

# ASD metal matters

klöckner & co multi metal distribution

Spring 2008 Issue 6



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# Further acquisition for ASD in steel construction sector

**T**he acquisition of Hot Formed Hollow Section specialist, Interpipe signals a further important move in ASD metal services' strategic expansion in the construction sector.



*Peter Park*

This latest announcement comes on top of the company's acquisition in mid-2007 of Westok Limited which manufactures and distributes cellular beams for use in floor and roof construction.

"We are delighted to have joined forces with Interpipe," says Peter Park, Director ASD metal services. "It has an established customer base across the country and its specialist capability further reinforces ASD's position as the leading supplier of construction-related steel in the UK."

"Interpipe are true specialists

in a niche market and one of the few suppliers in the UK to offer Hot Formed Hollow Section up to 18 metres-plus in length. Like Westok, Interpipe has an excellent reputation for service which dovetails precisely with ASD's philosophy," he adds.

Interpipe now trades as "ASD Interpipe". Key benefits for steel fabricators, architects and specifiers include its comprehensive range of stock in a wide variety of lengths, a cut-to-size facility and the full support of a highly experienced team of product specialists.

The lion's share of Interpipe product is purchased by members of the British Construction Steelwork Association for major projects such as stadia, arenas, schools, hospitals, offices and retail complexes.

Operating from a purpose-built 110,000 sq. ft warehousing and distribution facility in Dudley, West Midlands (recently the subject of a multi-million pound investment programme), ASD Interpipe holds more than 4,500 tonnes of Hot Formed Hollow Section to EN 10210 S355J2H in four profiles – square, rectangular, circular and elliptical. In early 2007, Interpipe became the first

distributor in the world to offer a complete range of Elliptical Hollow Section (EHS) – a product that is rapidly gaining in popularity for its highly aesthetic qualities especially in glass facades.

By sourcing material from both UK and European mills, flexibility of supply is assured. Product up to 18 m long is kept in stock, while lengths up to 22 m can also be supplied on request. Processing facilities at the Dudley warehouse include a cut-to-size service.

Strong partnerships with customers are a hallmark of the Interpipe operation. The highly focused sales team of product specialists is renowned for their intimate knowledge of both the industry sector and their local customer base.

**ASD Interpipe**  
**Tel: 0845 226 7007**





# Sawing capacity boosted at Leeds

**R**ising demand, in particular for structural steel, has seen two new saws installed at ASD metal services' Leeds operation.

In addition, a new 12 tonne SMV forklift truck will be joining the fleet there in June.

Bringing the number of sawing systems at the site to seven, the new Kaltenbach KBS 1301 and KBS 750 saws will increase cutting capacity by over 25%.

The KBS 1301 can cut sections up to 1300 mm wide, 700 mm high and 18.3 m long and the KBS 750 up to 750 mm x 500 mm x 15.3 m.

"Both machines have the capability to be fully-automatic which means that the multi-lengths required by structural engineers will be easier to process," says David Cox, Group Operations Manager.

Capable of lifting 12 tonnes at 1250 mm centres, the new SMV forklift truck is also being drafted in to help handle ASD's expanding constructional steel business.



## Even more choice in stainless steel long products

More new products have been added to ASD metal services' stainless steel stock range in the shape of Hygienic Tube and Welded Pipe with fittings to suit.

New on the stocks are Hygienic Tubes from 1" to 4" OD in grades 304L and 316L. This tube is fully annealed, manufactured to ASTM A270 and dull polished. Applications include dairy and food processing, water treatment, brewery and chemical processing. A range of complementary fittings is also available from stock.

The new Welded Pipe range covers all standard sizes from 1/2" NB to 24" NB in 304 and 316 grades. Also on offer are heat exchanger tubes, precision tubes and tubes for the exhaust market.

"Investigating new/existing product lines and markets has identified a massive potential for growth, particularly in tubular products," explains Adam Eccles, Product Manager ASD metal services.

"We already have a significant market share in flat rolled products and are ready to increase our share in other segments - such as

long products for example."

"A 'pull' strategy was adopted to identify the needs of all our tube customers," he adds. "This range is built around our customers and has brought an immediate response with increased sales."

"Organic growth will be achieved by expanding our product portfolio to include these items. Our diverse product mix and service makes us an attractive supply source. As other new products are added, the future looks very positive indeed."

## Edinburgh ups flat product stock

**M**ore flat product is to be stocked at ASD metal services' Edinburgh unit thanks to the redevelopment of an annex building and the installation of new Wonderwall cantilever racking systems.

"The unit will keep all its stripmill, welded mesh, open mesh flooring and other flat products in this upgraded area which will not only increase stock capacity of this product but also free up space for expansion of the general steels stock range," comments David Cox, Group Operations Manager.

## More muscle for two sites

New Lancer LQ80 8-tonne sideloaders are joining ASD metal services sites at Biddulph and Bodmin.

Now both sites will be able to handle bigger packs of material from the mills. "The beauty of this machine is that it is the same size as much lower capacity models which means it fits into the same job role as a 5 tonne capacity unit but has a lot more muscle and capability," remarks David Cox, Group Operations Manager. "The addition of the two LQ80s at Biddulph and Bodmin provides us with more flexibility in moving material around the sites."

