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AUSTRALIA, NEW ZEALAND & SE ASIA

THOUGHT-LEADER IN STEEL PROCESSING AUTOMATION

SUPERIOR MACHINERY SYSTEMS AGEN DUO

**AGEN: ASSEMBLY GENERATOR | DUO: TWO ROBOTS
ROBOTIC STRUCTURAL STEEL ASSEMBLY (RSSA)**

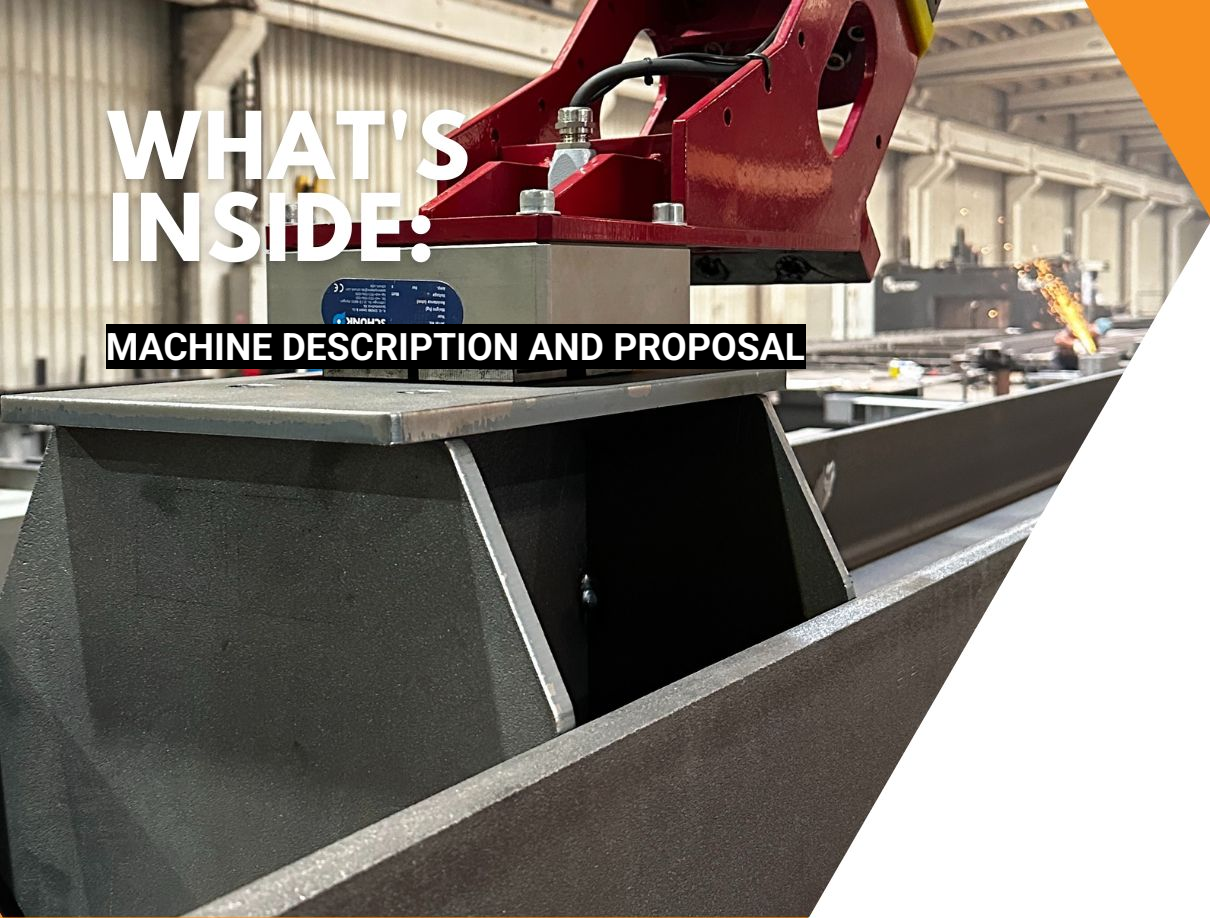


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WHAT'S INSIDE:

MACHINE DESCRIPTION AND PROPOSAL

- MACHINE VIDEOS
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- WHY CHOOSE AGEN RSSA





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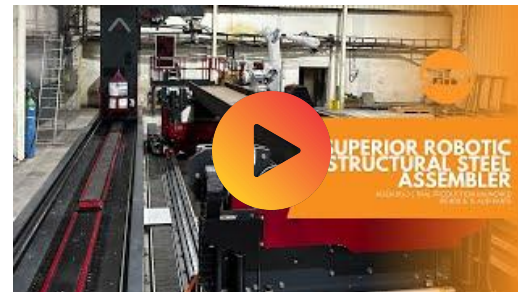
MACHINE VIDEOS



AGEN DUO IN ACTION



TRIAL PRODUCTION HEB320 & 16 ADD PARTS - TP10



HAUNCHED IPE400 & 15 ADD PARTS - TP02



CRANE RAIL BEAM HEA340 & 12 ADD PARTS - TP03



TRIAL PRODUCTION UNIFIED ASSEMBLIES - TP05



WELD BEFORE TACK (WBT) - TP04



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MACHINE VIDEOS



AGEN DUO LIGHTS OUT MANUFACTURING



NEW DESIGN AT CUSTOMER SITE



REMOTE ASSISTANCE AND TRAINING



TRIAL PRODUCTION IPE600 & 14 ADD PARTS - TP06



STUB CONNECTION



TRIAL PRODUCTION HEA400 & 20 ADD PARTS - TP01



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We hereby present our price indication for the AGEN Duo - Structural Steel Assembly Generator.

