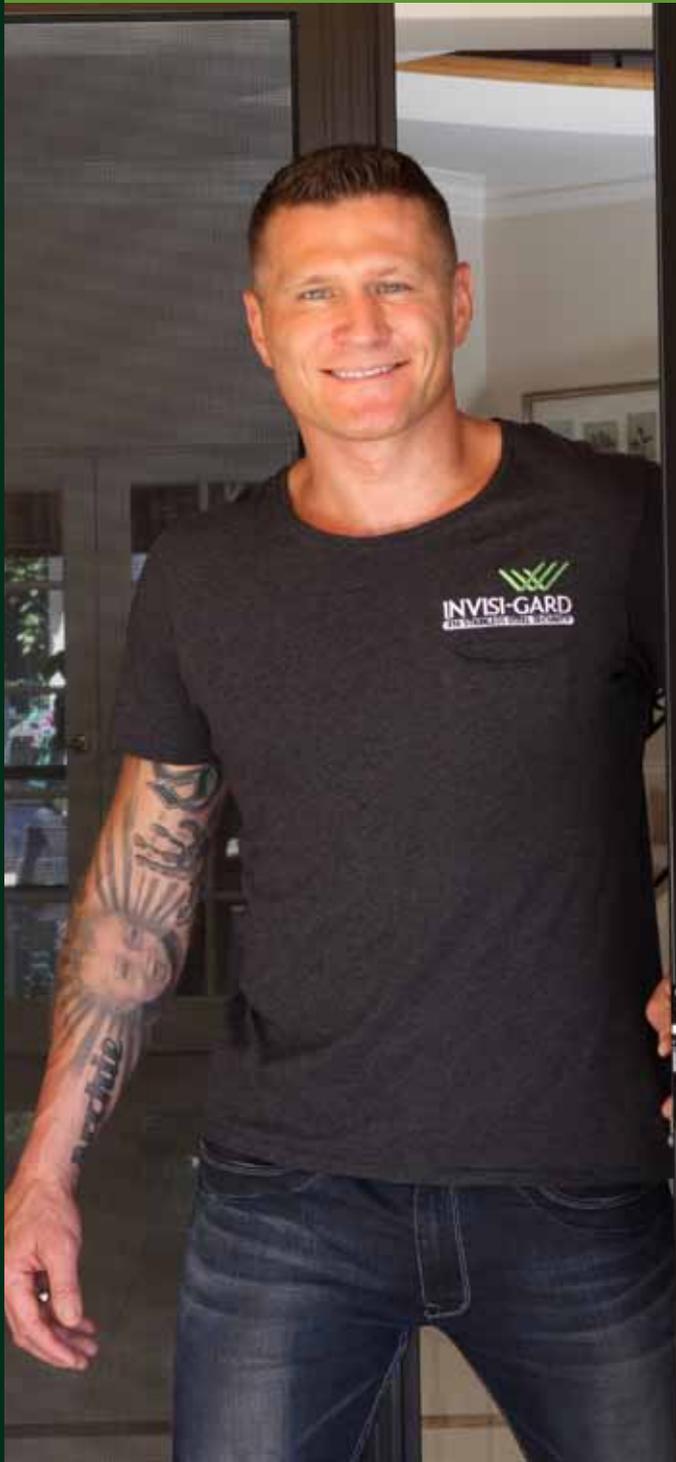
We have invested great time and resources to produce market leading brochures for our fabricators. This allows our Dealers to be confident during the sales process and the ability to leave some information with their potential client. To improve the professional nature of this resource, we are offering to print customer details on the back page.



We are striving to build a consumer brand with Carinya and recognise the importance of successful marketing to assist our Dealers in such a competitive market. As always, please keep up your interest in this range, as we continue to develop and refine a product that is going to endure well into the future.

Sean Russell – Manager Residential Windows

# Danny Green & INVISI-GARD



INVISI-GARD, Australia's premier Stainless Steel Home Security brand from ALSPEC is proud to launch our National "Bred Tough" campaign, spearheaded by our new brand ambassador Danny Green. Danny is a three time world boxing champion who represented Australia at the Olympic Games in Sydney. Danny will be the public face of INVISI-GARD and will front PR and campaign events such as the "Kids Can't Fly" Children's Safety Initiative. The INVISI-GARD product utilises materials of the highest quality ensuring maximum security and great looks with low maintenance for many years. INVISI-GARD and Danny Green embody resilience, tenacity, persistence and are "BRED TOUGH".