## Racking investment at Blackburn

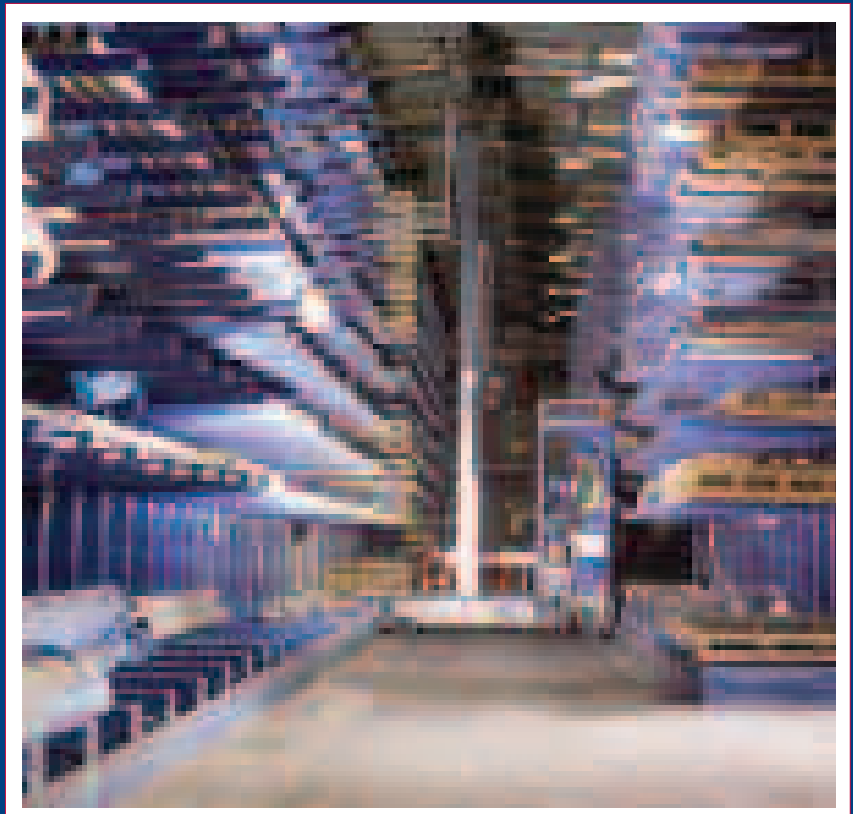
Further investment at ASD metal services' Blackburn site, the Central Stocks for the company's stainless steel operation, is set to increase stock range and speed of turnaround.

With the installation of the company's own-design Wonderwall cantilever racking system, stockholding capacity in the redeveloped warehouse area has expanded by 30%.

Wonderwall was designed to meet the needs of the company's diverse product range. Its 'Christmas Tree' design (in essence a centre post with arms) increases floorspace by up to seven times. The new racking at Blackburn incorporates the recently-updated 2-tonne capacity arms.

This latest move is part of a major investment programme at Blackburn

which has completely transformed the site over the last three years.





# Non-ferrous business continues to forge ahead

**“ASD’s stainless steel and aluminium business has grown rapidly in the last few years and is all set for further expansion, both through acquisition and organic growth,”** comments Phil Forster, who was recently appointed as Director of the company’s non-ferrous products operation.

With a huge fund of experience in metals, Phil has been with ASD metal services for 17 years joining as a graduate trainee in 1991. He quickly moved up through the ranks holding a variety of key posts in sales and product development. In 1996, he transferred from the mild steel side of the business to stainless steel and aluminium when he became Sales Manager at the company’s Sheffield branch, before progressing to General Manager and then Regional Manager (North) Stainless Steel and Aluminium.

Backed by ASD’s multi-million pound investment over the last two years (including major upgrading of warehouses and improvement in equipment), the division already offers an unparalleled range of stainless steel flat products and, in line with its highly innovative culture, has recently appointed

three new Product/Market Development Managers. “This has resulted in excellent growth in all aluminium products, stainless tube and, in particular, sign products where we have been successful in securing sole distribution rights for several exciting new lines,” explains Phil.

“Employing some 180 people, we operate out of four main sites and ten sales offices. Deliveries are made within 24 hours throughout the UK and Ireland,” he says. “A major strength for us is our independence. We are not tied to any one supplier but source our products from a variety of European partners as well as

further afield in the Far East and India.” The Blackburn site in Lancashire is the Central Stocks of the division. Processing facilities include slitting, polishing, bar sawing and guillotining. Indeed, Blackburn boasts one of the only 2-metre stainless sheet steel polishing machines in the UK.

“Our non-ferrous operation has become an increasingly important part of ASD’s business and a key element in the company’s overall multi-metals strategy,” adds Phil. “We have a clear aim – to become overall market leader in non-ferrous products.”





# We can work it out

## ASD steel at the heart of Beatles hotel

**W**hen the Beatles-themed Hard Days Night Hotel in Liverpool opened for business on 1st February, it marked the culmination of an ambitious two-year development project that saw the conversion of an historic listed building into a prestigious hotel.

ASD metal services Biddulph supplied more than 120 tonnes of steel for the hotel in the form of hollow sections, columns, channels and angles.

It was a complicated project which included the construction of two additional floors at roof level and a meticulous refurbishment programme that restored many of the original features of the building. These included the internal and external marble columns, central staircase and the impressive entrance. Developers, Hornport Construction commissioned Colin Reason owner of C G Reason, a fabricator based in Garston, Liverpool to manufacture and construct the steelworks.

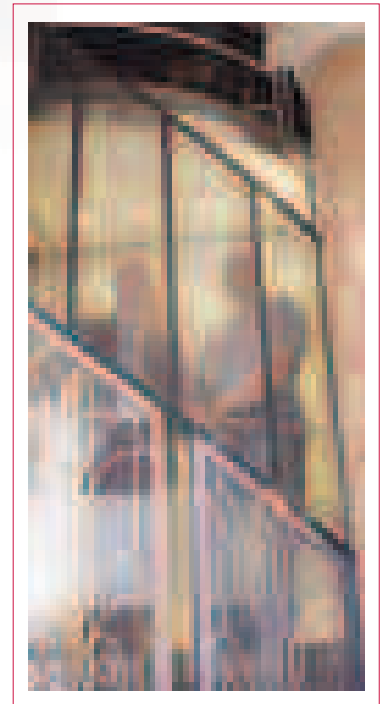
"It was always going to be a difficult job mainly because there were no cranes or lifting gear on site," Colin reports. "All the steel had to be carried by hand. At times, the guys were

manoeuvring bars up six floors. It was just a question of persevering and getting on with it, but it did mean the job took a fairly long time to complete."

