SPECIALIST
MACHINERY
SALES
AUSTRALIA, NEW ZEALAND & SE ASIA

THOUGHT-LEADER IN STEEL PROCESSING AUTOMATION

SUPERIOR MACHINERY SYSTEMS

SUPERIOR PLATEX 12000

GERMAN-ENGINEERED, HIGH-PERFORMANCE PLATE LASER CUTTING SYSTEM

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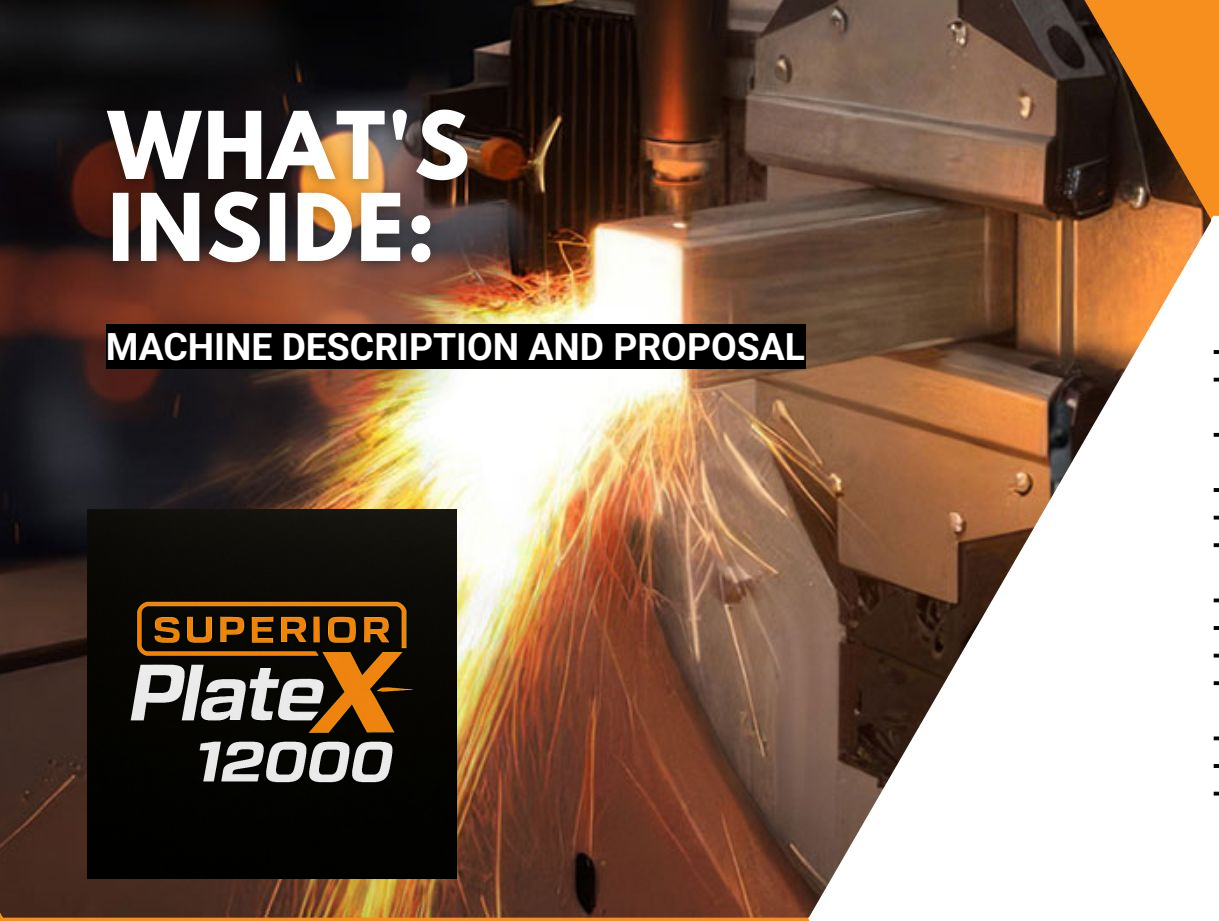

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EXECUTIVE SUMMARY

The SUPERIOR PlateX 12000 is a high-performance plate cutting machine engineered to meet the demanding requirements of modern steel construction, mechanical engineering, and offshore equipment production. Designed for precision, reliability, and operational efficiency, it delivers professional-grade cutting across a wide range of structural steel applications.

At the core of the PlateX 12000 is a powerful 12kW fiber laser, paired with high-accuracy motion systems and a fully enclosed gantry structure for safe and uninterrupted operation. This system stands out for its advanced CNC automation, dual exchange worktables, intelligent dust extraction, and cutting range of up to 40mm plate thickness.

Optimized for high-volume fabrication workflows, the PlateX 12000 ensures minimal downtime with automated table changeovers, adaptive Z-axis control, and integrated diagnostics. Key auxiliary systems like dual-pressure gas switching, high-speed capacitive sensing, and a self-lubricating mechanical drive further boost productivity and reduce operator workload.

The PlateX 12000 is not just a machine—it's a strategic investment in efficiency, safety, and long-term performance. It comes fully CE-compliant and ready for integration into the toughest steel processing environments.

[MUST-REVIEW] KEY BRIEFINGS: AUTOMATION, PARTNERSHIPS AND GLOBAL SUPPLY READINESS

This curated set of three presentations offers a comprehensive insight into the future of structural steel fabrication, showcasing how advanced automation, trusted supply chains, and global collaboration converge to create a competitive edge for fabricators and industrial operators.

1. **Superior Automation of Steel Structure Detailing Design**. This presentation reveals how Specialist Machinery Sales is redefining fabrication workflows with proprietary in-house software—achieving up to 80% automation in detailing tasks like layout marking, coping, beveling, and nesting. It includes real-world case studies that demonstrate how the technology reduces reliance on skilled labour, shortens lead times, and enables scalable growth in high-pressure environments. CLICK HERE

2. **Sino-German Innovation Industrial Park (SGIP) Portfolio**. This presentation introduces SGIP, also known as “Little Germany”, a world-class industrial base purpose-built for high-end manufacturing, engineering, and German-Chinese collaboration. It provides context on why SGIP is becoming a critical hub for global companies seeking supply chain resilience, talent, and technical capability within the Asia-Pacific. It also issues an important safety advisory on non-compliant machinery circulating in ANZ. CLICK HERE

3. **Little Germany Fabricator Portfolio**. Here, we explore the capabilities of a 100% export-focused fabrication supplier located within SGIP, whose work supports some of Germany’s most respected industrial brands. Backed by German-trained welders and quality systems, this portfolio showcases real fabricated modules and reinforces the credibility of SGIP-based partnerships for precision steel projects. CLICK HERE

WARNING: RISKS OF IMPORTING NON-COMPLIANT LASER CUTTING MACHINERY THAT MAY BE DANGEROUS TO USE

A growing number of Chinese laser cutting machine tool manufacturers have been banned from entering highly regulated markets—such as the United States—due to repeated safety violations, including a fatal workplace incident involving a machine built to Chinese domestic safety standards.

Despite these bans, some manufacturers are continuing to infiltrate international markets by rebranding machines, exporting through third-party trading entities, or falsifying shipping documents and compliance certificates. This practice exposes buyers to severe and often irreversible risks.

The Risk in Australia is Real - and Escalating
In Australia, non-compliant laser cutting machines are already in circulation, often disguised under unfamiliar brand names that obscure the original manufacturer. These machines are routinely supplied without meeting ANZ safety standards, yet are still sold and installed in workshops and factories across the country.

Critically, once these machines are commissioned on Australian soil, they cannot be upgraded or retrofitted to meet compliance. In many cases, the only legal outcome is forced decommissioning and scrapping—representing a total loss of capital and productivity.

Key Risks of Non-compliant Laser Machines
- Legal liability for the importer or operator
- WorkSafe investigations, shutdowns, or plant bans
- Stop-work notices halting operations indefinitely
- Insurance claims voided due to non-compliance
- Zero resale value, often resulting in machine scrapping

Key Risks of Non-compliant Laser Machines (continued)
- Higher workers' compensation premiums
- Loss of contracts or accreditations, especially with government clients
- Union action or staff refusal to operate unsafe equipment
- Reputation damage that may impact future business or partnerships

Several of these Chinese-manufactured machines have already been installed across Australia—failing to meet basic safety requirements, particularly in controlling diffuse laser radiation, which is difficult to detect but extremely hazardous. **Review the list of Chinese laser companies banned in the USA here.**

What ANZ-compliant Laser Machines MUST include
To ensure workplace safety and regulatory compliance, all laser cutting machines operated in Australia must meet strict ANZ safety standards. These requirements are designed to protect operators from hazardous radiation exposure and ensure machines are engineered for safe, enclosed operation.

Below are the key compliance features to look for—along with critical red flags that signal a machine is not fit for legal use in ANZ-regulated environments.
- Be fully enclosed, including the top cover
- Feature enclosed infeed and outfeed areas
- Be equipped with certified safety fences and light barriers
- Prevent all forms of laser radiation:
  - Direct radiation
  - Indirect/reflected radiation
  - Diffuse radiation
- Emit no visible laser light under normal operation

WARNING: RISKS OF IMPORTING NON-COMPLIANT LASER CUTTING MACHINERY THAT MAY BE DANGEROUS TO USE

Red Flags that indicate non-compliance

- Open-frame or partially enclosed designs
- Lack of top cover or physical guarding
- Absence of light curtains or safety interlocks
- Visible laser beams during operation (a clear breach of ANZ safety expectations)

Critical advice for buyers, importers, and distributors

Machines designed for use in China's domestic market are not compliant with ANZ, EU, or North American safety laws. Importing or installing them without appropriate certification puts your business at significant legal and financial risk.