Danny flew to Sydney early October to officially launch his role as brand ambassador for INVISI-GARD. The day started with an interview at the 2DayFM studio with Kyle and Jackie O followed by a meeting at The Childrens Hospital Westmead with medical staff to help raise awareness for the Kids Can't Fly campaign. TV and print media were in attendance to interview Danny and he also brightened the day for many sick children by paying them a visit. In particular he met with a young boy that had fallen out of a flyscreen from a 2nd storey home and was lucky to escape with any serious injuries.

The day continued with a visit to ALSPEC Head Office and Sydney Branch where staff were able to have a chat with Danny, take a photo with him and get his autograph. Next on the agenda were a few more radio interviews at 2GB and Sports Day VIC and Sports Day QLD and concluded with a cocktail function for our INVISI-GARD Dealers where the new 2012 Marketing Campaign was presented.

Danny has since filmed the new INVISI-GARD TV Commercial and recorded the radio scripts – all due to air early 2012.



If you would like to hear Danny's radio interviews, please visit [www.invisi.com.au](http://www.invisi.com.au)



# operations update

A little over 12 months ago ALSPEC commenced the process of rolling out a new piece of software to help with managing our warehousing operations. The software is a product called Manhattan SCALE; known as a Warehouse Management System (WMS) it helps to allocate product to orders and work to people throughout the warehousing process.

The implementation process started in September 2010 in Sydney, followed by Brisbane in January 2011 and Newcastle in August 2011. Today, more than 50% of ALSPEC orders nationally are processed through SCALE with more branches coming on line in the first quarter of 2012. With preparations for Melbourne (January 2012), Perth (February 2012) and Adelaide (March 2012) progressing well the end of this phase of the project is in our sights.

The transition to the new WMS has changed the way that ALSPEC warehouses function. Every item of inventory is identified to a unique storage location, hand held computers and paper-less picking have been introduced, supervisors have more visibility of the workload and activity levels and customer service staff are able to pin-point the status of any order at any time.

The reason that ALSPEC has undertaken a project as large and complex as this is to ensure that we can continue to improve our operations. The WMS provides the capability to ensure the highest levels of accuracy and reliability when it comes to servicing our customers; ALSPEC will continue to strive to set the service benchmark in our industry. This investment is a demonstration of the priority that ALSPEC places on customer satisfaction and service excellence.

Whilst some of the improvements that are derived from SCALE will evolve over a longer timeframe; there are some immediate and obvious changes that customers will notice:



- *New look paperwork (delivery dockets and manifests)*
- *Fewer invoices and cleaner statements*
- *Combined orders for different product types (Extrusion, Hardware and Flat Products)*
- *Labelled bundles with customer order details*

ALSPEC will continue to explore all opportunities to improve the way that we operate. This new technology provides us with some of the tools that are necessary to make ALSPEC the best supplier of aluminium systems and related products bar none.

On a separate topic, ALSPEC welcomes Matthew Hooimeyer to the team in the role of National OH&S Manager. This is a new role in our business and Matthew will be tasked with the job of leading our 'No Harm' workplace health and safety strategy. We have done a significant amount of work with the assistance of Recovery Partners over recent years to improve our safety standards and this appointment highlights our ongoing commitment to the safety of all employees and visitors to an ALSPEC site.

Wayne Larsen  
National Operations Manager



Mona Vale Luxury Apartments - High Performance Commercial Sliding Door | McArthur Centre Pocket Framing | Swan Shopfront Door | Solar Control

Proline Aluminium was established by Eddy & Bash Skaf in February 2002. We operate out of the Sydney Suburb of Granville. Proline has come a long way over the years from establishing great and long relationships with our clients and suppliers, also moving to larger premises to accommodate our growth.

### **Why is Proline so successful ?**

I think Proline has been successful because of our relationships we have with our clients. We work with our clients to get their project done on time without compromising quality and workmanship. These long term relationships have made Proline so successful.

### **What is your area of Expertise ?**

Our area of expertise is up market homes and luxury apartments, commercial and industrial buildings, we also accommodate for the residential market homes and apartment blocks.