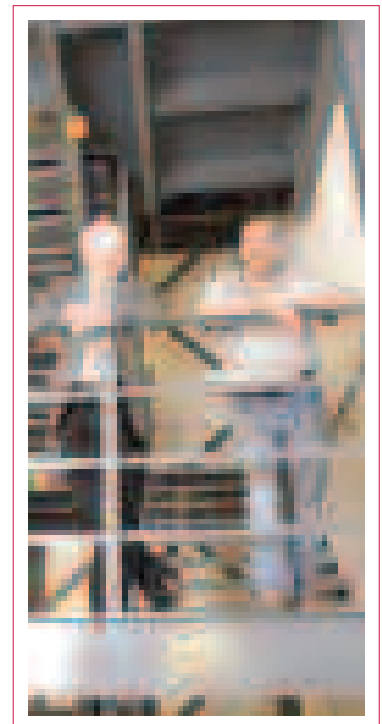
"Bill Vaughan, based at ASD metal services Blackburn, was a great help. Steel deliveries were spot-on and often had to be arranged for a Sunday. I've been an ASD customer for four years now and appreciate the prompt service and keen prices."

Located in the old merchant district of the city, on Matthew Street and close to the Cavern Club, the hotel is a Grade II listed building dating back to 1884. Designed by Thomas C Clarke and constructed in a classic design, it was known as Central Buildings and would have housed a number of merchant interests at the time when Liverpool had a prominent international trading role. During the Second World War, it was designated the back-up location for allied command headquarters in the city during the Battle of the Atlantic.

The hotel features 110 guest bedrooms (including the exclusive Lennon and McCartney suites), bars, restaurants and function rooms as well as a wedding chapel.



*Lift shaft at Hard Days Night Hotel*



*Bill Vaughan and Colin Reason*



# New sign products set to have positive impact on road safety

**A** new range of frangible posts is the latest line to be added to ASD metal services' growing portfolio of sign products.

Manufactured by 3M, ASD has been appointed the exclusive UK and Ireland distributor for this innovative new system which heralds a new era in passive safety for the signing industry.

"The system features a new design of post that helps save lives by reducing the consequences of impacts with roadside furniture," explains Steve Moore, ASD metal services Commercial Manager – Sign Products. "It provides an innovative solution that fits well with the Highways Agency's commitment to creating a more forgiving and safer roadside environment."

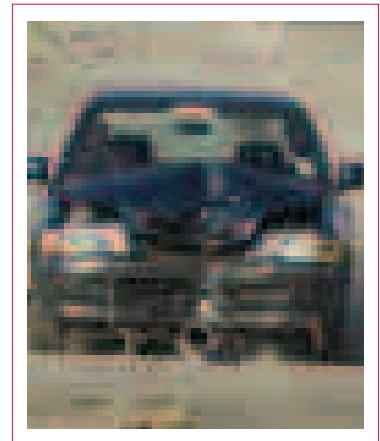
The frangible post system is designed to crumple on impact and can reduce the risk of secondary accidents associated with debris from the initial incident. It is the

only post of its size to achieve an NE2\* classification at 70 kph and NE3\* at 100 kph (EN12767 crash tests). Therefore, on impact, the amount of energy transferred to the occupants of the vehicle is lower than other products on the market.

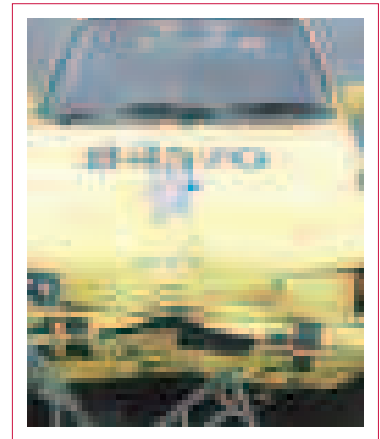
Made from glass and carbon fibre reinforced composite, the product is robust and stiff and of uniform diameter and wall thickness. Posts can be cut with fixed or portable saws.

Being very lightweight (just 4.2 kg per linear metre), the new posts are easier to handle and quicker to install than traditional posts. No special tools or techniques are needed, and standard installation practices are recommended. The post can be set directly into a concrete foundation. The same clips are used as those employed to hold a sign in place on a steel post.

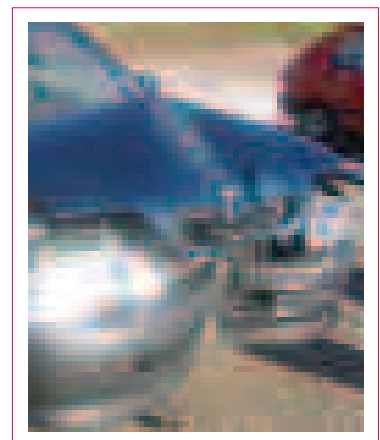
\*NE stands for No Energy (LE = Low Energy, HE = High Energy).



*Hitting a frangible post at 100 kph*



*Vehicle after collision with frangible post at 60 kph*



*Vehicle after collision with frangible post at 100 kph*

# Improved Stock Range Strengthens ASD metal services' Position in the Construction Sector

ASD metal services

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ASD metal services has increased its stock capacity, allowing us to provide an even greater range of constructional steels

Beams	8	9.6	10	11	12.2	14	15.3	15.5	16.5	17.5	18.3
127x76x13	●	●		●	●	●	●				
152x89x16	●	●		●	●	●	●				
176x102x19	●	●		●	●	●	●				
203x102x23	●	●		●	●	●	●				
203x133x25	●	●		●	●	●	●		●		
254x102x22	●	●		●	●	●	●		●		
254x102x25				●	●	●	●		●		
254x102x28		●		●	●	●	●		●		
254x146x31		●		●	●	●	●		●		
254x146x37	●	●		●	●	●	●		●		●
254x146x43	●	●		●	●	●	●		●		●
305x102x25				●	●	●	●		●		
305x102x28				●	●	●	●		●		
305x102x33				●	●	●	●		●		
305x127x37		●		●	●	●	●		●		
305x127x42		●		●	●	●	●		●		
305x127x48		●		●	●	●	●		●		
305x165x40	●	●		●	●	●	●		●		
305x165x46	●	●		●	●	●	●		●		●
305x165x54	●	●		●	●	●	●		●		
356x127x33		●		●	●	●	●		●		
356x127x39		●		●	●	●	●		●		
356x171x45	●	●		●	●	●	●		●		
356x171x51	●	●		●	●	●	●		●		●
356x171x57		●		●	●	●	●		●		
356x171x67		●		●	●	●	●		●		
406x140x39		●		●	●	●	●		●		
406x140x48		●		●	●	●	●		●		
406x178x54	●	●		●	●	●	●		●		
406x178x60		●		●	●	●	●		●		●
406x178x67		●		●	●	●	●		●		
406x178x74		●		●	●	●	●		●		
457x152x52		●		●	●	●	●		●		
457x152x60		●		●	●	●	●		●		
457x152x67		●		●	●	●	●		●		
457x152x74		●		●	●	●	●		●		