The system is engineered for assembly and welding of attachments (footplates, stiffeners, wind bracings, connection plates etc.) to beams. The production process runs autonomous: only one supervisor is needed on the shop floor.

The system is designed for a beam width of 100-1100 mm and 3.000-18.000 mm length. Our base model is with 1000mm width and 12.000m in length.

Optionally you can increase width and the length of the processable sizes. You can find the options price list as below. On request, special solutions can be engineered to suit specific customer demands exceeding the given limits.



MACHINE OVERVIEW

The advanced production softwares called Abka01 and Abka Operation Manager may be the most important benefit of the system. With this software a continuous flow of non-repetitive products can be welded without the need for manual programming.

In the office, the 3D CAD models of the beams are uploaded into the software and automatically converted into collision free robot programs, including the welding data. This process takes only few minutes per beam. After this, the production tasks are sent to the shop floor.

On the shop floor, the operator can select the individual tasks on a touch screen. Rigid buffers take care of the transport to and from the welding robot. After loading the materials the production process runs without any human input. The amount of labour which is saved on measuring, positioning, tacking and welding is huge.

The system incorporates a combined 3D vision and 3D laser scanning system. This sensor system is able to automatically recognise, pick and place various types of attachments to a beam using its robots.

Furthermore, the system compensates automatically for deviations in the attachments, as well as in the raw beams. Parts are placed within a tolerance of +/- 1.5 mm.

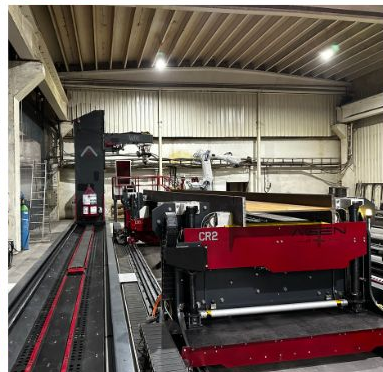
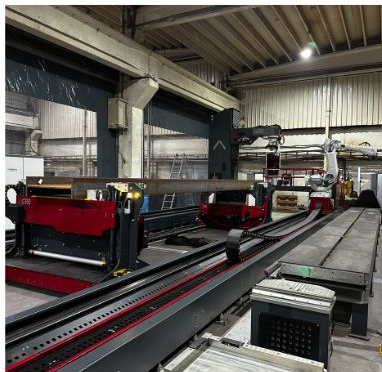
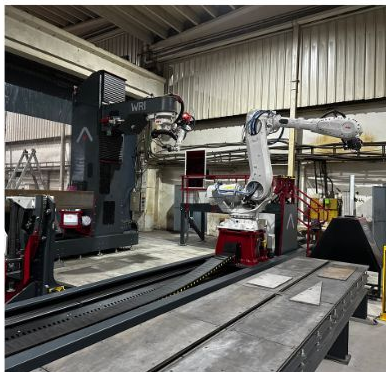
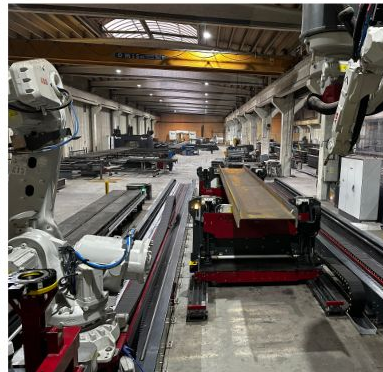
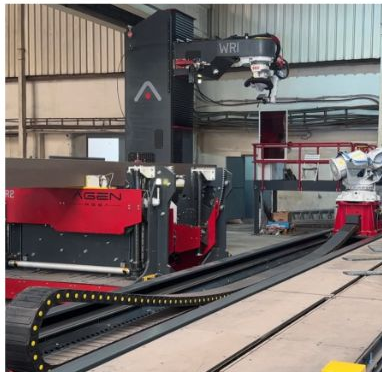
The hardware components in the production line are of the highest quality standards. For example, the offered ABB robots have a mean - time - between - failure of more than 60.000 hours. A high service level is obtained by our own service team, supported by our local partners ABB and Fronius.

Operator training and start-up assistance for the first weeks is included in the scope of supply, to use the system to its full potential. We train operators, but also the maintenance department to keep the system in optimal shape for many years.

The following pages cover more details of the scope of supply of the Agen Duo system:



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MACHINE OVERVIEW

The AGEN DUO RSSA system revolutionises structural steel fabrication with two industrial robots working seamlessly together. One robot handles component positioning using a magnetic gripper and laser scanner, while the other focuses on welding tasks with advanced sensors. This cutting-edge solution streamlines the assembly process, increasing productivity and ensuring high-quality results while minimising errors.