Key Compliance Facts:

- ANZ-compliant machines require up to 50% more in cost for proper engineering, enclosure systems, sensors, and third-party testing
- If a deal seems "too good to be true," it almost certainly reflects missing safety features or invalid certification
- Always request independent, globally recognised certification prior to shipment—not self-declared or Chinese-issued documentation
- Once installed, a non-compliant machine cannot be brought up to code and may be deemed illegal to operate or resell
- Under Australian law, if you handle the shipping, customs, or installation, you may be legally classified as the machine manufacturer—carrying full responsibility and liability

What You Should Do

To safeguard your business continuity, protect your workforce, and ensure long-term compliance with Australian regulations, it's essential to make informed purchasing decisions—especially when acquiring high-powered laser cutting or robotic machinery.

Work only with trusted machinery suppliers who:

- Provide full transparency about machine origin, configuration, and build specifications
- Offer systems that are engineered from the factory to meet ANZ safety standards—not retrofitted or uncertified imports
- Deliver independently verified certifications from globally recognised safety testing bodies—not self-issued or unverifiable documents
- Demonstrate a proven track record of compliant installations and ongoing local support in ANZ markets

The upfront savings from purchasing a low-cost, non-compliant machine can quickly be erased by the downstream costs of operational shutdowns, legal liabilities, insurance voidance, or even machine disposal.

Ultimately, safety, compliance, and reliability are non-negotiables in modern manufacturing. Choosing a certified solution today protects your business from costly disruptions tomorrow.

TECHNICAL PARAMETERS

DISCLAIMER: Full commercial and technical details of our resonators and related machine components will only be disclosed upon signing a confidentiality agreement and placement of a formal order. This policy is in place to protect our intellectual property and proprietary technologies.

GENERAL PARAMETER	
Area Occupancy (length x width x height)	8.400 x 2.260 x 2.000 mm
Machinable Range (max)	3.000 x 1.500 mm
X-Axis Travel	1.520 mm
Y-Axis Travel	3.050 mm
Z-Axis Travel	300 mm
Working Height (above floor)	850 mm
Workpiece Weight (max)	1.500 kg
Cutting Thickness	5 – 40 mm
Power Source (AC), Frequency	400 ± 5% V / 50 Hz
Nominal Power (approx.)	110 kW

LASER PARAMETER	
Type	Fiber Laser
Nominal Power	12 kW
Wavelength	1.070 Nm
Output Connector	QD
Operation Mode	Continuous / modulated
Spot Mode	Multi-mode

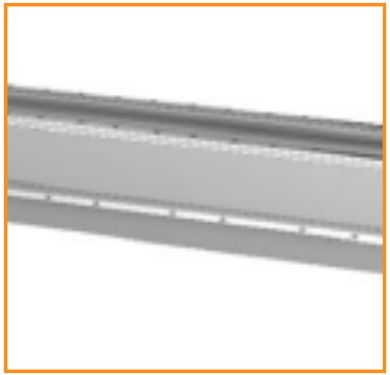
TECHNICAL PARAMETERS

MAIN TRANSMISSION SYSTEM	
Approach Speed (max)	120 m/min
Cutting Speed (max)	50 m/min
Acceleration Approach Speed (max)	1,5 g
Acceleration Cutting Speed (max)	1,0 g
Positioning Accuracy	±0,05 mm/m
Repetitive Positioning Accuracy	±0,03 mm/m

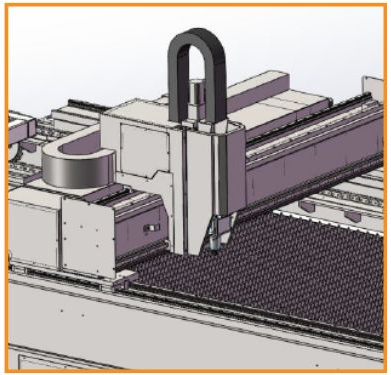
AUXILIARY SYSTEM	
Cutting Head for Fibre	Capacitive follow-up focusing
CNC-Monitor	21,5 inch
Lubrication System	Self-lubricated
Auxiliary Gas	Dual pressure air path; automatic switching of air, nitrogen and oxygen
Cooling System	Specified dual-temperature/dual pump water chilling unit with purification system
Fume Extraction	Partition dust removal system

SUPERIOR EQUIPMENT CHARACTERISTICS AND CAPABILITIES

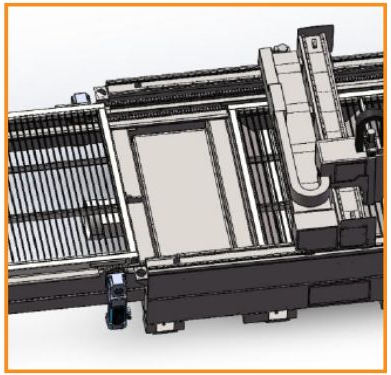
MACHINE BED



GANTRY



Y- AND Z-AXIS DEVICES



EXCHANGE WORKTABLE

SUPERIOR EQUIPMENT CHARACTERISTICS AND CAPABILITIES

MACHINE BED
The machine bed consists of a massive gantry, ensuring precise and stable movement for decades. Additionally, the working surface is insulated by fire bricks to prevent deformations caused by high-power lasers.

GANTRY
The gantry frame consists of a welded construction that ensures exceptional strength, rigidity, and stability, maintaining high precision over long periods. The gantry is mounted on two precise linear rails on the machine bed and is equipped with high-quality linear guides, servo drives, and precision rack-and-pinion systems. The Z-axis carriage moves exclusively along the Y-axis.

The gantry is enclosed at the top and sides with an outer covering, while a telescopic accordion style protective cover shields the rack and linear rails. This fully enclosed design protects the system from external influences and ensures reliable, uninterrupted operation.

Y-AXIS DEVICE AND GANTRY STRUCTURE
The Y-axis device beam employs a dual-sided gantry structure. The machining methods used can fully ensure the rigidity and stability of the laser head motion components.

The gantry components are securely mounted to the bed and the Y-axis motion is driven by a servo motor with a gear and rack transmission system, enabling the slider to move reciprocally along the Y direction. Travel limits are controlled by limit switches, ensuring precise positioning and safe system operation.

Z-AXIS DEVICE
The Z-axis is designed to facilitate the up-and-down movement of the laser head. This movement is controlled by the CNC system, which operates a servo motor to drive the gear and rack mechanism, allowing the Z-axis slider to move reciprocally. Proximity switches are installed at the upper and lower ends to control travel limits, ensuring the safety and reliability of movement. High quality guide rails and gear racks are used to maintain precision and ensure smooth transmission.

Functionality
- The Z-axis operates as an independent CNC axis for interpolation motion and can coordinate seamlessly with the X and Y axes.
- It is capable of switching to compliant control to accommodate various cutting requirements.
- Controlled by the CNC system, the Z-axis delivers exceptional precision and stability, ensuring high cutting quality.

Capacitive Sensing and Cutting Optimisation
The Z-axis device is equipped with a capacitive sensor that detects the distance between the nozzle and the surface of the sheet metal. This sensor feeds signals back to the control system, which then adjusts the Z-axis motor to maintain a constant distance between the nozzle and the sheet metal. This ensures consistent cutting quality.

Additionally, the cutting head features automatic focal length adjustment, allowing it to modify the focus position based on the material type and thickness. This capability ensures optimal cutting sections and enhances the overall quality of the process.

SUPERIOR EQUIPMENT CHARACTERISTICS AND CAPABILITIES

EXCHANGE WORKTABLE
The machine bed consists of a massive gantry, ensuring precise and stable movement for decades. Additionally, the working surface is insulated by fire bricks to prevent deformations caused by high-power lasers.

Worktable Design and Exchange Mechanism
The loading side features an exposed worktable, paired with another worktable located within the working area. Both worktables are equipped with guide rollers mounted on hexagonal square steel guide rails.

The worktables are operated by two sets of chains driven by a frequency conversion motor, enabling automatic and efficient worktable exchange.

Zoned Dust Removal System
The area beneath the cutting zone is equipped with zoned dust removal vents. These vents are controlled by solenoid valves that actuate cylinders to open and close the vents.

The system is designed to open the dust removal vents precisely at the position of the cutting head, ensuring efficient and localised dust extraction.

Worktable Sword Parts and Protection
The sword-shaped components on the worktable are installed using a U-slot design, allowing for quick and easy replacement. To protect the worktable from potential deformation caused by laser exposure, skeleton parts that may come into contact with the laser are shielded with copper plates.

CNC SYSTEM
The NC system is a PC-based solution running on a Windows platform with a real-time bus controlled architecture. It offers advanced features to enhance performance and usability, including:

- Obstacle Avoidance and Smart Movement: Intelligent obstacle avoidance during empty movement and adaptive lift height adjustment based on the cutting status of the parts to reduce collision risks.

- Efficiency Features:
  - One-stroke flying cutting: Automatically generates a flying cutting line for any shape, improving processing efficiency.
  - Contactless piercing: Increases efficiency during thin plate processing.
  - Traceless micro-joint: Ensures smooth, seamless surfaces for batch material cutting, boosting production efficiency.

- User Interface:
  - Features a color LCD screen, displaying operational information.
  - Functional keys on the control panel for easy machine operation.
  - Includes both simulation graphics display and dynamic tracking display, providing intuitive monitoring and control.

SUPERIOR EQUIPMENT CHARACTERISTICS AND CAPABILITIES

Advanced Processing Functions
The NC system supports a variety of advanced processing capabilities, including:

- Automatic sorting and shared edge cutting.
- Part drawing and nesting reports for efficient material usage.
- Breakpoint memory and breakpoint tracing (forward and backward), as well as partial graphic processing functionality.
- Laser power adjustment based on speed and operator-defined parameters, ensuring optimal cutting power during acceleration and deceleration.

