

# STEEL FABRICATORS'

# REVIEW

*a Peddinghaus Publication*

FABRICATORS MAKING TODAY'S SKYLINE POSSIBLE

## METAL PERREAU**T** Joint Venture — Never an Adventure

A visitor to Quebec soon learns of the strength of the structural steel fabrication industry in the province. Many shops are engaged in the steel construction industry and are strategically located near the St. Lawrence River. In such a concentration of fabricators, how does one shop stand out? Easy, by creating its own niche – focusing on the strength of its people, its management, and their collective creativity; Metal Perreault has carved out a unique identity as a high quality fabricator: not just in Quebec – but in all of North America.

*See full story on page 4*



Gerald Perreault, Founder and CEO of Metal Perreault, Donnacona, Quebec, Canada

## PAGE STEEL

### Leading the Steel Revolution

The Outback of Australia has been known for many years as yet another "Concrete Jungle". With 67 percent of all construction being concrete buildings, the steel construction industry has long played a secondary role in the Land Down Under.

Leading a revolution that includes the retro-fitting of pre-existing concrete structures Page Steel has a new vision for the future of steel construction in Australia. Teaming up with Peddinghaus, and applying their unique blend of talents, Page Steel is an all-around modern success story.

*See full story on page 6*



George and Jacintha Piacentini, Page Steel, Derrimut, Victoria, Australia

## IN THIS ISSUE

<b>Metal Perreault</b>	<b>4</b>
<i>Joint Venture – Never an Adventure</i>	
<b>Page Steel</b>	<b>6</b>
<i>Leading the Steel Revolution</i>	
<b>Redd Iron</b>	<b>10</b>
<i>Then &amp; Now</i>	
<b>Oktoberfest in Review</b>	<b>13</b>
<b>Munster Steel: Bridging the Gap</b>	<b>18</b>
<i>President Obama Visits Munster</i>	
<b>2009 NASCC Steel Conference</b>	<b>20</b>
<i>Seeing Arizona Harley Style</i>	
<b>BDL 1250/D: The Results Are In</b>	<b>22</b>
<i>High Speed Carbide Drill Line System</i>	
<b>Getting To Know...</b>	<b>24</b>
<i>John Holland, Vice President and General Manager of SSSL</i>	

## MUNSTER STEEL: PHOTO CASE STUDY

### A Remanufactured Drill Line in a Bridge Fabrication Shop?



Jeanne Robbins, President of Munster Steel, Munster, IN, USA

*See full story on page 18*

## REDD IRON A Sense of Tradition... With a Sense of Humor

One of the most unique aspects of the steel construction industry – especially in structural fabrication – is the proportionately large number of family owned businesses. It seems that many companies were founded by Grandpa, and then turned over to Dad, and then to the next generation. It leaves you with a sense of tradition, something that keeps your feet firmly planted on the ground. Family businesses are a foundation of our economy, our business philosophies, and our culture, itself.

If you want to witness a true vision of the American dream – a thriving family business engaged in structural fabrication – pay a visit to Brighton, Colorado. In the "high desert" of the Rockies, you will observe what persistence, achievement, and family values have in common. Stop in at Redd Iron and see how family and business interact – profitably and happily – with a sense of humor.

*Continued on page 10*



(l-r) David Atkins, VP of Manufacturing; Brian Atkins, President/Owner; Mary Schlener, Director of Finance; Chris Atkins, VP of Sales; Jarred Schlener, Estimator of Redd Iron, Brighton, CO, USA.

## PAGE STEEL

# Leading the Steel Revolution

### A Tradition of Growth

The early 1970s marked the birth of Page Steel. With 5 employees, and an undersized shed, the company began fabricating projects for smaller builders. Large homes, small apartment buildings, and small warehouses were the primary source of income for the organization during its early years. Outgrowing their shop space several times throughout the seventies and eighties Page Steel continued to expand in both their workforce and shop space.

One key addition to the company was the hiring of Lynne Piacentini. Lynne joined the company during the mid eighties to apply her financial expertise to the company's corporate initiatives. In a short time Lynne and her husband George began playing a more active role in the firm and later purchased a 50% stake in the company.

With the company steadily growing while earning a reputation for exceptional service and quality the Piacentini family answered opportunity when it beckoned – in 2006 Page Steel came completely under the ownership of the Piacentini family. The family began to take a closer look at the ways that it could improve Page Steel's procedures in order to become an even stronger force in the Australian steel construction market

### Reinvention — The Formula for a Modern Success Story

Although already an established company with a history of accomplishment, the Piacentini family took an aggressive approach toward retooling the company's processes.

Lynne and George recognized the need to reduce the cost of production in order to stay competitive with the low prices of concrete structures – Investing in new equipment, reducing rental & overhead costs while streamlining production & administrative processes were crucial to achieving their goal. Enlisting the talents of their son Chris, and daughter Jacintha, the Piacentini family created a family formula for productivity.

Working in conjunction with an outside software company, Chris designed two software packages – *Steeltrack* and *Esteel* – in order to maximize the efficiency of shop flow and track jobs throughout production.



(l-r) Geoff Hooper of Eurotec, Lynne Piacentini and Chris Piacentini of Page Steel.

Jacintha's experience working for one of the state's largest builders gave her all the tools necessary to assume the role as Project Manager for Page Steel. Although other companies of comparable size generally employ multiple Project Managers, Jacintha is able to monitor all of the processes at Page Steel using the programs Chris developed.