Beams	8	9.6	10	11	12.2	14	15.3	15.5	16.5	17.5	18.3
457x152x82					●	●	●		●		●
457x191x67	●	●		●	●	●	●		●	●	●
457x191x74		●		●	●	●	●		●	●	●
457x191x82		●		●	●	●	●		●	●	●
457x191x89		●		●	●	●	●		●	●	●
457x191x98		●		●	●	●	●		●	●	●
533x210x82	●	●		●	●	●	●		●	●	●
533x210x92		●		●	●	●	●		●	●	●
533x210x101		●		●	●	●	●		●	●	●
533x210x109		●		●	●	●	●		●	●	●
533x210x122		●		●	●	●	●		●	●	●
610x229x101	●	●		●	●	●	●		●	●	●
610x229x113				●	●	●	●		●	●	●
610x229x125		●		●	●	●	●		●	●	●
610x229x140		●		●	●	●	●		●	●	●
610x305x149			●	●	●	●	●		●	●	●
610x305x179			●	●	●	●	●		●	●	●
610x305x238			●	●	●	●	●		●	●	●
686x254x125				●	●	●	●		●	●	●
686x254x140				●	●	●	●		●	●	●
686x254x152				●	●	●	●		●	●	●
686x254x170				●	●	●	●		●	●	●
762x267x134				●	●	●	●		●	●	●
762x267x147				●	●	●	●		●	●	●
762x267x173				●	●	●	●		●	●	●
762x267x197				●	●	●	●		●	●	●
838x292x176				●	●	●	●		●	●	●
838x292x194				●	●	●	●		●	●	●
838x292x226				●	●	●	●		●	●	●
914x305x201				●	●	●	●		●	●	●
914x305x224				●	●	●	●		●	●	●
914x305x253				●	●	●	●		●	●	●
914x305x289				●	●	●	●		●	●	●
914x419x343				●	●	●	●		●	●	●
914x419x388				●	●	●	●		●	●	●

 New items to our range  Standard range

Columns	8	9.6	10	11	12.2	14	15.3	15.5	16.5	17.5	18.3
152x152x23	●	●		●	●	●	●		●		
152x152x30	●	●		●	●	●	●		●		
152x152x37		●		●	●	●	●		●		
203x203x46	●	●		●	●	●	●		●		●
203x203x52	●	●		●	●	●	●		●		
203x203x60	●	●		●	●	●	●		●		
203x203x71		●		●	●	●	●		●		
203x203x86	●	●		●	●	●	●		●		
254x254x73	●	●		●	●	●	●		●		●
254x254x99	●	●		●	●	●	●		●		
254x254x107	●	●		●	●	●	●		●		
254x254x137	●	●		●	●	●	●		●		
254x254x167		●		●	●	●	●		●		
305x305x97	●	●		●	●	●	●		●		●
305x305x118		●		●	●	●	●		●		

Columns	8	9.6	10	11	12.2	14	15.3	15.5	16.5	17.5	18.3
305x305x137		●		●	●	●	●		●		●
305x305x158		●		●	●	●	●		●		●
305x305x198		●		●	●	●	●		●		●
305x305x240		●		●	●	●	●		●		●
356x368x129				●	●	●	●		●		●
356x368x153				●	●	●	●		●		●
356x368x177				●	●	●	●		●		●
356x368x202				●	●	●	●		●		●
356x406x235			●	●	●	●	●		●		●
356x406x287				●	●	●	●		●		●
356x406x340				●	●	●	●		●		●
356x406x393				●	●	●	●		●		●
356x406x487				●	●	●	●		●		●
356x406x551				●	●	●	●		●		●
356x406x634				●	●	●	●		●		●

With our in house processing facilities, including sawing, shotblasting, primer painting and drilling, we can meet all your constructional steel needs. To find out more contact your local sales team.

[www.asdmetalservices.com](http://www.asdmetalservices.com)



# pull out contact list



# WWW.

## GENERAL STEELS

**1 ASD metal services - Edinburgh**  
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Edinburgh EH12 9EB  
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Fax: 0131 459 3266  
edinburgh@asdmetservices.co.uk

**2 ASD metal services - Carlisle**  
Unit C Earls Way, Kingmoor Park  
Central, Kingstown, Carlisle CA6 4SE  
**Tel: 01228 674 766**  
Fax: 01228 674 197  
carlisle@asdmetservices.co.uk

**3 ASD metal services - Biddulph**  
Tunstall Road, Biddulph  
Stoke on Trent ST8 6JZ  
**Tel: 01782 515 152**  
Fax: 01782 522 240  
biddulph@asdmetservices.co.uk

**4 ASD metal services - Hull**  
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East Riding, HU14 3HX  
**Tel: 01482 633 360**  
Fax: 01482 633 370  
hull@asdmetservices.co.uk

**5 ASD metal services - Grimsby**  
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Fax: 01472 240 028  
grimsby@asdmetservices.co.uk

**6 ASD metal services - London**  
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**Tel: 020 7476 0444**  
Fax: 020 7476 0239  
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**7 ASD metal services - Daventry**  
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Daventry, Northants NN11 8QQ  
**Tel: 01327 876 021**  
Fax: 01327 872 612  
daventry@asdmetservices.co.uk

**8 ASD metal services - Tividale**  
Tipton Road, Tividale, Oldbury  
West Midlands, B69 3HU  
**Tel: 0121 520 1231**  
Fax: 0121 520 5664  
tividale@asdmetservices.co.uk

**9 ASD metal services - Stalbridge**  
Station Road, Stalbridge  
Dorset DT10 2RW  
**Tel: 01963 362 646**  
Fax: 01963 363 260  
stalbridge@asdmetservices.co.uk