Mechanical and Dynamic Performance
The machine exhibits excellent electromechanical drive dynamics, ensuring superior processing precision and followability.

Z-Axis Focus Control and Adaptability
To address laser focus fluctuations caused by uneven material surfaces, the Z-axis cutting head maintains a constant focus. Key features include:

- Full display and control functions similar to the X and Y axes.
- Adaptive vibration suppression: Adjusts parameters based on cutting speed to handle most materials and thicknesses. Manual settings are available for thin and thick plates to optimize vibration suppression.
- High adaptability to difficult material surfaces for precise cutting results.

Safety and Protection Features
The NC system incorporates self-check alarms and automatic protection functions, including alarm display and external condition monitoring for enhanced safety.

Servo System
The machine uses a Japanese AC servo motors and drivers, which deliver stable and reliable performance with strong load capacity and excellent dynamic characteristics. These systems are easy to operate and feature:

- Soft keys that adapt to different operating modes, reducing the number of physical buttons and simplifying the control panel.
- Menu-based operation modes with clearly displayed functions for intuitive control.

Ease of Use
The machine is designed with a range of processing and auxiliary functions to simplify operation, improve productivity and maintain high precision across various applications.

SUPERIOR EQUIPMENT CHARACTERISTICS AND CAPABILITIES

SUPERIOR CUTTING HEAD

- The laser cutting head features high-speed servo alignment and zoom capability for precise and efficient cutting.
- It is equipped with optical temperature monitoring, gas leak detection, and protective window installation monitoring to ensure safe and stable operation.
- A fully sealed internal structure protects optical components from dust contamination, enhancing durability and cutting consistency.
- The laser head supports two-point center alignment and manual focus adjustment, significantly improving perforation efficiency – especially effective when cutting small holes.

SUPERIOR EQUIPMENT CHARACTERISTICS AND CAPABILITIES

SUPERIOR LASER GENERATOR

- Independently developed and specifically optimised for carbon steel cutting
- High power and high-quality laser output
- High electro-optic conversion efficiency, flat distribution of spot energy, and high energy density
- Compact structure and smaller volume
- Built in high-power single module integration, smaller overall size
- Excellent performance and low processing cost
- Modular design for easy maintenance

Performance Laser Power 12000W

MAXIMUM CUTTING THICKNESS	
Carbon Steel	25 mm

Note: We have a spare resonator in stock within Australia, supported by two full-time factory-trained laser resonator technicians based locally to ensure responsive service for our clients. We're happy to disclose the specific resonator used in this machine upon signing a confidentiality agreement.

HOW WE CAN HELP YOU WIN GOVERNMENT FUNDING

Did you know that our clients have secured defense and sovereignty funding worth up to 80% of their project costs? That's right – millions in funding have been received by our clients to support their machinery acquisitions. Here's just a snapshot of some recent success stories:

- Steel Beam Assembly: Secured 80% funding totaling AU$4M
- Pipe Plasma Cutting: Received 50% funding valued at AU$ 720,000
- Steel Beam Assembly: Supported with 50% funding amounting to AU$2.5M
- Cope Robot: Obtained funding of AU$720,000
- Steel Beam Assembly: Granted AU$1.5M in funding
- Steel Part Sorting: Received AU$400,000 in funding
- Steel Beam welding: AU$500,000 in funding
- 3D Construction Shot blaster: AU$600,000 in funding

With our expertise and support, you too can tap into these lucrative funding opportunities to propel your machinery investments forward.

Don't miss out on your chance to maximise your budget and accelerate your growth. Reach out to us today to learn how we can help you win the funding you need for your next machinery acquisition!

HOW WE CAN HELP YOU WIN GOVERNMENT FUNDING

This proposal outlines a high-impact transformation for a regional Queensland fabricator through the acquisition of the SUPERIOR TubeX 550—a digitally integrated, AI-enabled tube and beam laser cutting system purpose-built for structural steel.

The objective is to transition from semi-manual workflows to a digitally enabled, smart manufacturing model that delivers measurable gains in productivity, compliance, safety, and market competitiveness. Supported by Specialist Machinery Sales (SMS) and a government funding consultant with a proven 95% success rate, this initiative is structured to unlock co-funded investment aligned with advanced manufacturing priorities.

Context For The Project
Regional manufacturers are under pressure to:

- Reduce labour costs per tonne of fabricated steel
- Increase throughput within existing workshop footprints
- Meet higher standards in layout marking, weld prep, and traceability
- Shorten lead times to remain competitive against offshore suppliers

The SUPERIOR TubeX system directly addresses these challenges. It replaces outdated plasma-based cutting with a multi-process, one-pass system that includes bevel cutting, layout marking on all four sides, intelligent nesting, and digital traceability.

Why This Matters

- Most tube lasers are adapted from round pipe cutting systems and cannot process UB, SHS, RHS, or PFC sections accurately if they're bowed, twisted, or cambered.

Why This Matters (continued)

- Most steel service centres in Queensland do not offer layout marking, forcing fabricators to add manual hours and increasing QA risk.
- Grant assessors seek investments that deliver productivity, job creation, regional capability, and global competitiveness. This project ticks all four.

What This Document Covers
This strategic deck addresses key grant application questions, including:

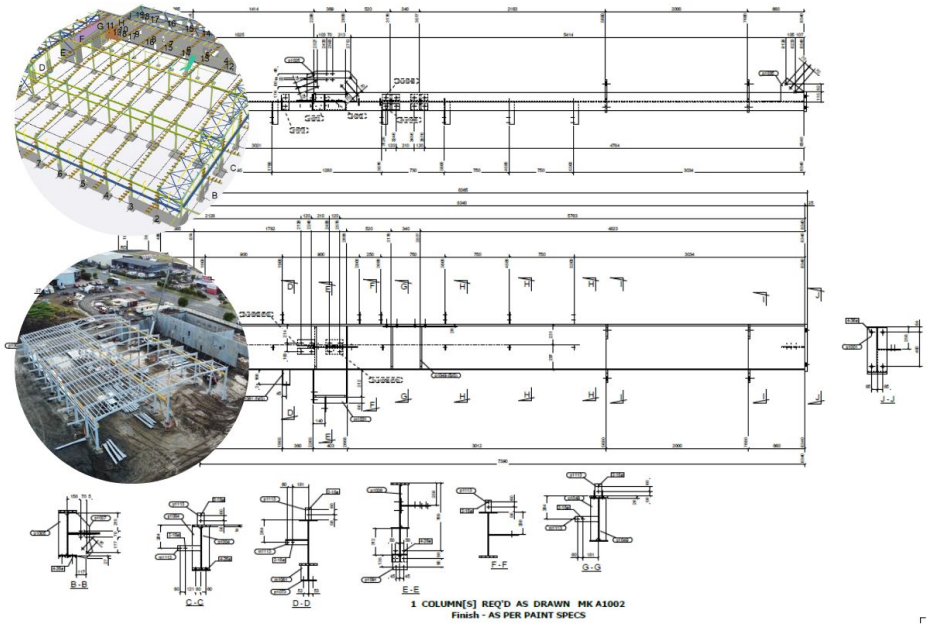
Productivity and international competitiveness
29. Explain how the proposed project will build the capacity of the applicant's business to increase its productivity and international competitiveness.

Leading-edge equipment
31. Describe in detail how the proposed project will transform the applicant's business through leading-edge equipment or innovative processes, technologies and strategies.
38. Describe how the project will support traditional manufacturing jobs and/or will create new high-skilled manufacturing jobs
40. Explain how the project aligns with the strategic direction of the business and how the project will increase profitability or capability

Value for money
42. Describe what benefits the project will deliver to the local market, supply chains and the Queensland economy

CHECK THE REST OF THE QUESTIONS HERE

LASER / MANUAL LAYOUT MARKING SAVINGS SUMMARY



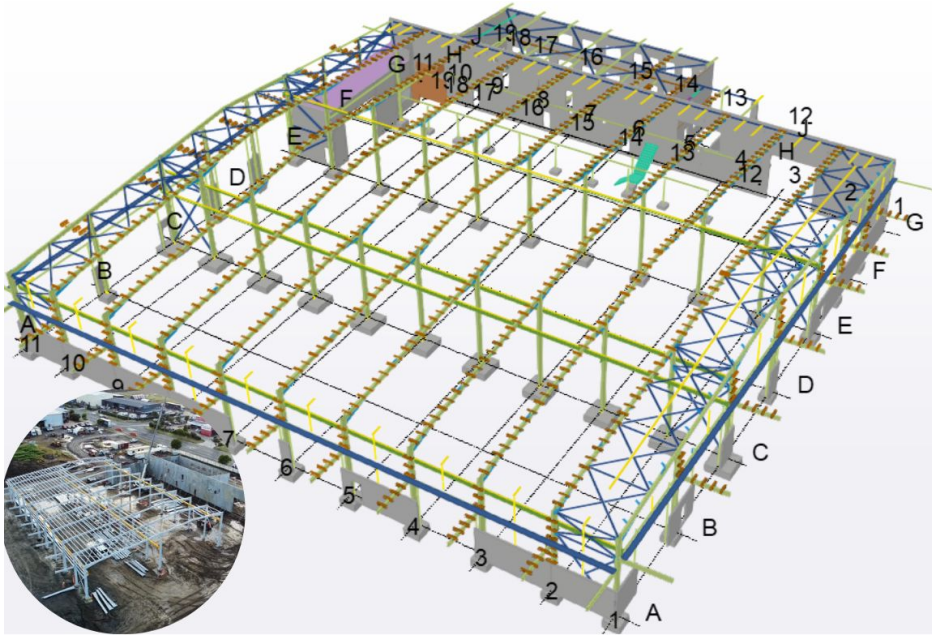
This project represents a real-time case study from one of the regional Queensland fabricators we're currently partnering with on a government grant application. It includes 34 fabricated UB530×82 columns, each incorporating 26 add-on parts (AOPs). By processing these columns in-house using the SUPERIOR TubeX 550, the fabricator unlocks $429.64 in savings per column—a result of reduced labour and the elimination of external contract processing—yielding a total project saving of $14,607.76.

