



# FRAMECAD™

AUSTRALIA

## Roll-your-own decision transforms builders' business

Buying their own FRAMECAD machine has reduced lead times by 50% and given Steel Frame Logix a significant competitive advantage in the South Australian housing market.

"It was one of the best business decisions we've ever made", says Managing Director, Gary Scott.

"Now we're totally self sufficient, our turnaround is much faster and we're significantly more price competitive."

### THE SPEED ADVANTAGE

Steel Frame Logix used to source their framing from another supplier, but Gary says it didn't ultimately make good business sense.

"In the end, it became cost prohibitive and the time factor was a huge issue.

"The product was coming from Ballarat, a days drive from our factory. But by the time you order it, by the time they process it, by the time we get everything into our factory, we're talking about a six-week lead-time.

"That's not satisfactory for a lot of builders. Now, we turn things around in half that time."

### ONE MACHINE DOES ALL

Based two hours outside of Adelaide in Moonta, Steel Frame Logix specialise in custom-designed brick clad residential homes of between 180 sq m -200 sq m, and currently manufacture framing for approximately 8 -10 homes per week.

The company's total output is produced by just one machine, a FRAMECAD 300i.

Explains Gary: "It's got the same profile for trusses and wall frames so we only need the one machine, and it's been thoroughly reliable.

"The low entry cost was also attractive and the numbers made it a very worthwhile investment. It wasn't a huge outlay of capital and it's definitely paying for itself."

### THE FUTURE OF STEEL

Gary and his fellow directors at Steel Frame Logix (Gary Wahlstedt and Mark Ravenscroft) are builders with long experience in the industry.

"We've always used steel framing in our homes and manufacturing our own steel frames is a natural progression", says Gary.

"The FRAMECAD machine made it all possible with minimum hassle."

Gary believes that the building industry generally accepts that steel framing is a superior product.

"Engineering of steel frames gives us a big advantage over timber frames. In South Australia, every job is individually engineered prior to going into design. This gives the end user comfort with the knowledge that their home has been given individual attention by an engineer prior to manufacture.

"I see in the future, the quality of timber will gradually deteriorate over a period of time because of supply issues and also because of engineering issues with timber."



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## Engineering the key

Gary points to changing building regulations relating to timber framing as confirmation of steel's positive future.

"When you look at timber-framed homes that were built 30 years ago and compare them with timber framed homes being built today, there's a massive difference in the amount of timber they put in.

"The Australian standards for timber are evolving. Each year they change, each year they put more timber in the houses. Each year they change the tie downs.

"That benefits steel framing because we have an engineered product that is consistent so we can keep producing steel framing without worrying about how it will perform in 30 years time.

"And of course, termites are a huge issue in Australia."

### BUILDER RELATIONSHIPS

Being builders themselves, the directors of Steel Frame Logix have "at-the-coal-face-experience" which helps with building relationships with builders.

"We work very closely with a lot of builders. For each of the builders we work with, we understand fully how they expect their product to look at the end of the day.

"And every builder is different. Other framing companies don't have quite the same relationship with their clients.

"We have increased our production since we started rolling our own, but we're happy where it is. We want to concentrate on the business we have and do a good job.

"We don't actively go out and seek more work. We've got some established builders who we deal with. We understand what they want and they understand what we give them. It works well."