**10 ASD metal services - Bodmin**  
Unit 13, Cooksland Industrial Estate  
Bodmin, Cornwall PL31 2PZ  
**Tel: 01208 77066**  
Fax: 01208 77416  
bodmin@asdmetservices.co.uk

**11 ASD metal services - Norfolk**  
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norfolk@asdmetservices.co.uk

**12 ASD metal services - Exeter**  
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Fax: 01395 233 367  
exeter@asdmetservices.co.uk

**13 ASD metal services - Cardiff**  
East Moors Road, Cardiff CF24 5SP  
**Tel: 029 2046 0622**  
Fax: 029 2049 0105  
cardiff@asdmetservices.co.uk

**14 ASD metal services - Durham**  
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Chester-le-Street, Co Durham DH2 1ST  
**Tel: 0191 492 2322**  
Fax: 0191 410 0126  
durham@asdmetservices.co.uk

**15 ASD metal services - Blackburn**  
Unit 8, Walker Industrial Estate, Guide  
Blackburn, Lancashire BB1 2QE  
**Tel: 01204 577 515**  
Fax: 01204 577 445  
blackburn@asdmetservices.co.uk

**16 ASD metal services - Fareham**  
128 Solent Business Park, 1100 Parkway  
Whiteley, Fareham  
Hampshire PO15 7AB  
**Tel: 01489 611 851**  
Fax: 01489 611 705  
fareham@asdmetservices.co.uk

**17 Grange Steels**  
Tunstall Road, Biddulph  
Stoke on Trent ST8 6JZ  
**Tel: 01782 510 210**  
Fax: 01782 510 211  
grange@asdmetservices.co.uk

**18 D&F Steels**  
Valley Farm Road, Stourton  
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Fax: 0113 276 0591  
dandf@asdmetservices.co.uk

**19 Welbeck Trading**  
Valley Farm Road, Stourton  
Leeds LS10 1SD  
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Fax: 0113 254 1326  
welbeck@asdmetservices.co.uk

**20 ASD metal services - Belfast**  
Unit 1, Phase C, Channel Commercial  
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Fax: 028 9073 9960  
belfast@asdmetservices.co.uk

## FLAT PRODUCT

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West Lothian EH48 7JG  
**Tel: 01506 630 700**  
Fax: 01506 630 600  
bathgate@asdmetservices.co.uk

**22 ASD metal services**  
Drum Road, Drum Industrial Estate,  
Chester-le-Street, Co Durham  
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Fax: 0191 410 0126  
durham@asdmetservices.co.uk

**23 ASD metal services**  
Berry Hill Road, Stoke Newington  
London N16 7ST  
**Tel: 01782 202 1000**  
Fax: 01782 283 2000  
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**24 ASD metal services**  
Unit 1, Phase C, Channel Commercial  
Park, Queen's Road, Belfast  
**Tel: 028 9073 9930**  
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# asdmetservices.com

## Our National Network

### CTS

**Services - Bathgate**  
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## What can ASD metal services

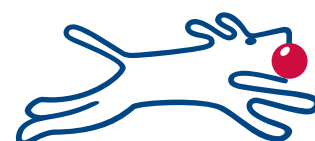
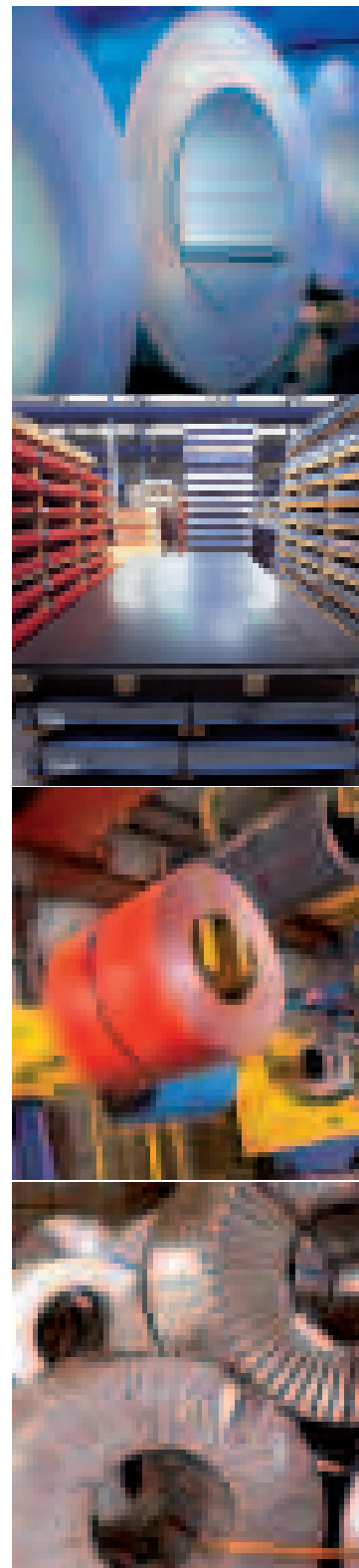
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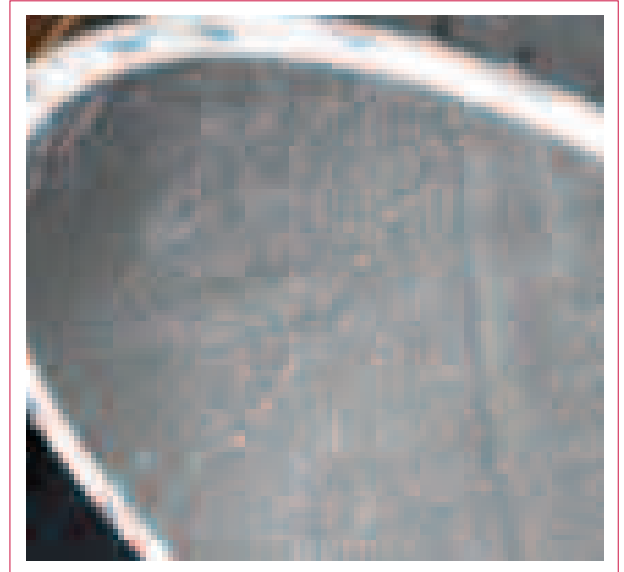
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“ASD provides the largest range of metal products associated with signage in the UK,” says Steve Moore. “The sign business is a large and varied market working to extremely short lead times. The addition of frangible posts to our extensive range is just part of our ongoing commitment to provide customers with the very latest developments and technology in the sign market.”