Thanks to SUPERIOR's precision laser layout marking, setup time per AOP is reduced to just 20 seconds, cutting total layout time per column to under 9 minutes. In contrast, manual marking takes 5 minutes per part, equating to a 130-minute time saving per column, or $216.67 in labour savings at a $100/hour charge-out rate. Across the entire project, that's $7,366.78 saved in labour costs alone.

Additionally, steel service centres typically charge $310 per tonne for outsourced processing. For a 687.5 kg column, this equates to $212.97 per unit—a cost fully avoided through in-house capability.

This example highlights the measurable productivity, cost efficiency, and scheduling improvements unlocked through advanced laser processing. It underscores how partnering with SMS and adopting the SUPERIOR TubeX 550 delivers not only manufacturing innovation but also grant-aligned outcomes that drive stronger funding submissions and real-world return on investment.

LASER / MANUAL LAYOUT MARKING SAVINGS SUMMARY



The illustrated 3D structural model represents a facility incorporating 34 fabricated UB530×82 columns—highlighted in green—each integrated with 26 add-on parts (AOPs).

By processing these columns in-house using the SUPERIOR TubeX system, the regional Queensland fabricator achieves $429.64 in savings per column by reducing labour costs and eliminating contract processing—resulting in a total project saving of $14,607.76.

SUMMARY PROPOSAL

DESCRIPTION	PRICE
SUPERIOR PlateX 12000 Plate Cutting Machine	€ 249,000.00
Total, EXW (Incoterms 2010) **Total price of the complete laser cutting machine SUPERIOR PlateX 12000, as described above, including factory testing, mounting and acceptance**	**€ 249,000.00 + GST**

Please be advised that for the reason of design updates, layout, and specifications may be subject to change as the project progresses. However, the primary production parameters will remain unchanged. We will keep you informed of any significant updates and are committed to providing a solution that meets your requirements.

FINANCING OPTIONS

TO THE PROSPECTIVE BUYER

As part of our commitment to supporting our clients, we would like to introduce you to Ledge Finance Ltd., a long-time partner specialising in financing solutions.

Ledge Finance works closely with midcap public companies, high-net-worth individuals, and developing SMEs, focusing on finance and commercial risk mitigation. They have a strong presence across various industries, including mining, resources, engineering, construction, and manufacturing.

With extensive experience working with steel fabrication clients throughout Australia, Ledge Finance understands the unique requirements of the industry. They can provide tailored financing solutions directly linked to the equipment, ensuring competitive rates and structures that align with your specific needs.

If you're interested in exploring financing options, please feel free to reach out to 0409 315 331 anytime.

Kind regards,

Neil Ferguson, Finance Executive

LEDGE

SUPERIOR OPTIONS AND PACKAGE DEALS AVAILABLE FOR MULTIPLE SYSTEMS

OPTIONS	DESCRIPTION	PRICE
SUPERIOR Angle and Flat Bar Fibre Laser	The machine tool builder's shareholders have specifically designed and purpose-built a flat bar and angle fibre laser system for the telecommunications sector—set to replace traditional punch and shear machines used for angle and flat bar processing.	**TBA**
SUPERIOR 360 OR 550 Diameter Tube Laser	High-performance tube lasers for steel service centres and fabricators. The 360 handles tubes up to 360 mm, while the 550 processes pipes up to 550 mm and UBs up to 530 mm.	**TBA**
AI Steel Detailing	Tekla Steel Detailing Services powered by exclusive AI-driven software development—automating up to 80% of project detailing. *This advanced capability is available exclusively to SMS clients.*	**TBA**
SUPERIOR Robot Weldout System	A single welding robot equipped with a vision system and weld seam tracking is available for 3D structural steel assemblies. Designed for welding out fabricated components up to 12–18 metres in length, the system supports various software and programming options—including direct input from IFC Tekla models.	**Budget - $600 per day (finance cost)**
SUPERIOR COBOT with vision system	The same machine tool builder also supplies all SUPERIOR Cobots equipped with advanced vision systems. *This advanced capability is available exclusively to SMS clients.*	**TBA**
SUPERIOR 3D Profile Laser Cutting Coping Robot with 3-sided Drilling	SMS is collaborating closely with our machine tool builder, whose German-based Head of R&D and Software previously worked alongside Todd Dolling for six years. Together, they are developing a next-generation 3D profile laser system with integrated drilling, machining, and tapping capabilities. This single machine is designed to replace multiple legacy systems within your workshop—including the beamline, coping robot, bandsaw, punch and shear, angle and flat bar processing, 1200mm-wide plate/laser/plasma cutting, pipe cutting, and manual layout marking. *This advanced, consolidated system is available exclusively to SMS clients.*	**TBA**
SUPERIOR Plate Laser Cutting Machines	A range of power options (kW), plate sizes, thicknesses, and material handling configurations are available to suit your specific workshop requirements.	**TBA**

SUPERIOR SPARE PARTS, CONSUMABLES AND SERVICE OVERVIEW

ITEM/SERVICE	DETAILS
Laser Service Technicians	Based in Melbourne, Sydney, and Brisbane or 10 hour flight from Shanghai to Sydney Leave Shanghai 0.30am and arrive 11am Sydney time the same day.
Travel Time Rate	$185 per hour
On-Site Service Technician Rate	$245 per hour
Remote Diagnostics Support	$185 per hour charged at six minute intervals. Factory remote diagnostics is on the same timezone as Perth.
Travel Expenses	Flights, accommodation, car hire, and daily food allowance (charged as required)
Annual Service Agreement	Available upon request with guaranteed response times during Australian traditional hours Monday to Friday
Software Upgrades	To be discussed and quoted separately
Spare Parts Package (Duty-Free Option)	Available when imported with the machine to avoid 5% import duty

For maximum machine uptime and cost-efficiency, we recommend discussing tailored service agreements and initial spare parts provisioning at the time of purchase. Let us know your operational preferences so we can customise your support package accordingly.

SUPERIOR SPARE PARTS, CONSUMABLES AND SERVICE OVERVIEW

ITEM/SERVICE	DETAILS
Tiered Spare Parts Lists	Tier 1 and Tier 2 lists available upon request that can be provided prior to confirmation of an order
Start-Up Consumables	Consumables for the first 500 hours of operation can be priced
Dedicated Service Engineer Option 3-6 months	Specialist Machinery Sales (SMS) offers a unique service model designed to support our clients during the critical post-commissioning phase. One full-time, factory-trained engineer—employed directly by SMS—can be contracted to the client on an hourly or daily rate to operate the machine for a period of 3 to 6 months after commissioning. This concept is part of a broader strategy to place one SMS-trained technician in each Australian capital city. Between major installations or service jobs, SMS retains access to the engineer, who can be temporarily redeployed to other client workshops. This approach reduces SMS technician travel time and ensures that the engineer remains active and engaged between assignments. Our clients have expressed a strong preference for having locally based service technicians, and this model provides a practical, scalable way to meet that need. It reflects our belief in partnership-based success, where every stakeholder benefits from shared growth, responsive support, and long-term collaboration.

For maximum machine uptime and cost-efficiency, we recommend discussing tailored service agreements and initial spare parts provisioning at the time of purchase. Let us know your operational preferences so we can customise your support package accordingly.

GENERAL TERMS AND CONDITIONS

Terms and conditions are to be confirmed prior to order confirmation, in case any changes have been made. These T&Cs reflect the machine tool builders terms and conditions as provided to SMS.

Our scope of supply is exclusively based on the various documents constituting our offer and shall rank in the following order of precedence:

The following documents / conditions apply in the order given:

1. This offer and the general terms of our offer and the operating manual
2. Orgalime S2000

Terms such as purchase, delivery or other contractual terms only apply if confirmed in writing by us.

Machine Engineering Equipment

Technical alterations in respect of further developments concerning construction and manufacturing technology are reserved.

Electrical Equipment according to European standard EN 60204-1.
Electric connection (TN-network): 3 phases, neutral, earth 400 V, 50 Hz.
Besides the machine, the supply also includes the control cabinet, operating desk and all cables within the line. Cable length from machine to switchboard cabinet max. 10 m, longer lengths available upon request, at additional cost.

The price does not include

- Offloading and provision for crane as well as provision for auxiliary personnel, resources and tools in accordance with our assembly conditions.

The price does not include (continued)

- The installation and during the assembly required miscellaneous materials and equipment like tools, consumable and cutting material for the commissioning as well as lifting devices.
- Foundation work (which has to be made in accordance with our drawing), anchor bolts.
- Grouting of foundations after alignment.
- Provision of services (electric, compressed-air) to the machine or operating cabinet.
- Office PC with operating system and network card.
- Connection cable and installation for data transfer from the office PC to the machine PC. Connection cable for the power supply to the switchboard to the machine
- Cooling units for operating desk and control cabinet.
- Voltage stabiliser.
- Protective installations in the area of the partly automatically working material transport facility and length measuring unit, for example: fences, protective grates, roofing, etc. These are required to provide a CE-declaration of conformity.

Regulations for the Prevention of Accidents

The machine / line will be delivered in accordance with the ordered safety standards. After installation and commissioning of the equipment, we will provide the necessary documentation and certifications to confirm compliance with applicable regulations and standards. The machine / line must not be started until all conformity requirements are met. In the event of extensions or significant modifications to the machine/line, the responsibility for updating the compliance documentation and certifications lies with the user or a designated representative.