Export and import. Seamlessly export your BIM/CAD models from TEKLA, SDS/2, Advance Steel, and more with our innovative export module. Our design software, Abka01, takes automation to the next level by automatically identifying magnetic, tack, and weld positions, with the option to include stud weld positions.

Scan. Effortlessly streamline your assembly process with our advanced system. Place plates, angles, and profiles on the table, and let the robot take over. With lightning-fast scanning, precise validation, and automated matching, our software ensures every element is perfectly aligned.

Plus, enjoy time-saving automation, including the flipping of plates, for a seamless assembly experience.



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WRI

MACHINE OVERVIEW

Fit and tack. Step into the new era of fitting with our innovative system where the fit and weld process becomes entirely unattended. Our high-precision sensors pinpoint the exact spot for tack welding, ensuring impeccable accuracy throughout the assembly.

With the capability to mount plates weighing up to 150kg (optional upgrade to 200kg), our system empowers you to tackle even the most demanding projects with ease. Before fitting, our advanced technology calculates and measures any deformations on the beam, guaranteeing a perfect fit every time.

Weld. Achieve superior welding quality with our Fronius power source, setting industry standards. Weld Cloud offers seamless traceability, while our system delivers versatility from A3 to A15 weld thicknesses.

Plus, tandem torch support and automated torch cleaning ensure unmatched efficiency and precision.





TECHNICAL SPECIFICATIONS

PROFILE TYPE	MIN. DIMENSION (MM)	MAX. DIMENSION (MM)
H PROFILES	120 (4")	1100 (43")
W PROFILES	W6X13	W30X391
I PROFILES	140 (5.5")	1100 (43")
BOX SECTIONS	100	600

Additional Capabilities: Built-up sections formed by plates are possible, provided they fall within the above dimension limits.



TECHNICAL SPECIFICATIONS

Industrial Robots

ABB Handling Robot - 200 kg payload
ABB Welding Robot
18 meter linear track - 2 pieces

Robotic Welding Power Source

Fronius 500 Ampere Water Cooled Power Source - Synergic
Wire Diameter - 1.2 mm to 1.6 mm
Torch bend angle - 22/33 degree
Big pack wire capacity - 250 kg
Weld shield gas - Ar + CO2 %5 / Ar + CO2 %18

Torch Cleaning Cut

Wire cutting, rimming, anti-spatter - included
Torch measurement and calibration - included

Plate Table

Table dimensions - 1.000 mm x 8.000 mm
Plate flipping - included

Plate Laser Scan Unit

Tolerance ± 0.50 mm

Rotator / Positioner - 2 pieces

Max. capacity - 5.000 kg

Laser Touch Sense

Linearity - 0.4 mm
Max. distance - 500 mm

System Tolerance

Total system tolerance - ± 1.50 mm

PLC and Servo System

All PLC and Servo drives and motors are BECKHOFF. System is equipped with two Beckhoff IPCs. One for main operation and the second one is for remote assistance.

Magnet Tool

Mag No.0 - 20 kg (optional)
Mag No.1 - 70 kg (included)
Mag No.2 - 200 kg (included)

Operator Panel

24" multi touch screen

Power Supply

3x 380 VAC - 50/60 Hz, 100kVA in full operation
24VDC power supplies are in main electrical cabinet with Buffer Modules. Power supply and Buffer module brand are BECKHOFF. It is recommended for customers to buy 100 kVA voltage regulator (3-phase) and 16kVA UPS (3-phase) for smooth operation.

DIMENSIONS

Agen RSSA DUO **without** Infeed Conveyor- (main profile length: 12m)

Length	21.750 mm
Width	8.850 mm
Height	4.900 mm

Max. Height level difference on existing factory floor shall be 20mm. In case of new concrete foundation is necessary concrete foundation plan can be provided for reference.

Finished Product Dimensions

Length	3.000 - 12.200 mm
Width	160 - 1.000 mm (1.100 mm with in-feed conveyor)
Height	5 tons



DIMENSIONS

Add Part Dimension (Plates)

Size	(min) 50 x 100 mm / (max) 800 x 1250 mm
Thickness	6 - 50 mm
Weight	186 kg

Add Part Dimensions (I-H-W Sections)

Size	(min) 100 x 100 x 100 mm / (max) 240 x 240 x 250 mm With ADD Part Profile Table - 300 x 500 x 500 mm
Weight	186 kg

Add Part Dimensions (L Sections)