### Introducing the CNC "Advantage" – With Peddinghaus

In an effort to further cut costs, the Piacentinis recognized the need to add a 'true beamline system', and other cutting edge technology to their fabricating arsenal.

After reviewing the qualities of several competitive companies Page Steel purchased their first Peddinghaus machines – the "Advantage" PCD-1100 three spindle drill line, and DG-1100 Miter Band Saw with Material Handling.



The new ABCM 1250 will soon be in operation for Page Steel



"Looking at the build quality of the machines immediately impressed us. The machines are so solid compared to some of the others we had looked at. Realizing the benefits of moving steel with conveyors and cross transfers made the decision easy."

With this purchase the firm got their first taste of what a Peddinghaus Machine can do for a company. Shortly after installation they were so impressed with the performance of the machines that they immediately placed an order for an 823 Anglemaster.

"This turned out to change the direction of Page Steel, and enabled the company to tackle much larger projects. As Page Steel is extremely critical on precision the machine had to prove itself to all employees. Immediately we had been impressed with both the speed and accuracy of the saw and drill, as well as the build quality.

Page Steel's largest individual project had been undertaken in 2008, fabricating 5000 tons for 2 distribution centers. This could not have been even entertained without the new Peddinghaus equipment."

### More than Machines – Partners in Productivity

With the addition of the new machines Page Steel and Peddinghaus began a strong partnership that has grown beyond the initial purchase of their first machines. The skilled staff that Peddinghaus employs have assisted Page Steel every step of the way – from the many service professionals to our friendly sales staff. Everyone at Peddinghaus is a part of Page Steel's team effort.



The Anglemaster 823, complete with loading/unloading system, made processing detail fast and efficient.



"Ian Maxwell from Peddinghaus and Geoff Hooper from Eurotec have had a huge influence in the design and layout of the systems. Ian has been a pivotal factor in our purchases. He has firsthand knowledge of the machines capabilities and a tremendous focus on efficient ways of moving steel from process to process."

Even customer service has had the opportunity to supply Page Steel with guidance when they needed it. Peddinghaus' 60+ field service technicians, and inside computer service experts consistently find solutions for fabricators all over the globe. A testimonial to the efforts of these professionals is evident when a fabricator on the other side of the world has a question about their Peddinghaus machine, and solving it is as easy as checking their email.

"In the early days we had a question on the PCD1100, the Peddinghaus service department was able to dial into machine, gain power of the control panel and fix the problem. This was very impressive and sorted the problem out without excessive down-time."

"Peddinghaus service in conjunction with Eurotec has absolutely been marvelous. Peddinghaus has made a commitment to Page Steel by keeping stock of core components of all of our machines in Australia. When additional parts are required they arrive without fuss in 3 days to our door."



The Aldi Distribution Centre would not have previously been possible for Page Steel to fabricate in the time frame required by our client without the aid of our Peddinghaus machines.

The PCD1100 worked 20 hours per day cutting and drilling beams from 100mm angle to large 900mm welded girders. Some of the larger beams had around 100 holes each.

The PCD1100 performed perfectly, and easily kept up with our program. At the tail end of the project the Anglemaster 823C arrived and immediately went into action processing thousands of smaller 65mm angles.

Previously we would have had to do this manually, but now can punch the 65mm angle bracing on our Peddinghaus iron worker. In one hour the Anglemaster 823C, together with the automated loading and unloading conveyors can produce more than an employee could previously achieve in over 1 full shift.

The Anglemaster complements the PCD1100, as it processes all angles and allows the PCD to concentrate on other structural sections.

The project was very successful for Page Steel, and has shown this client and potential clients that we are able to handle large projects with ease.

-Chris Piacentini, Page Steel

## World Travelers, Oktoberfest Visitors

Page Steel joined 3,500+ fabricators from all over the globe recently when they visited Peddinghaus' Oktoberfest this past fall. Having ordered yet another Peddinghaus machine prior to the event – an ABCM-1250 triple torch coper – the firm set out to meet the Peddinghaus staff and see the operation in Bradley, Illinois. Taking full advantage of the opportunity, Page Steel talked business with fabricators from all over the world. Leaving with a wealth of knowledge on how the modern fabricator battles market conditions, the 20 hour plane ride was definitely worthwhile.

*"George and Chris have asked me to thank Peddinghaus sincerely for the fantastic time they had in Chicago. They were so impressed with the generosity and hospitality shown to them, they have not stopped talking about their time there."*

- Lynne Piacentini

## Watching Their Plan Take Action

Results are what this story is all about. The addition of the new equipment has played a crucial role in Page Steel's recent success. The speed and precision of the Peddinghaus equipment has lowered costs for Page Steel and helped establish Page Steel as the pace-setter in the Australian steel construction market.

"We feel we have a huge advantage in the industry by moving to Peddinghaus CNC machines, as steel moves so much faster through each process. This will enable us to have every chance to tackle our goal of steel dominating the multi level markets."

"We really consider Peddinghaus and Eurotec as team partners. The new machines keep running day and night, and keep producing accurate processed sections. Our output has increased so much that we have had to promote an internal employee to the role of second in charge of the workshop for day shift."

"We are now producing up to 200 tons per week, and previously we had been hitting 100 to 120. Part of the large increase has also been an increase in workshop labor. I would imagine in U.S terms this is not considered a large volume of steel, but in the Australian market 200 tons a week makes Page Steel one of largest fabricators in the state."