GENERAL TERMS AND CONDITIONS

Technical Documentation

The attached layout drawing forms part of this offer. In case of order, please let us have your approval of this layout within one week. If the layout was not approved within one week from date of order placement, we reserve the right to fix a new date of delivery.

All machines receive the operating instructions on a data carrier (USB stick). A translation of the national language will be invoiced, unless a CE declaration of conformity is required.

Delivery

The delivery time will be determined during the negotiations. The delivery lead time starts from receipt of the signed acceptance section from the order confirmation document and also the final clarification of all order details, technical information, layout drawing approval and the receipt of the agreed payment or payment security. The delivery period is subject to correct and punctual delivery to us.

In the event of delays to shipment or delivery date caused by the buyer, the seller reserves the right to declare goods and/or machinery ready for shipment and to invoice accordingly. With this declaration of readiness to ship, the risk and responsibility for such goods and/or machinery transfers to the buyer.

In case we can't deliver due to reasons for which the seller is not responsible, the seller reserves the right to charge costs for default interest of 0.5% of the outstanding amount per week – however maximum 7.5%. Storage costs will be charged with 3.50 € per m² and per week. In case the costs will be higher, these higher costs can be charged additionally.

Should the seller be late with delivery, the customer shall be entitled to demand compensation for the delay. This compensation shall amount to 0.5% of net price for each full week of delay, but not more than a total of 5% of the value of that portion of the goods to be delivered.

Prices

The mentioned prices are to be understood ex works, packaging and mounting excluded, unless stated differently. This quote is non-binding. The seller reserves the right to make technical changes. Refer to the proposal to understand if freight, packing and commissioning has been included. The prices stated in the offer are subject to the price stability of the material and delivery costs required for production. We reserve the right to pass on any price fluctuations that are charged between the conclusion of the contract and the execution of the order or delivery to us in the same way. This can also lead to an increase in the stated final price.

Insurance

Transit insurance coverage of contracted items shall be covered by the buyer.

Taxes and Duties

All taxes, duties, bank commissions and charges (letters of credit, bank guarantees) outside Germany related to this offer have to be shouldered by the buyer. All taxes, duties, bank commissions and charges inside Germany related to this offer will be shouldered by us.

Consequential Losses

Save as elsewhere stated in these conditions there shall be no liability for either party towards the other party for loss of production, loss of profit, loss of use, loss of contracts or for any consequential, economic or indirect loss whatsoever. The seller should not be liable for defects which may cause loss of production, loss of profit and other indirect loss.

Disputes and Applicable Law

All disputes arising in connection with the offer shall be finally settled under the Rules of Conciliation and Arbitration of the International Chamber of Commerce. The contract shall be governed by the substantive law of the supplier's place of business.

GENERAL TERMS AND CONDITIONS

Export Regulations
It is understood that a final order acceptance is always subject to the receipt of an export release from the German Federal Export Agency and the German customs authorities.

Warranty Period
12 months parts and labour, calculated from the date of installation or a maximum of 2.000 operating hours (which is achieved first), excluding wear and tear parts, at latest 15 months from delivery date ex works.

It is strongly advised that only consumable – protection windows, nozzles and the like - manufactured by either the machine tool builder or supplied by our authorised representative be used in the machine. Use of consumables other than that manufactured by the machine tool builder or supplied by our authorised representative, may affect the obligation Craftstahl has under the terms of warranty.

Material Specifications
The steel that is cut using the machine must be of good quality and suitable for laser cutting. Please refer to the installation manual for a detailed list of materials specifications. Rust and mill scale can have a strong adverse impact on the cutting quality. If lower quality materials are used, then the machine maximum cutting performance cannot be guaranteed.

Installation and Commissioning
The seller will send one service engineer for the assembly and commissioning at the job-site. The training is subject to negotiation and will be determined as part of the agreement. Technician's visa fee, round-trip air tickets, local accommodation and board, and all possible cost in customer's country will be borne by customer.

Installation and Commissioning (continued)
It is agreed that the customer will provide the assistance of 2 skilled mechanics for the entire period of setting up and 1 electrician occasionally per line resp. per service engineer, at no costs for the seller.

Note: From the start of installation on, the customer has to provide a DSL internet access, power, air and gas connection. It is agreed that the acceptance will be carried out in accordance with the seller's guidelines. This policy, which accompanies the offer / contract, provides for tests on the transportability and workability of the material. After successful completion of the test, the acceptance is deemed to have taken place.

Additional Costs
The parties are aware that in connection with national and international restrictions due to the Covid-19 pandemic, delays and additional costs for the use of personnel in installation and commissioning of the scope of supply may arise. This applies, for example, if it is necessary to send personnel to the buyer, but the place of work is in a risk area.

If the personnel to be deployed by the seller cannot be deployed immediately, e.g. due to quarantine regulations to be observed, and delays arise as a result, it is mutually agreed that this is not to be assessed as a delay for which the seller is responsible and contractually agreed dates must be adjusted accordingly.

If additional costs arise for the seller as a result of the deployment of personnel for installation, commissioning and service at the customer's location, the seller will communicate these additional costs and bill them to the extent actually incurred. When the order is placed, this becomes an integral part of the contract.

GENERAL TERMS AND CONDITIONS

Intellectual Property, Reference and Resale

Technical alterations in respect of current and further developments concerning construction and manufacturing technology are reserved. In case the equipment includes newly developed parts/components, the seller is entitled to substitute these newly developed parts/components which are proven and best practice. In such case, the conditions with regards to price etc. shall be reasonably adjusted.

The customer hereby grants the seller the non-exclusive right to give the name of the customer as a reference and, in conjunction with it, to use communication materials for marketing, sales and advertising purposes. The communication materials include logos, trademarks, trade names as well as illustrations and photographs, which the customer makes available to the seller or created by the seller.

The buyer acknowledges that he is not entitled to resell spare parts for the systems to third parties for commercial purposes, in particular on internet platforms or in online trading, and that this is hereby expressly prohibited.

Payment Conditions

Unless stated otherwise.

- 30% down payment, within 7 days after receipt of invoice.
- 30% within 7 days after processing time is over half
- 30% prior to delivery, within 7 days after receipt of invoice
- 10% within 7 days after commissioning. In case installation and/or commissioning will be delayed by reasons for which the seller is not responsible, then this amount will be due for payment latest 30 days after delivery.
- All payments are net and in EURO. Buyer needs to pay GST. Buyer needs arrange custom clearance and delivery from CIF to workshop.

Payment Conditions (continued)

In case of overdue payment, the seller reserves the right to charge reminder fees and default interest.

If the buyer does not fulfil his obligation to pay the down payment despite two written requests, the seller is entitled to withdraw from the contract. In the event of withdrawal from the contract, due to non-payment, the seller shall be entitled to a lump-sum compensation of 5 percent of the total order value (gross) as compensation for damages incurred and loss of profit. The seller does not have to prove that he has suffered any damage at all.

Leasing and Financing Institutions

If, after conclusion of the contract, the buyer concludes financing of the object of purchase by a leasing or a financial institution, he shall ensure that - even if the leasing or financial institution joins the contract - the agreed terms and conditions of the contract remain unchanged. In particular, the buyer is responsible for ensuring that the agreed payment terms and dates are not changed as a result of a leasing or financial institution becoming a party to the contract. The buyer guarantees this to the seller.

Place of Jurisdiction, Other

The place of jurisdiction for all disputes arising from and in connection with the contractual relationship is Munich, Germany. The seller is, however, at his discretion free to take action against the buyer at the courts responsible for his registered office.

Technical modifications are subject to change and components may be replaced with equivalent alternatives.

WHAT'S INSIDE:

ABOUT SPECIALIST MACHINERY SALES

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MAXIMISE EFFICIENCY AND PRECISION WITH OUR COMPLETE STEEL PROCESSING SYSTEMS

At Specialist Machinery Sales, we lead the industry in delivering superior systems for steel processing automation—trusted by forward-thinking fabricators, service centres, and steel merchants across Australia and New Zealand. As a recognised thought-leader, we provide fully integrated, performance-driven systems across the entire workflow, from raw material handling through to final assembly and finishing.

Our portfolio includes automated structural steel assembly and welding, robotic welding cells, CNC plasma and laser cutting (including fibre and tube laser), part deburring and material handling. We also support advanced fabrication with robotic coping, layout marking, and welding automation; post-fabrication operations with high-throughput shotblasting and painting systems; and space-optimised storage and handling with modular vertical storage, automatic racking, and retrieval systems for plate, bar, and remnant stock.

Backed by deep technical expertise and a commitment to long-term results, we don't just supply equipment—we engineer smarter, scalable production environments that set the benchmark in steel processing automation.

YOUR MACHINERY OPTIONS

PRE-FABRICATION / STEEL PROCESSING

Steel fabricators today operate in a highly competitive environment where the demand for faster project delivery, rising labour costs, and a shrinking skilled workforce are creating significant pressure on traditional production workflows. At the same time, clients are demanding tighter tolerances, greater traceability, and consistent quality across increasingly complex steel structures. These challenges make it difficult to maintain profitability and efficiency using manual or semi-automated methods alone.

In response, Specialist Machinery Sales offers a superior range of pre-fabrication systems specifically designed to modernise and optimise steel processing at the source. Our integrated technology portfolio includes advanced coping robots, high-precision robotic plasma cutting systems, pipe profile cutters, pipe rotators, and fully automated layout marking solutions. These systems are engineered to eliminate repetitive manual tasks, reduce material handling, and increase throughput without compromising on accuracy.

By shifting critical tasks into an automated pre-fabrication workflow, fabricators gain greater control over production quality while significantly reducing rework and delays. The result is a leaner, smarter, and more productive fabrication environment that delivers high-accuracy components ready for rapid on-site assembly. With Specialist Machinery Sales, fabricators can confidently meet tighter deadlines, scale capacity, and stay competitive in today's demanding structural steel market.