Size	(min) L60x6 L=80 mm / (max) L180x18 L=800 mm
Thickness	6 - 50 mm



WELD INFO

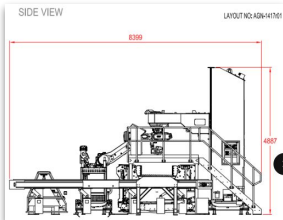
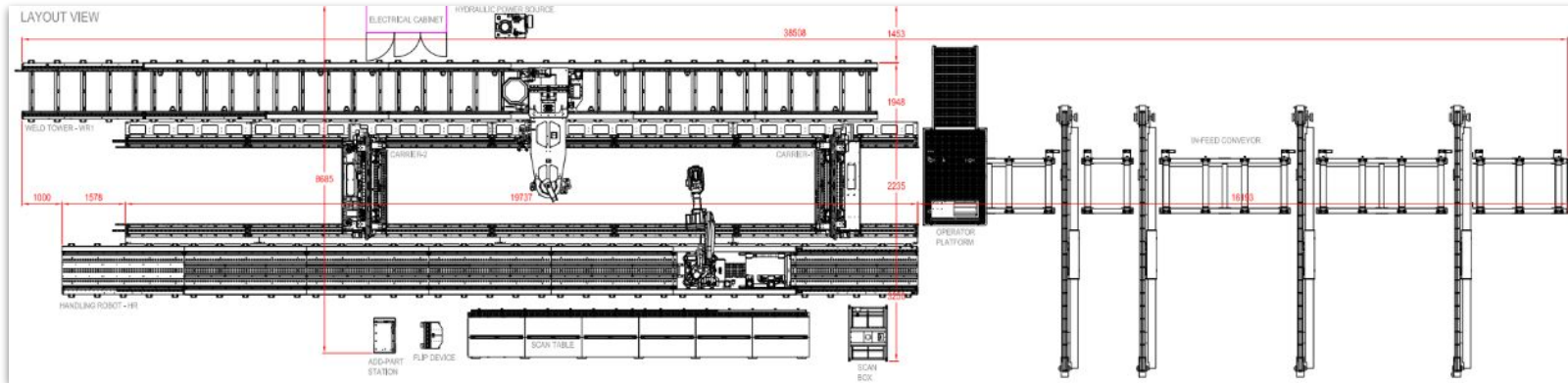
Welding Method	MAG - Fillet Weld
Welding Wire	Solid Wire – 1,2 mm AWS A5.18 ER70S-6 EN ISO 14341-A
Shield Gas	M21 (82% Ar; 18% CO ₂)
Welding Seam Sizes	Single layer: a3 – a8 mm Multi layer: a10 – a15 mm (pass number can be defined on request)





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MACHINE LAYOUT



[CLICK HERE TO
VIEW BETTER OR
SCAN THE QR
CODE BELOW](#)





SUMMARY PROPOSAL

ITEM	DESCRIPTION	TOTAL PRICE
1	Base configuration - Agen RSSA HD (Heavy Duty)	€ 1,380,390.00
2	Product length up to 15m (€ 86,400.00; included)	
3	Magnet gripper -Mag0 (€ 19,980.00; included)	
4	Haunched frame application (€ 15,540.00; included)	
5	Angle profiles as ADD part (€ 17,760.00; included)	
6	In-feed conveyor system (€ 148,800.00; included)	
7	Shipping to Sydney (CIF SYDNEY) - € 42,000	
Total Excluding Taxes		€ 1,380,390.00

The order will be placed directly with the machine tool builder in accordance with the terms and conditions outlined in this proposal. We have compiled everything into the SMS-branded template to capture all the key features and specifications of the machine.



SUMMARY PROPOSAL

NO	OPTIONS	PRICE
1	Second Weld Robot - Agen Trio preparation	€ 276,000.00
2	Product length up to 15m (€ 86,400.00)	included
3	Product length up to 18m	€ 138,500.00
4	Magnet gripper -Mag0 (€ 19,980.00)	included
5	Haunched frame application (€ 15,540.00)	included
6	Angle profiles as ADD part (€ 17,760.00)	included
7	Additional Abka01 workplace license or additional CAD program support	€ 13,320.00
8	Pre-heating system	€ 27,750.00
9	In-feed conveyor system (€ 148,800.00)	included
10	Out-feed conveyor system	€ 156,550.00



SUMMARY PROPOSAL

BASE CONFIGURATION

- Picking table for plates and ADD-IN parts (1.000mm x 8.000mm)
- Industrial handling robot (x1) (payload:200kg) and linear traversing axis 12m in length
- 2 piece of magnetic holder (mag1,mag2)
- 2 positioners that can handle 5.000kg assembly
- Welding robot (x1) and linear traversing axis 12m in length - (weld tracking enabled)
- Fronius (x1) - 500 ampere water cooled welding power source
- Torch cleaning center (x1) (for wire cutting, milling and anti-spatter)
- Point laser touch sense configuration (x1)
- 3D laser part recognition unit (x1)
- 24 inch touch screen - operator panel (x1)
- Safety light curtain (x1)
- Augmented Reality (AG) headset for maintenance and training purposes (x1)
- Fencing and light barriers in front of scan table

SOFTWARE / COMPUTER SYSTEMS

- Agen Tekla export module
- Abka01 - Work order preparation software (with 3D print support. Can export assemblies to 3D printer format)
- Operator panel software
- Laser scan and auto part matching software
- IPC (x1)

SERVICES

- Installation supervision including Factory Acceptance Test (FAT) on-site (travel, transportation, accommodation and food expenses are covered by the buyer)
- Production start-up assistance on site (4 weeks) (travel, transportation, accommodation and food expenses are covered by the buyer)



FINANCING OPTIONS

TO THE PROSPECTIVE BUYER

RE: One (1) Ex-stock AGEN RSSA DUO

By way of introduction, I am part of the corporate division and a Director of Ledge Finance Ltd. At Ledge, we work closely with midcap public companies, high net worth individuals and developing SME businesses with a strong emphasis on finance and commercial risk mitigation. Our industry focus is mining and resources, engineering and construction and a specific niche in the manufacturing space.