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

- Quest Hotel and commercial office space/retail, Bondi Junction
- Luxury apartments in Bondi, Cammeray, Bayveiw, Mona Vale
- Ansto-Lucas Heights
- Department of Lands- Sydney
- Azure Café- Sydney Football Stadium

### **Why do you use ALSPEC ?**

Mark Cooper is why we use ALSPEC. Over the years Proline has built a great relationship with Mark, he is always committed and on top of things which always gets us over the line to meet our deadlines and he always delivers. Also ALSPEC products are fully tested !

### **What do you do to relax on weekends ?**

Enjoy company with friends and family.. that's what it's all about after all.



Ettalong Beach Luxury Apartments - High Performance Commercial Sliding Door | McArthur Centre Pocket Framing | View-Max Double Hung.



# spotlight

## Graeme Dwyer

**Specification Manager - QLD**

**What did you want to be when you grew up?**

Play 1st Grade for Parramatta Eels.

**What would you like to do now? Why?**

My new role in Specification is a great challenge, it's opened up a whole new experience.

I'm not sure what each day is going to bring. Meeting with very creative people and helping find solutions is a great way to earn a living.

**Tell us something about yourself that no one at ALSPEC knows.**

Lightning fast (ha ha).....wanted to play Centre or Wing for the Eels. Malleys gave me an ultimatum, career or rugby league.

**What was your first job?**

My 1st job was with Malleys Whirlpool for 13yrs, as a Production Planner.

**Favourite Past time? Hobby?**

I try to keep fit, enjoy photography, surfing, bike riding, red wine and good coffee.....not necessarily in that order.

**Most exotic place ever visited?**

Maybe not exotic but...my favourite place is the Amalfi Coast in Italy. The colour of the water is fascinating. Food, coffee, wine, all good.

**Where would you like to be in 10 years time?**

Retired, healthy and fit. Enjoying my family time, grandchildren, travelling and drinking red wine [and a strong coffee].

**Ever had a brush with fame?**

What's fame? Lindsay Lohan? I visited 'Chartwell Estate' the home of Sir Winston Churchill in England. I found it inspirational.

# projects completed

**Modena on Chevron - Gold Coast**

**Fabricator** – Civic Glass & Aluminium

**Builder** – PBS Property Group

**Architect** - Ferro Arch Architects

**ALSPEC Products used:**

- View-Max Sliding Windows
- Altitude Apartment Sliding Door
- 101.6mm McArthur Centre Pocket framing

**Colour:** Clear Anodised and Echo Blue Glass



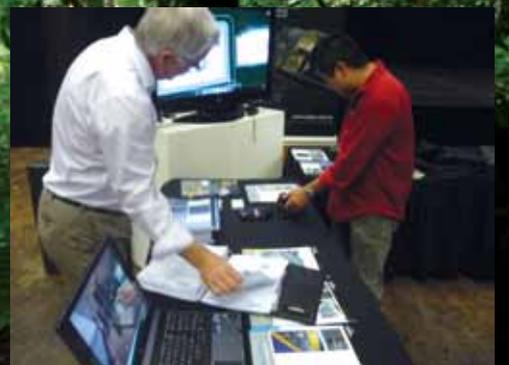
## Calendar and Diary

The ALSPEC calendar and diary is every year a highlight, bringing together our top projects and renowned architectural photographers to showcase our best to architects, builders and fabricators alike.

If you would like to see your next great project featured in the 2013 calendar and diary, contact your ALSPEC Area Manager or ALSPEC Marketing Department [brand@alspec.com.au](mailto:brand@alspec.com.au) by March 2012 with your happy snaps. We'll take it from there!

# specification

James Natter  
National Specification Manager



With Christmas fast approaching specification has definitely been busy over the past few months. Luke Hodgman in Adelaide has had immediate impact once hitting the architectural sidewalks. His presence has not only been welcomed with open arms by Architects and Designers alike they are also eager for him to present at their firms to further raise the awareness of ALSPEC and our capabilities. Graeme Dwyer has also had his hands full with Mecca nights being conducted in Brisbane, Cairns and Townsville. This together with a number of key QLD projects in the specification stage has seen Graeme really begin to penetrate what can and has been described as a one horse state. Over west Stewart Wimmer continues to dominate the Architectural market with his wealth of technical knowledge, long term relationships with key architectural firms and the ALSPEC attitude of getting your hands dirty to get the job done. Add to this some huge National government initiatives over the past months and it is fair to say the future for specification will continue to go from strength to strength.

*Wishing you a Very Merry Christmas  
and a Happy New Year*

*With thanks from all the staff at*

**ALSPEC**



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