LEARN MORE HERE ▶

BEAM PROFILE LAYOUT
LASER MARKING

PART DEBURRING AND
MATERIAL HANDLING

PIPE
ROTATORS

PIPE
WELDING

PLASMA AND LASER
CUTTING

PLATE AND SECTION
ROLLING

ROBOTIC PLASMA STEEL
CUTTING SYSTEM /
COPING ROBOT

WATERJET
CUTTING

YOUR MACHINERY OPTIONS

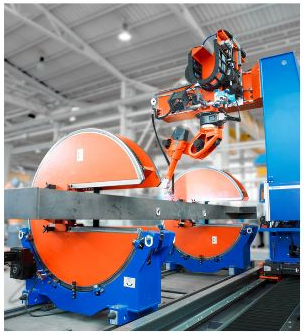
FABRICATION / WELDING

Fabrication machinery is vital to producing the steel components that form the backbone of buildings, bridges, and industrial infrastructure. At this stage, precision, consistency, and production efficiency are critical—not just for meeting project timelines but for ensuring structural integrity and compliance.

As demand grows and skilled labour becomes harder to source, manual fabrication methods struggle to keep up. That's where automation steps in. Specialist Machinery Sales provides a superior range of fabrication systems, including robotic welding cells, CNC beam welding machines, and automated steel assembly solutions—all designed to increase throughput, improve weld quality, and reduce manual handling.

These intelligent systems are built to integrate seamlessly with your workshop operations, leveraging CAD/CAM data and real-time control for precise, repeatable results. From layout marking and fit-up to high-volume welding, our fabrication machinery enables faster turnaround, higher accuracy, and a leaner production environment. Explore our advanced fabrication machinery to unlock new levels of productivity, reliability, and competitive advantage in your steel processing operation.

LEARN MORE HERE ▶



AUTOMATED ROBOTIC WELDING SYSTEMS

BEAM WELDING / ROTATION

LARGE FORMAT STEEL PLATE WELDING

LASER CLADDING / WELDING / HARDENING

ROBOTIC STRUCTURAL STEEL BEAM ASSEMBLY AND WELDING

YOUR MACHINERY OPTIONS

POST-FABRICATION

Post-fabrication is a critical stage in steel processing, responsible for ensuring long-term structural integrity, corrosion resistance, and a high-quality finish. This phase not only enhances the durability and performance of steel components but also ensures compliance with industry standards across infrastructure, commercial, and industrial applications.

Specialist Machinery Sales offers a portfolio of superior post-fabrication systems, developed in partnership with leading European manufacturers of advanced surface treatment technology. Our range includes high-performance shotblasting, industrial painting booths, powder coating, and zinc spraying systems, all engineered for precision, efficiency, and repeatable results. These systems are designed to optimise surface preparation and coating application—ensuring proper adhesion, extended lifespan, and reduced maintenance over the asset lifecycle.

Whether you're removing mill scale and surface impurities or applying long-lasting protective coatings, our post-fabrication systems empower steel fabricators to deliver consistently high-quality finishes that stand up to harsh environments. Explore our advanced technologies to elevate your workshop's capability and deliver premium results with confidence.

LEARN MORE HERE ▶

BLAST ROOMS

SPECIAL PURPOSE SHOT BLASTING SYSTEMS

PAINT SPRAYING SYSTEMS

LIFTING PLATFORMS

YOUR MACHINERY OPTIONS

STEEL STORAGE SYSTEM

Steel storage remains one of the most overlooked inefficiencies in fabrication and distribution environments. Many workshops still rely on outdated racking or floor stacking systems—resulting in wasted space, unsafe manual handling, frequent material damage, and time-consuming retrieval processes. These issues not only compromise operational safety but also reduce overall productivity and profit margins.

Upmoviom addresses these challenges with a smarter approach to steel storage. Our semi-automated racking systems are engineered specifically for long products, sheet metal, plate stock, and heavy steel profiles. Designed for demanding industrial environments, each system features front-access gliding trays and lateral-extraction lockers that allow quick, single-operator access to individual items—without unstacking or moving adjacent materials.

The result? Handling time is reduced by up to 50%, workplace safety improves significantly, and valuable steel components are better protected throughout the storage cycle. With a modular and scalable design, Upmoviom systems adapt to both small workshops and large distribution hubs—ensuring maximum floor space utilisation and seamless integration into your existing logistics flow.

LEARN MORE HERE ▶

YOUR MACHINERY OPTIONS

USED MACHINES

Specialist Machinery Sales supplies high-quality, pre-owned structural steel processing machinery from trusted European manufacturers. Each unit is carefully selected based on condition, service history, and proven performance in demanding fabrication environments. Most systems are between 5 to 15 years old, with full documentation and availability for inspection—either under power or in export-ready packaging for fast delivery across Australia and New Zealand.

What sets us apart is our end-to-end technical support, delivered by factory-trained service technicians with direct OEM experience. We manage the complete relocation process, including disconnection, packing, shipping, site preparation, recommissioning, and staff training—ensuring a seamless transition into your workflow.

Whether you're scaling capacity, replacing ageing equipment, or entering automation with a lower capital outlay, our second-hand machinery delivers excellent value, performance, and long-term support—without compromise.

LEARN MORE HERE ▶

SHOT BLASTING & PAINTING SYSTEMS

BEAM LINES & COPING ROBOTS

BAND SAW & COLD SAW CUTTING MACHINES

PLATE & PIPE PLASMA CUTTING MACHINES

PLATE ROLLING MACHINES

SECTION ROLLING MACHINES

PUNCHING & SHEARING LINES

OTHER MACHINES

COMPREHENSIVE STEEL PROCESSING MACHINERY FOR FABRICATION, INFRASTRUCTURE, AND ADVANCED MANUFACTURING

Specialist Machinery Sales provides a complete range of structural steel processing machinery tailored for industries including steel fabrication, construction, and steel service centres. Our solutions support every stage of the fabrication workflow—from beam cutting and coping to robotic welding, surface treatment, and automated material handling.

Beyond traditional fabrication, we proudly serve specialised sectors across the broader steel manufacturing landscape. This includes high-demand industries such as 5G pole production, power transmission tower manufacturing, shipbuilding and shipyards, metal and machine construction, bridge building, and aviation.

Our portfolio also extends to agricultural machinery engineering, automotive manufacturing, and other advanced industrial applications. With machinery engineered for precision, productivity, and integration, we help operations of all sizes scale smarter, meet complex demands, and future-proof their steel processing capabilities.

LEARN MORE HERE ▶

WHY PARTNER WITH SMS

TRANSFORMING TRADITIONAL WORKSHOPS INTO SMART FACTORIES

Specialist Machinery Sales (SMS) delivers fully integrated steel processing systems that modernise traditional fabrication workflows—from raw material handling through to blasting and painting. We design complete, efficient workflows that improve productivity, reduce handling, and unlock faster ROI.

As the only provider in Australia and New Zealand offering full-system integration for all steel profiles and plates, we partner exclusively with world-class European machine builders known for reliability, innovation, and automation excellence. Our systems span sawing, drilling, coping, plate processing, robotic welding, shot blasting, painting, and smart logistics—supported by intelligent software and automation. We also integrate high-quality pre-owned equipment into scalable, cost-effective systems tailored to your workshop footprint.

SMS is more than a machine supplier—we're your strategic partner for process optimisation, digital transformation, and sustainable growth. Together, we build the pathway from traditional fabrication to the smart factory of the future.

LEARN MORE HERE ▶

ADDITIONAL MACHINERY EVALUATION TOOLS OUR CLIENTS FOUND USEFUL

Change is Inevitable—Survival Is Optional.
This forum exists to inform, educate, and engage with our clients—empowering your business with the insights, frameworks, and collaborative tools needed to thrive in a fast-evolving fabrication landscape.

As steel processing becomes more complex and competitive, a specification-driven buying approach is critical. It's not just about choosing a machine—it's about selecting the right automation strategy aligned with your operational goals, workshop capabilities, and long-term vision.

Key Focus Areas Include:

- How Does Your Business Select The Correct Machine?
- Project Timelines & Milestone Management
- Automation Design Lifecycle Framework
- Business Process Mapping & Operational Briefs
- Decision-Making Tools like the Balanced Scorecard

These elements will complement a series of technical deep-dives, case studies, time-motion analyses, and real-world videos of steel processing machinery in action—offering a comprehensive perspective on what's possible with integrated automation systems built for fabricators and steel service centres.

Together, we'll unlock smarter investments, faster ROI, and future-ready operations.

WHO PARTNERED WITH SMS?

WHO PARTNERED WITH SMS?

CSF INDUSTRIES INVESTS IN ITS FUTURE WITH SUPERIOR MACHINES EXCLUSIVELY SUPPLIES BY SPECIALIST MACHINERY SALES

A family business established in Cairns in 1979, CSF Industries operates across just about every market imaginable, from mining and defence, through to commercial, industrial and residential.

Their order book regularly encompasses everything from $3,000 steel supply contracts to $10 million multi-faceted project delivery.

With such variety, CSF Industries is agile and versatile and has built a reputation for excellence in service and quality. CSF Industries recently worked with SMS to invest in a Superior Structural Steel Automation Beam Assembly and Welding machine plus an add-on-part robotic sorting machine plus a fully-automated beam line working in lights out operation and plate plasma cutting, drilling, stamping, punching, material handling, plate processing machine to ensure that they remain at the forefront of industry.

According to Sean Adams (Director, CSF Industries) “We've invested a lot in technology, processes and procedures throughout the workshop. To do this, we first identified the bottlenecks: sorting parts was one. The add-on-part robotic sorting machine have removed this bottleneck. It performs quality assurance checks and sorts parts unto column and rafter numbers so they are delivered to the fabricator, ready to go."