I have a number of steel fabrication clients throughout Australia including New South Wales, Queensland, Victoria, Tasmania, South Australia and Western Australia.

I have a good understanding of the industry and the equipment which is critical in setting the right finance structure. We can set stand-alone finance against the equipment itself at very competitive rates under structures that are fit for purpose.

Full funding, including the deposit, may be available at the time of ordering the machine. Please feel free to contact me directly to discuss the process and explore what's possible. I am available anytime on 0409 315 331.

Kind regards,

Neil Ferguson, Finance Executive

Indicative finance option:

Chattel Mortgage – stand-alone against the AGEN RSSA Duo

Finance Amount (based on exchange rate 1.76 Euro - Euro1.380m)	AU\$ 2,435,000.00
Loan Repayments (based on current indicative rate 7.50%)	AU\$ 37,348.00 pm
Loan Term	84 months / Nil balloon

LEDGE



TERMS AND CONDITIONS

NOT IN THE SCOPE OF SUPPLY

- Development of process parameters;
- Flight tickets, hotel and travel costs for our engineers and staff;
- Shipment and insurance;
- Dismantling of existing facilities;
- Foundation works (foundation requirements lay-out is provided after contract);
- Supply of utilities (utility requirements list with related lay-out is provided after contract)
- Fume extraction system, ducting for fume and filtering systems;
- Materials for testing commissioning in our facility and on-site;
- Consumables and Spare parts;
- Remote support (contract);
- Service contract;

PRICING

- In EUR and based on price level 2025, including installation supervision, training, production start-up assistance and documentation.

INVOICING

- 45% at order, payment within 5 days
- 45% after Factory Training and Provisional Acceptance Test, payment before shipment

INVOICING (CONTINUED)

- 10% after installation and FAT (Factory Acceptance Test) at customer's site, payment within 30 days

DELIVERY TIME AND TERMS

- 7 months after receiving down payment
- CIF SYDNEY (Incoterms 2020)

VALIDITY

- 30 days after date of this document

WARRANTY

The warranty period is 12 months after FAT (Factory Acceptance Test), or 18 months after shipping of the equipment from Samsun or Istanbul, whichever comes first. During the warranty period Abka Automation Ltd shall remedy any defect of the delivered equipment resulting from faulty design, materials or workmanship. This warranty covers parts and man-hours delivered by Abka Automation Ltd. All hotel and travel costs have to be born by the customer.



ON-SITE SUPPORT AND MAINTENANCE

To ensure smooth operation and optimal performance of the system, Abka Automation Ltd. will provide the following on-site support:

1 - INITIAL TRAINING & SUPPORT (FIRST 3 MONTHS)

A dedicated technician / engineer will remain on-site after installation to provide training and operational support.

2 - ON-GOING VISITS DURING THE WARRANTY PERIOD (MONTHS 4-18)

A technician / engineer will visit the site every four months for two days to ensure continued system reliability and operator proficiency.

3 - POST-WARRANTY ANNUAL MAINTENANCE (UP TO 5 YEARS)

Until the end of the fifth year, a technician / engineer will visit once per year for three days to perform calibration and system checks.

TRAVEL & ACCOMMODATION

All flight tickets, accommodation, and related travel expenses for technicians / engineers will be covered by the buyer.



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WHY CHOOSE AGEN RSSA

When considering options for structural steel assembly, choosing AGEN RSSA offers a compelling array of benefits. Our advanced technology, integrating robotics, artificial intelligence, and automation, ensures unparalleled precision, efficiency, and reliability throughout the assembly process.

With AGEN RSSA, operations are streamlined, minimising manual labor and errors while enhancing productivity. The system's exceptional accuracy guarantees precise placement and alignment of components, reducing rework and maintaining the highest quality standards.

Safety is paramount, and AGEN RSSA's automated approach minimises risks, creating a safer work environment. Moreover, our customisable systems cater to diverse project requirements, ensuring flexibility and adaptability. AGEN RSSA delivers cost-effective performance, optimising efficiency, reducing waste, and maximising profitability.

Backed by reliable support from our team of experts, choosing AGEN RSSA means embracing innovation, efficiency, quality, and reliability, setting a new standard in structural steel assembly.



WHAT'S INSIDE:

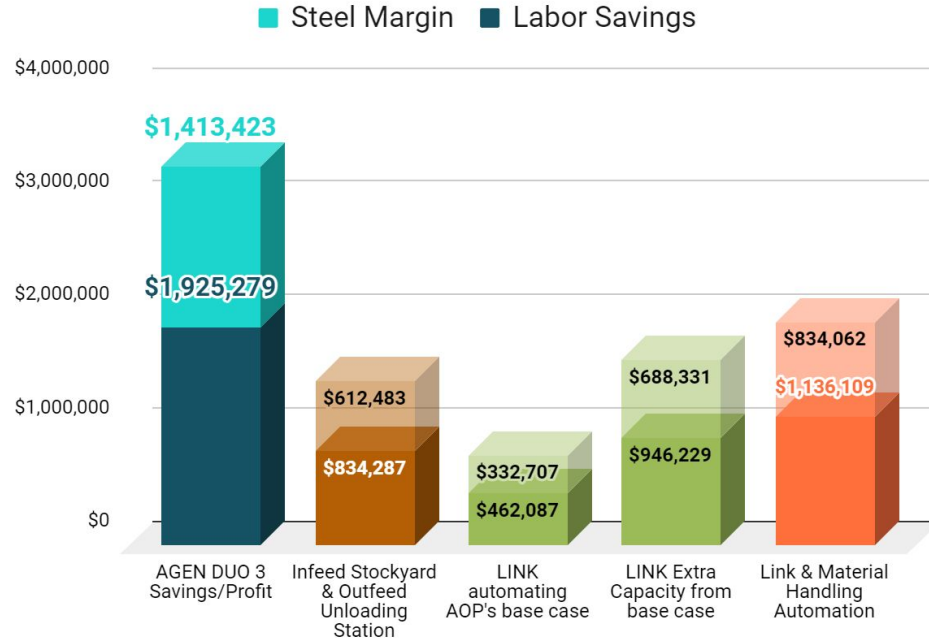
TIME STUDIES INTEGRATED INTO FABRICATION & WELDING ROI

- TIME STUDY AND ROI ANALYSIS
- BASE CASE REVENUE FROM MANUAL MAN HOURS
- RSSA ASSUMPTION FABRICATION ONLY
- RSSA ASSUMPTION TIMESTUDY FABRICATION & WELDING
- RSSA TIME STUDY FABRICATION & WELDING
- ROI SUMMARY CHARTS





Base Case Revenue from manual man hours from AGEN DUO capacity



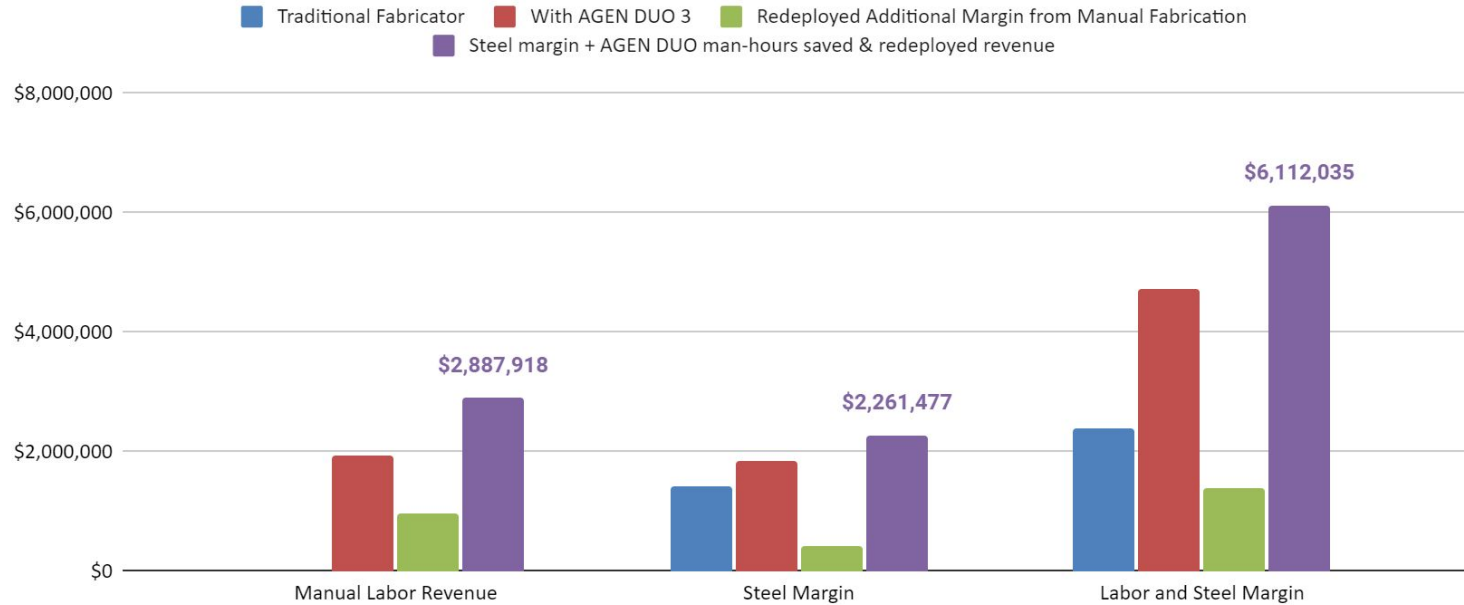
This chart and the following graphical presentations pertain to the AGEN DUO, detailing fabrication and assembly for 5,000 hours annually.

This is based on an hourly capacity of fabricating and assembling three profiles with 30 add-on parts (AOPs). To better understand your investment, schedule a shared screen session with SMS to explore the Harvard Business School Capital Equipment ROI.

During the session, you can input the specific man hours your workshop dedicates to tacking and assembling AOPs under 20 kg, with safety considerations requiring two fitters for heavier AOPs. These manual man-hour estimates are used by existing AGEN DUO owners worldwide to sell the AGEN DUO assembly capacity to their clients. We encourage new owners to adopt the same approach.