Other sign products available from ASD include aluminium painted sheet, Dibond Traffic Composite, MP GRP sheet, aluminium blanks, Plastisol Coated Steel and circle and triangle blanks, along with stainless steel and aluminium fixing clips, aluminium fixing rails, joining and finger post sections, steel and aluminium posts, aluminium planking section and bespoke extrusions for commercial signs.



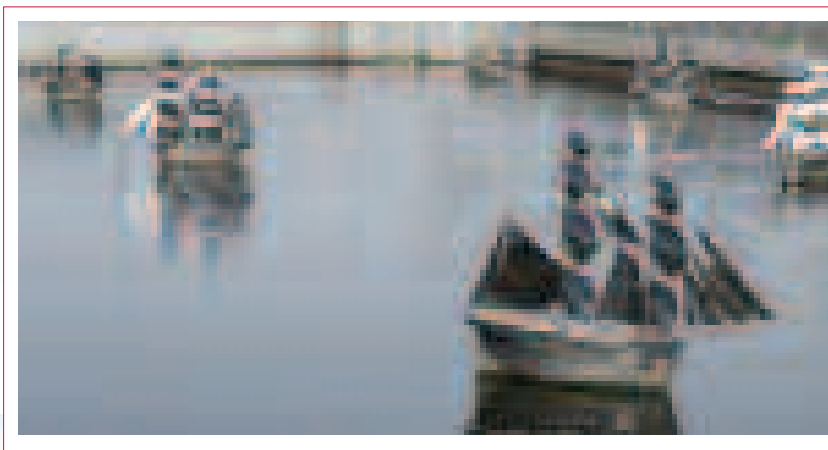
# Single source fulfils multiple needs

**B**irtley-based Beal Architectural buys a really diverse range of material from ASD metal services Durham. One of their latest orders, for example, included a mixture of flat bar, hollow section, open mesh flooring, universal beam, gas tube, stripmill plate and stainless steel.

"We need a wide variety of product including different metals and finishes for the manufacture of our broad range of architectural metalwork and secondary steelwork," explains Chris Dobbing, Commercial Director for the company.

Celebrating 75 years in business in 2008, the majority of Beal's clients are in the construction and building industry. High profile projects in which they have been involved include the brand-new £68 million campus for Middlesbrough College, the new BP offices in Aberdeen, The Bridges Shopping Centre, Sunderland and the Standard Life offices in Edinburgh.

"At Middlesbrough, for example, we employed parallel flange channel and plate supplied by ASD for staircases and balustrades," comments Chris Dobbing. "In Edinburgh, we employed ASD flats and plate to construct a galvanised staircase."



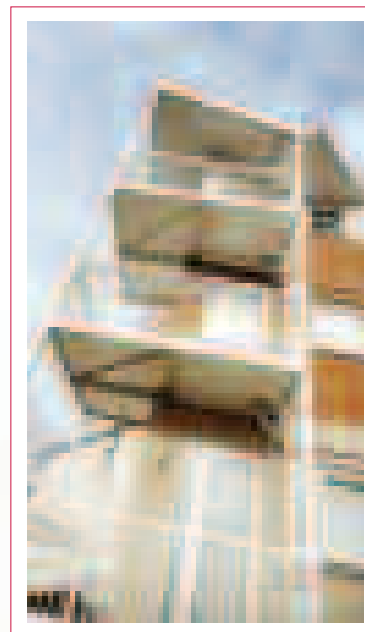
The ASD Durham site has been supplying Beal Architectural in excess of 30 years. "We have a very good working relationship - very much based on two-way loyalty and good lines of communication," remarks Chris. "We like the fact that they are local to us - just two miles down the road in fact. We've always had good service, prompt deliveries and fair prices, and we are kept well informed about any changes in price or specification."

Established as a blacksmiths and welders in 1933, the company has grown and developed over the years into one of the country's leading architectural metalworkers. Recently, a neighbouring site to the Birtley headquarters was acquired providing an additional one-acre of stock and storage facilities

"Our success rests on the fact that we constantly embrace advances in technology, techniques and materials

while, at the same time, never losing sight of the company's original philosophy of craftsmanship and reliability," says Chris.

"With ASD's comprehensive product offering and multi-metals approach, we are well placed to supply Beal with their wide-ranging needs," adds Alan Hall, Sales Manager at ASD metal services Durham.





# Seeking graduate talent

**A**s part of its rolling programme of graduate recruitment, ASD metal services is now searching for this year's intake.

"From around 300 applicants, we expect to create a shortlist of 14 to take part in our comprehensive assessment and interview process," explains Pauline Garnett, Group HR Manager. "From there,

we will select five to eight people to join our graduate programme. This year we are seeking recruits in a variety of disciplines including sales, operations and finance. We'll be looking for strong communication and leadership skills, planning, problem-solving and decision-making ability."

The new recruits will go straight into the business for on-the-job training and also carry out a special project.

## Management skills under the spotlight in ASD Academy

**12 people have been selected for the first of ASD's fast track management development scheme known as "The Academy".**

"Starting with the Stainless Steel and Aluminium Division, the selected employees will participate in a range of assessments and activities to help develop their skills for senior management roles,"

reports Pauline Garnett, Group HR Manager.

The first step was a two-day informal assessment which tested verbal and numerical reasoning and involved a series of exercises to explore decision-making, problem-solving, team effectiveness, leadership and communication.

Leadership and team skills were again on the agenda in

March when things got a little more physical and the group attended an Outward Bound course in Eskdale, Cumbria.

"Delegates will also participate in nine, monthly management workshops over the next year, culminating in a final assessment when we will measure the progress made over the duration of the programme," adds Pauline.

## Reaching into the community

**ASD's, Leeds-based, finance staff are to go back to school as part of the company's new Business in the Community (BITC) programme.**

A group of people will shortly be participating in the 'Right to Numbers' scheme which provides coaching for local primary school children in need of extra tuition. Employees will be spending an hour a week at the Oulton Primary School in Leeds helping children with their arithmetic.