"The Superior Structural Steel Automation Beam Assembly and Welding machine removes all these issues- it removes downtime from the production process, improving productivity throughout the entire workshop," said Sean.

THE RESULTS

Sean was equally as impressed with CSF Industries' newly purchased Superior Structural Steel Automation Beam Assembly and Welding machine. According to Sean, it has improved on-site rework considerably. "The machine helps us to guarantee the quality of our work. We get a lot of repeat business due to our quality standards and lack of rework."

"Another of the advantages of this superior machine is the consistency of labour that it delivers. We have our machine working on two shifts, for 18 hours a day. In a skills shortage environment, this is really important. We have the confidence that the machine will be there, operating day in, day out. This allows us to commit to jobs we might not have been able to because of the labour component."

PAGE STEEL FABRICATIONS: FUTURE PROOFING VIA AUTOMATION WITH SPECIALIST MACHINERY SALES

Page Steel Fabrications was established in Victoria in 1970. Over the last 50 years, the company has expanded significantly, adapting to the rapidly changing nature of the industry with the implementation of advanced software and cutting-edge automation equipment.

Page Steel recently invested over $3.5 million in robotic fabrication, increasing its capacity by up to 50% and future-proofing the business for the next ten years.

According to Director Chris Piacentini, Page Steel tackles larger projects. “We focus on industrial, commercial and government work—they are our three big sectors. We also target infrastructure work, as well as high-rise residential projects and multi-storey car parks. Our clients are generally tier one, two and three builders.”

EMBRACING AUTOMATION

“I really think what differentiates us is how we’ve embraced and tackled automation,” said Chris.

Page Steel has invested heavily in automation, from a high definition plasma machine (that can process plate up to 32mm thick, 3,000 mm wide and 12,000 mm long), and a CNC oxy cutter (that can process plates over 32mm thick), through to a fully automated CNC angle and plate line, and an automated section blaster with the ability to blast steel at Class 1 to Class 2.5.

AN INVESTMENT IN THE FUTURE

Page Steel recently purchased a Superior Single Rail Robotic Fabrication machine, which is capable of fabricating beams 1,100mm wide and 18,000 mm long. The handling robot can pick up 250 kg per add-on part and the beam weight has a maximum of 6 tonnes.

“The machinery we’ve invested in solves a lot of the issues we’ve been facing in terms of difficulty to recruit workers, accuracy and speed. There are so many pluses to the machine beside the initial investment.”

PACIFIC STEEL INCREASED PRODUCTIVITY AND CAPACITY VIA A SUPERIOR STRUCTURAL STEEL AUTOMATION FOR BEAM ASSEMBLY AND WELDING MACHINE

Pacific Steel Constructions is proud of its reputation for providing superior quality steel structures to the building and construction industries. The depth of expertise and vast experience of its four founders enable Pacific Steel to undertake complicated structures and state significant projects.

This expertise has been augmented recently, with their investment in a Superior Structural Steel Automation for Beam Assembly and Welding machine of which Specialist Machinery Sales is the exclusive agent for.

According to Nick Christou (Co-Founder, Pacific Steel Constructions), "This superior machine has opened up the capacity of our workshop. We can now take on multiple projects, all without increasing the size of our workforce or footprint. One of the main reasons we purchased this machine and partnered with SMS was to increase our output and our turnover while maintaining the same size workshop. We don't have a large workshop, as it has limited floor space, and so we needed to maximise the efficiency of that entire area."

INCREASED QUALITY AND ACCURACY

"Regardless of how stringent your quality system is with conventional fabrication, errors can slip through. Inaccurate steelwork is very costly to repair on-site, causes construction schedule delays, and ultimately damages your reputation," said Christou.

INCREASED PRODUCTIVITY

"Without this superior machine, by the time a boilermaker does the beam marking out, manual handling and tacking, it would require at least 15 minutes per part. For more complex parts that are rotated on three planes, and require extensive setting out, the boilermaker may take up to one hour. Using the machine doesn't matter if the part is straight, or on a complex angle, the entire process takes the same amount of time."

PARTNERING WITH SMS

Todd has supported our workshop's ambition to automate the fabrication and welding of a steel fabrication business when commissioning this superior machine.

I can testify that the SMS partnership is reliable, authentic, passionate and honest when evaluating and supplying technology that future proofs our workshop, so we can win more and do more with less footprint and skilled labour.

DIAB ENGINEERING CHOOSES SUPERIOR STRUCTURAL STEEL AUTOMATION

In the wake of the COVID-19 pandemic, Diab Engineering—a Western Australian fabricator serving the resource recovery and mining industries—faced an unexpected challenge. Global supply chain disruptions led major miners to reshore fabrication projects previously sent offshore. This resulted in Diab's workshop being booked out for the next nine months, forcing the business to urgently scale up production capacity while maintaining high quality and delivery standards.

At the same time, strict travel restrictions made it impossible for Diab's decision-makers to conduct in-person inspections of equipment installations abroad. This posed a serious dilemma: how to invest in high-value automation without physically seeing the machinery or visiting reference sites.

Diab identified the Superior Beam Assembly and Robotic Welding System as a potential solution. Yet committing to such a substantial investment without hands-on validation was a leap of faith. It demanded absolute trust in both the technology and the partner providing it.

That partner was Todd from Specialist Machinery Sales (SMS), who guided Diab through a rigorous technical and business evaluation process. This included remote application analysis, ROI modelling, customer references, detailed video demonstrations, and operational scenario planning.

With support from other SMS customers in Australia and New Zealand, who validated both the machine's performance and SMS's credibility, Diab proceeded with the order. Despite the volatile global environment, the machine was delivered, installed, and commissioned on time, with training and integration support delivered as promised.

Once operational, the system delivered immediate gains in throughput, accuracy, and consistency. It reduced manual handling, rework, and pressure on skilled labour while ensuring tight delivery schedules were met with confidence. Diab is now able to take on more reshored work, knowing they have the automation backbone to deliver reliably and competitively.

Reflecting on the process, Diab's team acknowledges the calculated risk they took—but they are equally clear that the investment has paid off. Backed by reliable technology and a trusted partner, Diab now operates with greater flexibility, certainty, and commercial control.

DUNSTEEL INVESTS IN A SUPERIOR STEEL PROCESSING SYSTEM

For over half a century, Dunsteel has remained a proudly family-owned and operated company. Renowned for its expertise in complex structural steel projects for tier-one builders and high-end architects, the business has also earned industry recognition as a leader in prefabricated stairway systems for large-scale, multi-storey developments. Driven by a culture of craftsmanship, innovation, and reliability, Dunsteel consistently seeks out ways to push boundaries in both design and delivery.

In pursuit of continued growth and operational excellence, Dunsteel recently invested in a fully integrated Superior Steel Processing System. This strategic move supports the company's commitment to lifting throughput, improving layout accuracy, and streamlining internal workflows—all while maintaining the highest standards of quality. For Director Jonathon Dunlop, the goal was clear: "We want to operate the system across two shifts—load it up and let it run autonomously. Depending on job complexity, that level of automation is achievable and already proving effective in our production cycles."

One of the key improvements has been the automation of layout marking. This upgrade alone has helped Dunsteel improve its fabrication scheduling efficiency by up to 30%. Importantly, this has been achieved without increasing staff headcount or expanding the facility footprint—an ideal outcome in today's competitive labour market and high-cost real estate environment.

The precision of automated layout marking also reduces errors and rework downstream, supporting faster site assembly and fewer installation delays.

Among the advanced features of the system, two stand out for their immediate impact on production flexibility and quality control. The enhanced X-axis on the drilling line allows for multi-operation workflows within a single setup, reducing material handling and cycle time. Meanwhile, the saw line's Automatic Feed Control (AFC) function offers smart pivoting action that optimises feed rates and cutting angles, ensuring both speed and precision are achieved consistently—even across complex geometries or variable profiles.

Equally important to Dunsteel was finding the right partner for this investment—not just a technology supplier, but a team that understands the realities of the steel fabrication business.

"We chose to work with the team behind the Superior System because their values align with ours—hands-on, responsive, and deeply committed to service," said Dunlop. "It's a tight-knit, knowledgeable group that works with us like a true partner, not just a vendor. That makes all the difference, especially compared to the transactional approach of many global suppliers."

By combining a long-standing reputation for quality with forward-thinking investment in automation, Dunsteel is strengthening its position as a smart, resilient, and future-ready fabricator—equipped not only to meet growing demand, but to set the standard for what's possible in modern structural steel processing.

HOW AUTOMATION DOUBLED ACA'S CAPACITY

Based in Ingleburn, New South Wales, Ace Construction Australia (ACA) specialises in architectural, structural general fabrication and installation. Since the company's inception 15 years ago, ACA has earned a solid reputation for high-quality workmanship and expanded rapidly as a result.

To augment this expansion, ACA recently became the first company in New South Wales to invest in a Superior Coping Robot 3D Profile Plasma Cutting Machine, exclusively supplied by Specialist Machinery Sales. This investment has doubled ACA's fabrication capacity, without increasing their footprint or headcount and helped to future proof the business profit from avoiding rework.

According to Mohamed Elomar (General Manager, ACA), when he first established the company, the only automated machinery in the workshop was a saw, punch and shearing machine.

"We decided that to keep pace with the industry, we needed to invest in automation. So, we purchased a CNC machine. While this helped to augment our operations, we really wanted to move to a machine that could do it all—plasma cutting holes, on all profiles including SHS and RHS, complex coping and add-on-part layout marking without requiring re-work by the boilermaker."