AGEN DUO capacity man-hour revenue saved + steel margin, compared to equivalent man-hours fabricated with steel sold





Annual ROI	AGEN DUO ROI: Three profiles/beams per hour with 30 AOP's fabricated and assembled	AGEN RSSA DUO ROI (Base Case) Fabrication only					Profile Material Handling Included in base case
Hour Average		Hours	Tonnes	Meters	Profiles	AOP < 200kg	Material handling overhead crane 2.5min load & 2.5 min unload in HOURS
		AGEN DUO Capacity	1,747	3,056	46,930	5,242	52,422
\$9,930		8.56	1.75	65.12	723	5.83	11,795
	Labor Savings Hour per Tonne	Manual fabrication	Tonne/hour	Kg/meter	Kg/profile	Kg/AOP	Total Meters
\$6,329		\$1,101.80	\$629.99	\$41.02	\$367.27	\$36.73	3,741
63.7%		per Hour	per Tonne	per Meter	per Profile	per AOP	Total man-hours
\$11,058,865	Total Labor Savings	\$1,925,279					\$481,320



Annual ROI	AGEN DUO ROI: Three profiles/beams per hour with 30 AOP's fabricated and assembled	AGEN RSSA DUO ROI (Base Case) Fabrication only				
Hour Average		Hours	Tonnes	Meters	Profiles	AOP < 200kg
	AGEN DUO Capacity	1,747	3,056	46,930	5,242	52,422
\$4,782	Steel Margin Hour per Tonne	\$808.88	\$463	\$30.12	\$269.63	\$26.96
Net Income per hour		per Hour	per Tonne	per Meter	per Profile	per AOP
\$8,356,715	Total Steel Margin	\$1,413,423				
\$4,973	TOTAL Steel & Labour Hour per Tonne	\$1,910.68	\$1,092.49	\$71.14	\$636.89	\$63.69
Cash Flow per Hour		per Hour	per Tonne	per Meter	per Profile	per AOP
\$7,091,394		\$3,338,702				



Initial Investment Parameters	Value	Description
AGEN DUO (one assembly robot and one fabrication/welding robot 1100mm wide x 18m profiles.	2,502,674.00	AGEN DUO in Euro converted to AUD 1 euro = 1.6287 AUD (18m x 1100mm DUO EX-Works refer to proposal)
Buyer must have a 3D software such as Tekla to run AGEN DUO		
Shipping		Shipping is to be arranged from the buyer or priced 2 months prior to shipment so an accurate shipping proposal is provided
Installation/Start-Up (can add other modules at a later stage)		Installation, supervision including FAT on-site costs including air and car travel, shipping/transportation, accommodation and food expenses are covered by the buyer
Total Investment	2,502,674.00	
AGEN Trio		AGEN TRIO included is the 2nd welding robot, so one welding robot can be assembled and the 2nd welding robot welded at the same time; thus increasing weld out budget times between 10-30%
Machine Useful Life (in years)	5	It must be the same with Depreciation Years (refer to C53)

Revenue and Cost Assumptions

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Weight of steel beams + 10% A.O.P. kg/hour for 1 hour of RSSA capacity. Steel buy price doesn't include processing or margin	3,235.50	Cost price for the RSSA when fabricating/assembly mode for 1747 hours and 3000 tonnes per year (plenty of spare capacity to weld out or fabricate more steel) 1.71 tonne/hour fabrication (assumption based on 3000 tonne/1747 hours RSSA is assembling)
AGEN DUO labour 2 people PER HOUR (no margin) + 3D Tekla license or similar	105.00	Total of two (2) people consisting of one operator + 50% assistant + 50% programmer = AU\$50/hour cost each (4 hours AGEN DUO ProFit software programming is equal to 20 hours of fabrication). The Tekla License costs AU\$10,000 per year or AU\$5 per hour.
Total Cost PER HOUR	3,340.50	
SALE PRICE manual man-hours for fabrication/assembly equivalent of one hour of RSSA capacity + steel price with labour & steel margin included	8,759.36	Sell price for 1-hour capacity of the RSS when fabricating/assembly mode for less than 1747 hours and 3000 tonnes per year
Gross Profit Margin % per Part	61.86%	
Annual Maintenance & Support	1.00	24x5 AGEN priority service contract includes all software upgrades valued at 25K AUD are included with this proposal. The workshop must stock recommended AGEN RSSA spare parts budget of 1% per year or AU\$35,000 as part of the service contract included with this machine is AGEN experienced and qualified technicians decommissioning, installation, commissioning, testing, calibrating, software upgrades and training.
Closeout Support Costs	-	AGEN DUO will perform accurately for 20 years, so the buyer would not expect to be selling AGEN DUO in Year 6. Worst case scenario - budget replace or upgrade one welder and 2 ABB robots in year 10.