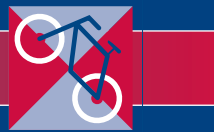
"The scheme has big benefits for everyone," explains Pauline Garnett, Group HR Manager.

"Not only do the kids get the extra help they need but our staff can develop their own skills in terms of mentoring and team leadership. This, in turn, serves the interests of both the local community and the company."

With Corporate Social Responsibility (CSR) now taking increasing priority on the business agenda, ASD has joined BITC - an organisation comprising over 800 companies committed to improving their impact on society. "BITC is supporting us in establishing our own CSR policies and procedures - from environmental issues through to how we interact with the

wider community," adds Pauline.

BITC aims to inspire companies by sharing knowledge and experience and developing innovative and challenging ways to be catalysts for change. Areas in which it gets involved include protection of the environment, fair treatment of employees and the management of business impact on society - both in the wider context and particularly locally. "At the heart of BITC's philosophy is for businesses to improve their positive impact on society not just minimise the negative impact," says Pauline.



## Jeff's in it for the long haul

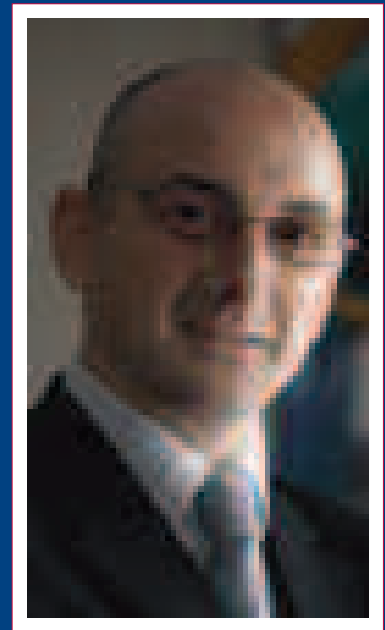
**W**hile many of us might be settling down to a nice Sunday roast, Jeff Arnold is clocking up the miles on his bike. Anything between 30 and 60 miles is his normal weekend treat.

Jeff is Purchasing and Stock Control Manager at ASD's pre-painted steel specialist, Organically Coated Steels (OCS) in Kidderminster and he likes to travel long distance! Last year, he entered the British Heart Foundation 60-mile bike ride through the Quantocks and Exmoor with approximately

14,000ft of ascent. He has also completed the 130-mile Coast-to-Coast ride from Whitehaven to Sunderland.

However, it's not all been plain biking. When he proudly set off on the 80-mile Jack Mytton Way ride around Shropshire on a brand-new bike, within half an hour his chain broke. Having fixed that, 30 minutes later he got a puncture..... but he did get there in the end.

"I used to cycle to school so I've just kept up the hobby," says Jeff. "It's something different, keeps the fat off and is a good way of raising some money for charity."



*Jeff Arnold – long distance cyclist.*

## Craig volunteers down Mexico way

Rather than go for the traditional chilled-out beach holiday, ASD's Craig Barclay opted to spend his annual leave teaching Maths to orphaned children in Mexico.

"I wanted to go somewhere completely different, do something completely different and give something back," says Craig, Accounts Assistant based at the company's Leeds operation. "It was a chance to put my life into perspective too."

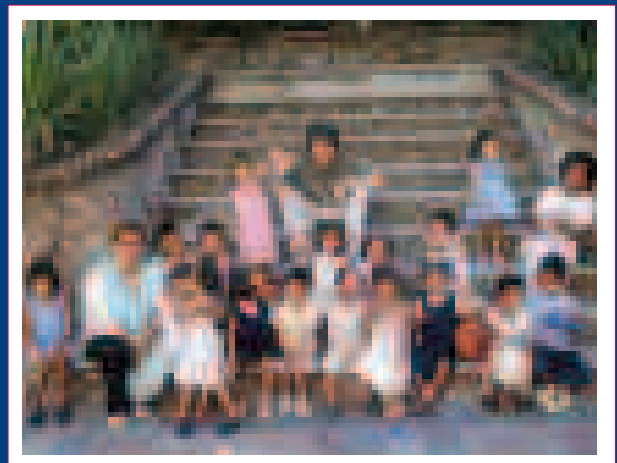
He got the job through an organisation called Original Volunteers and needed to raise £2000 to fund the trip and make a donation to the orphanage which houses around 55 children.

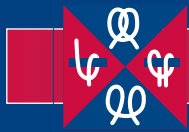
November 2007 saw him fly to Puerta Vallarta in the south of Mexico where he stayed in volunteer accommodation. "I speak broken Spanish which got me by initially," comments Craig. "Luckily, Maths is a universal language. The kids in the orphanage have so little, it was great to be able to give them some time and encouragement."

"It's a place of contrasts and you can move from

wealthy areas to absolute poverty in a matter of seconds. When I was there, a six-month old baby was simply dropped off on the orphanage's steps one day. I felt very emotional when I had to leave. It's definitely something I would do again."

"I'd like to thank the company and all my colleagues who helped with sponsorship and support. It was greatly appreciated and without their help I wouldn't have been able to achieve so much," he says.





# Barry's 53-year jamboree

**W**ith a 39-year track record, Barry Fysh is one of ASD metal services' longest serving employees. But there's one thing he's been involved with for even longer and that's the Scout Movement.

Working in External Sales at ASD metal services Norfolk, Barry joined the Cub Scouts in 1955 at the tender age of eight. Today, he is Assistant County Commissioner for Norfolk.

"The Scout Association celebrated its centenary in 2007 – it's such an enduring organisation and has really moved with the times," explains Barry.

While in the past, boys might have earned a Tenderfoot badge for tying knots, today boys and (since 1990) girls compete for badges in PR and IT.

"It's the greatest youth movement in the world with over 28 million members in 156 countries," continues Barry. "While we have lots of 21st century pursuits, outdoor adventure is still at the heart of our activities. It's about getting young people out and about and having fun."