THE RESULTS

ACA has doubled the capacity of their workshop. "Prior to the installation of the machine supplied by SMS, we produced 50 tonnes per week. Now we can produce 100 tonnes per week—all without increasing either our workforce or our footprint." This increased capacity means that ACA can meet clients' project timeframes much more easily, and is even able to sell their excess capacity to some of the local steel service centres.

"When tendering, I know I have a higher chance of winning projects now —everyone else is relying on traditional fabrication methods or traditional coping robots that require considerable rework for every profile. Our natural competitors cannot supply the same capacity, schedule, quality and man-hours per tonne. Partnering with SMS means that I win more work and increase my profits," said Elomar.

CIVMEC: PRODUCTION CAPACITY BROUGHT TO THE NEXT LEVEL WITH FOUR SUPERIOR MACHINES

CIVMEC is a major heavy engineering and construction provider based in Henderson, Western Australia. Serving sectors such as resources, infrastructure, marine, energy, and defence, the company delivers complex, large-scale projects backed by extensive in-house capabilities—including heavy fabrication, modularisation, mechanical, piping, and electrical services.

Innovation and efficiency are deeply embedded in CIVMEC's operational philosophy. As part of their drive to improve productivity and reduce manual handling, the company partnered with Specialist Machinery Sales (SMS) to integrate cutting-edge automation into their fabrication workflow. "Originally, a part of the reason why we bought the Superior 3D Profile Plasma Cutting and Coping Robot was that we wanted to be able to bevel box sections, which we weren't able to do previously," explained a CIVMEC representative.

The Superior Cope Robot not only solved that problem but significantly enhanced their workflow at the end of their beamline. "It gives us the ability to double-bevel the flanges on the beams, which previously we were not able to do."

Pleased with the performance and output of their first system, CIVMEC further committed to SMS's technology. Within 24 months, they had added three more advanced systems to their fleet, making them a proud owner of four Superior machines: two Superior Pipe Cutting Machines, one Superior Robot Profile Cutting Line, and the latest—an additional Superior Cope Robot.

This investment has paid clear dividends. "The fit-up is significantly less because we don't have to manually bevel plates, pipes, or beams. It is correct coming straight off the machine," said David, a senior operations manager. "It reduces the number of man-hours associated with fit-ups for sure."

With this strategic investment in automation, CIVMEC has further positioned itself as a leader in precision engineering and large-scale fabrication—backed by systems designed not just for today's challenges but for tomorrow's growth.

SOUTHERN QUEENSLAND STEEL REDEFINES BEAM PROCESSING WITH SUPERIOR CUTTING TECHNOLOGY

Southern Queensland Steel (SQS) is a proud, family-owned steel processing business based in Queensland, Australia, widely recognised for its commitment to precision fabrication and exceptional service delivery across a broad range of structural profiles. As the steel construction industry demands faster turnaround times, greater complexity in design, and uncompromising accuracy, SQS took proactive steps to future-proof its operations.

In partnership with Specialist Machinery Sales, SQS invested in the SMS Superior Beam Cutting Machine—an advanced robotic system engineered for high-performance multi-axis plasma cutting. This move was more than a machinery upgrade; it was a strategic decision to gain a definitive edge in the marketplace. With the machine in operation, SQS confidently states: “There isn’t a cut we can’t make.”

In response to evolving client demands and increasingly complex project specifications, SQS extended its technology suite by acquiring the Superior Coping Robot—further enhancing their automation capabilities. This cutting-edge solution delivers precision coping for haunches, bevels, tapers, slots, and intricate contour cuts. But where it truly stands out is in its adaptability to custom shapes and profiles, even those that would traditionally require multiple manual processes.

According to a SQS representative, the impact was immediate: “We have a competitive advantage in the market. There isn’t a profile we can’t process and produce a finished product on the first attempt.” This has enabled SQS to respond more dynamically to client needs, shorten lead times, and maintain a reputation for high reliability.

The precision delivered by the Superior Coping Robot is especially evident in challenging applications such as notching RHS profiles around internal corners, cutting weld preps, or accurately removing flanges from beams while preserving the web. These types of cuts demand extreme accuracy to avoid rework and ensure safe, code-compliant fabrication. The consistency and repeatability of the system have allowed SQS to deliver components that are fully prepared for final assembly or welding immediately upon leaving the machine—significantly reducing labour hours and improving workflow efficiency.

Beyond the technical capabilities, the integration of SMS equipment has opened new growth opportunities. With expanded in-house cutting capabilities, SQS has eliminated the need for outsourcing or secondary processing, resulting in greater control over quality and delivery timelines. The SQS General Manager highlighted this benefit clearly: “It helped us grow the business in the fact that we can now do everything. The customer doesn’t have the need to go anywhere else.” Today, SQS stands as a leader in steel profile processing, equipped with the right tools, the right team, and the right mindset to tackle complex fabrication jobs with confidence and precision.

LOOKING TO BUY PRE-LOVED MACHINERY?

Specialist Machinery Sales offer second-hand or used structural steel processing machinery from Kaltenbach, Gietart, Haeusler, SLF and more.

Generally, the machines that SMS has access to are from trading for new machines offered from the machine tool builders to clients of SMS in Australia and New Zealand. Most machines are between 5 and 15 years of age with full-service history available. Some machines can be inspected under power or in their shipping packing ready for immediate delivery to Australasia.

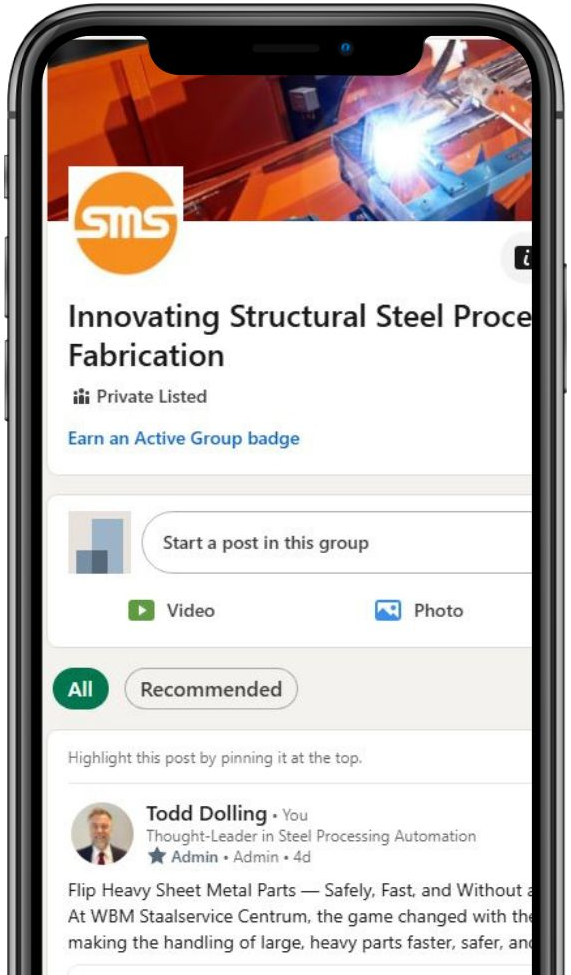
LEARN MORE HERE ▶

READY TO SELL YOUR PRE-LOVED MACHINERY?

Selling your pre-loved machinery may appear to be a simple process but it might be more complicated than you think. Selling pre-loved machinery involves equipment liens, resale certificates and financing a buyer. BUT DO NOT WORRY!

Used Structural Machinery (USM) is here to partner with you. At USM, we are your ideal channel to take your equipment and place it in the right hands, with the security and confidence that characterises us. Review our checklist below to help you understand when to retire your machine and how USM can help you sell it off efficiently and effectively.

LEARN MORE HERE ▶



JOIN OUR EXCLUSIVE AND GROWING LINKEDIN GROUP

Join our growing and exclusive LinkedIn Group - **Innovating Structural Steel Processing and Fabrication Group**.

In this group, we bring in thought leadership content, topics, trends and challenges within the steel industry and steel processing automation. We encourage everyone to share your business challenges and solutions that you have encountered and how steel processing automation had helped achieved your business objectives.

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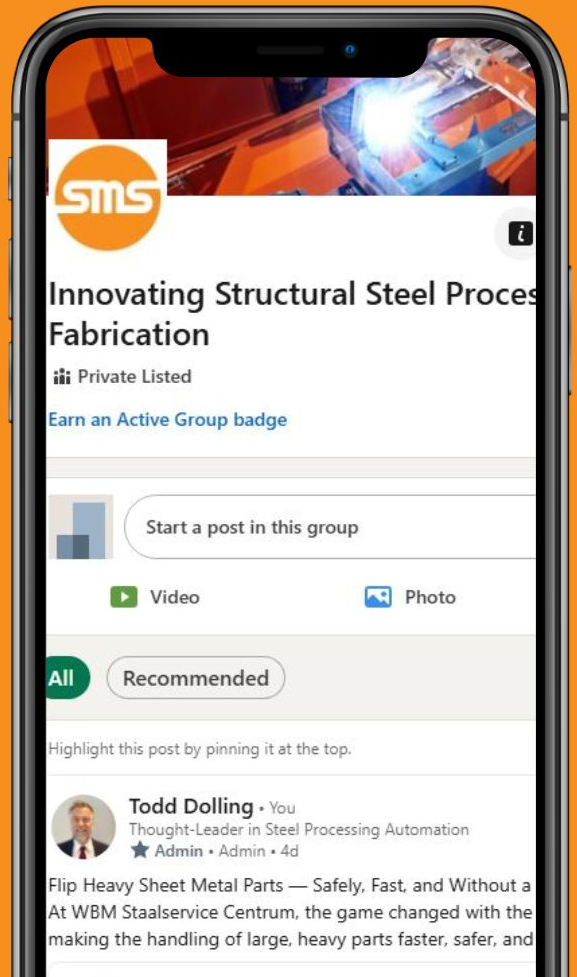

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