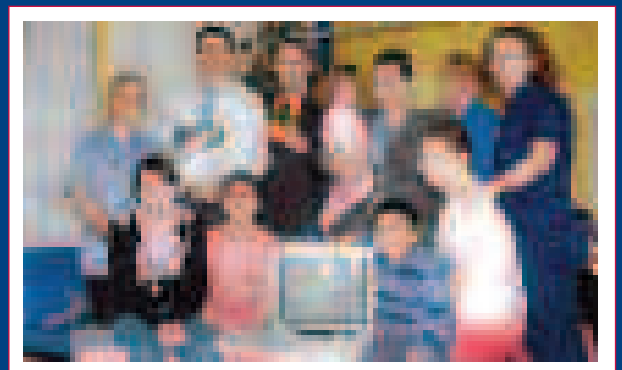


*Barry Fysh – a dedicated scout.*

As a young scout, Barry gained the top award – the Green Chord. At 16 he became a senior scout and again attained the highest accolade – the Queen's Scout Award. For 25 years, he was Cub Leader (Akela) for the 7th Kings Lynn. He then went on to be Group Scout Leader and has been presented with the Medal of Merit for Services to Scouting and the Silver Acorn for outstanding service to the Movement. Now, as Assistant County Commissioner for the Cub Scouts, his role is to support the cub leaders that are responsible for some 2320 Cubs in Norfolk and is currently organising a camp for 1500 at the Norwich Showground in May.

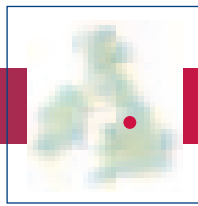
"I'd be really interested to hear from other people associated with ASD who are involved with the scouts," he remarks.

## TV gifts for children



Booth Hall Children's Hospital in Manchester now has ten brand-new TV/DVD combos thanks to a donation from ASD metal services Blackburn.

"As part of the season of goodwill, we decided to donate some money to help a good cause," says Dean Readett from Internal Sales at the Blackburn unit. "In particular, children suffering from cystic fibrosis need to have their own individual rooms and so TVs are always in short supply. We are delighted to be able to help out."



# In-house facility gives control

As the UK's leading supplier of metal signs and components, ASD metal services is unique in having its own paintline.

**“O**ur paintline plant in Manchester has recently undergone an extensive upgrade to meet increased demand,” explains Steve Moore, ASD metal services Commercial Manager – Sign Products. “We have boosted capacity by 25% to around 320 tonnes per month working on a single shift.”

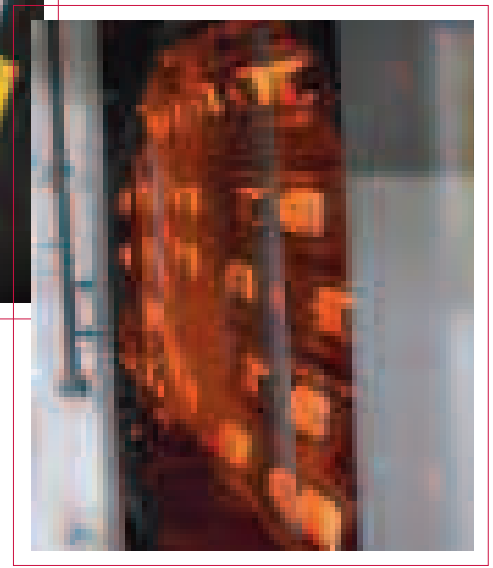
every year.

“The line is totally dedicated to painting sign components such as aluminium sheet and a variety of shapes including circles”, says Steve. “This gives us great flexibility in ensuring that material is always available on short lead times. On top of that, we have complete control of all quality procedures.”

Equipment at the plant

temperature of 250 °C. Prior to their arrival at the line, the aluminum sheets are cleaned and etched to provide a key for the paint to adhere to - again this is an in-house process. Paint is sprayed on in powder form and the sheets are then sent through the ovens on an overhead conveyor. Here, the powder ‘plasticises’ or cures in the intense heat to produce a smooth, hard finish. It takes around 45 minutes to complete the whole process.

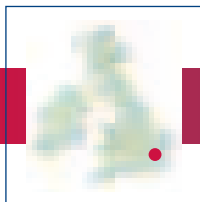
“Combined with offering the widest range of products by far in the industry, our paintline facility gives us a clear edge over our competitors,” adds Steve Moore.



Manned by a tight-knit team of 12 employees and kitted out with bespoke equipment to meet the specific needs of the sign industry, the paintline handles hundreds of thousands of painted items

includes the very latest in pre-treatment and electrostatic polyester powder coating technology.

The process involves giant ovens which are heated to a



# London Calling!

**L**ocated in the shadow of Canary Wharf and just opposite the O2 Arena in Docklands, ASD metal services London is the only major steel stockholding business in the Greater London area.

"Steel has been sold from this site since the early 1970s during which time the area has undergone huge changes," says Joe Viggiano, Regional Manager. "With the Olympic Games just four years away, the area is set for further transformation as the huge building project gets underway at nearby Stratford."

A general steels unit employing 75 people, ASD London is no stranger to high-profile construction projects and has recently supplied material for Wembley Stadium and the newly-opened Terminal 5 building at Heathrow Airport. "A large slice of our sales goes to the construction sector, in particular beams, columns and channels," adds Joe. Other key products are hollow section, merchant bar and flat rolled. Typical customers are structural fabricators and general engineers.

As well as Greater London, the unit serves a wide area of South East England extending from Suffolk, Herts and Essex to Surrey, Sussex and Kent. The senior management team has a huge fund of experience in



*Joe Viggiano*

the metals business. Including Joe Viggiano (who has been at the unit for 21 years), Commercial Manager, Martin Roper, Contracts and



*Martin Roper*

Business Development Manager, Bill Harrison, Operations Manager, Simon Gray and Transport Manager

Alan Rising they have clocked up over 80 years service at the site.

A large proportion of material - around 30% - leaves the 90,000 sq ft warehouse in processed form, offering a fast and efficient service with typically a 48/72 hour turnaround. For ex-stock material, almost all orders are delivered next day.

"We're a busy unit and supply the full range of general steels across a wide customer base," says Joe. "We have a dynamic, vibrant business backed by a great team, fully committed to achieving their best at all times. Our aim is to develop close working relationships with customers and provide the most exceptional service in the business."

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