Capacity, Tax, Hurdle Rate, and Growth Rate Assumptions

**AGEN DUO hours per year
fabricating & assembly only**

1,747

Refer or select a value from column A of SMS Assumption Calculation

Excess working hours can be used
for welding out AOP's

Tax Rate

25.00%

Annual Growth Rates

Price

5.00%

Material

3.00%

Direct Labor

3.00%

Support & Maintenance

3.00%

WACC/Hurdle Rate the interest rate
required by a business to justify capital
expenditures is often related to WACC

9.00%

Working Capital Metrics

& SE ASIA

DSO (Days Sales Outstanding) (Refer to Harvard Business School Part 3 page 6)	55	The amount of time the business typically takes to collect on customers billings, based on accounts receivable (A/R) & revenue per day			
Inventory Days (Refer to Harvard Business School Part 3, page 6)	65	The number of days inventory stays in business before being sold			
DPO (Days Payables Outstanding) (Refer to Harvard Business School Part 3 page 6)	45	The amount of time a business typically takes to pay its vendors or suppliers, based on accounts payable (A/P) and cost of goods sold per day.			
	A/R	Inventory	A/P	Total W.C.	(A/R + Inventory – A/P)/revenue This will automatically populate as you change the numbers in the AGEN DUO Assumption tab.
Net Working Capital Investment	2,338,423.87	1,053,933	729,646	2,662,711	(A/R + Inven. - A/P)
WCIR % (WC/Revenue) working capital investment ratio, which is the amount of additional cash required to support incremental working capital due to revenue increases	17.40%	WCIR represents the additional working capital required for each extra dollar of revenue based on A/R days, inventory days, and A/P days entered into the model			
Depreciation (years)	5	Must be the same with Depreciation Years (refer to C12)			



AGEN DUO ROI

ROI Capacity per hour: 3 profiles with 30 AOPs fabricated only. The selling price is based on the hourly capacity, calculated using the manual man-hours required for fabrication and assembly, plus the steel weight / cost at historical manual fabrication margins.

Fabricators can input their cost per hour and margin for fitters / boilermakers. Additionally, they can enter the UB profile weight per meter (including 10% for AOPs), average UB length, and purchase price with margin per ton.

	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Total
AGEN DUO WORKING HOURS PER YEAR		1,747	1,747	1,747	1,747	1,747	1,747	-	10,484
SELL PRICE PER HOUR is steel price + manual fabrication & Revenue		8,759	9,197	9,657	10,140	10,647	11,179		
Revenue		15,306,047	16,071,349	16,874,917	17,718,663	18,604,596	19,534,826	-	104,110,398



Year 0	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Total
1 hour AGEN DUO capacity steel purchase price for Beams + AOP's	3,236	3,333	3,433	3,536	3,642	3,751		
Steel purchase price doesn't include margin or any processing	(5,653,693)	(5,823,304)	(5,998,003)	(6,177,943)	(6,363,282)	(6,554,180)	-	(36,570,406)
Direct Labor PER HOUR to run+programme AGEN DUO (2x\$50/hr)	105.000	108.150	111.395	114.736	118.178	121.724		
Direct Labor	(183,476)	(188,981)	(194,650)	(200,489)	(206,504)	(212,699)	-	(1,186,799)
Total COGS (includes material & labour costs)	(5,837,170)	(6,012,285)	(6,192,653)	(6,378,433)	(6,569,786)	(6,766,879)	-	(37,757,205)
Gross Profit	9,468,878	10,059,065	10,682,264	11,340,230	12,034,810	12,767,946	-	66,353,193
	61.9%	62.6%	63.3%	64.0%	64.7%	65.4%		63.7%



	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Total
Operating Expenses									
Maintenance and Support		(1)	(1)	(1)	(1)	(1)	(1)	-	(6)
Depreciation		500,535	-	-	-	-	-	-	500,535
Other Income (Expense)		-	-	-	-	-	-	-	-
Total Operating Expense		500,534	(1)	(1)	(1)	(1)	(1)	-	500,528
Profit Before Taxes		9,969,411	10,059,064	10,682,263	11,340,229	12,034,809	12,767,945	-	66,853,721
Taxes		(2,492,353)	(2,514,766)	(2,670,566)	(2,835,057)	(3,008,702)	(3,191,986)	-	(16,713,430)
Net Income		7,477,059	7,544,298	8,011,697	8,505,172	9,026,107	9,575,959	-	50,140,291



	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Total
Working Capital Investment		(2,662,711)	(133,136)	(139,792)	(146,782)	(154,121)	(161,827)	3,398,369	(0)
Add back depreciation/amortization		(500,535)	-	-	-	-	-	-	(500,535)
Total Investment	2,502,674								
Project Cash Flow: <i>this is the final critical number in the model that will be used for capital budgeting analysis.</i>	2,502,674	4,313,813	7,411,162	7,871,905	8,358,390	8,871,986	9,414,132	3,398,369	52,142,430



Payback from 50 hour week & faster payback if 2x10 hour shift or 100 hours/week available	0.58			Calculated manually by deducting each cash flow yearly until the initial investment is earned back. C36 Explanation Harvard Business School (HBS) Part 3 page 11/18
NPV (Net Present Value) in most cases, NPV & IRR will lead to the same conclusion for funding decisions	37,936,522	NPV Rate	9%	For NPV analysis, you must first determine the interest or hurdle rate that your business requires based on the opportunity cost of funds invested in the project. - C37 Explanation (HBS) Part 3 page 12/18
IRR (Internal Rate of return)	#NUM!			IRR the rate of return such that the present value of future cash flows is equal to the initial investment where NPV equals zero 0.- C38 Explanation
PI (Profit Index) is calculated by dividing the present value of the future cash flows by the initial investment	(14.16)			PI is used to compare projects requiring different investments and different time periods with one another- C39 Explanation (HBS) Part 3 page 13/18



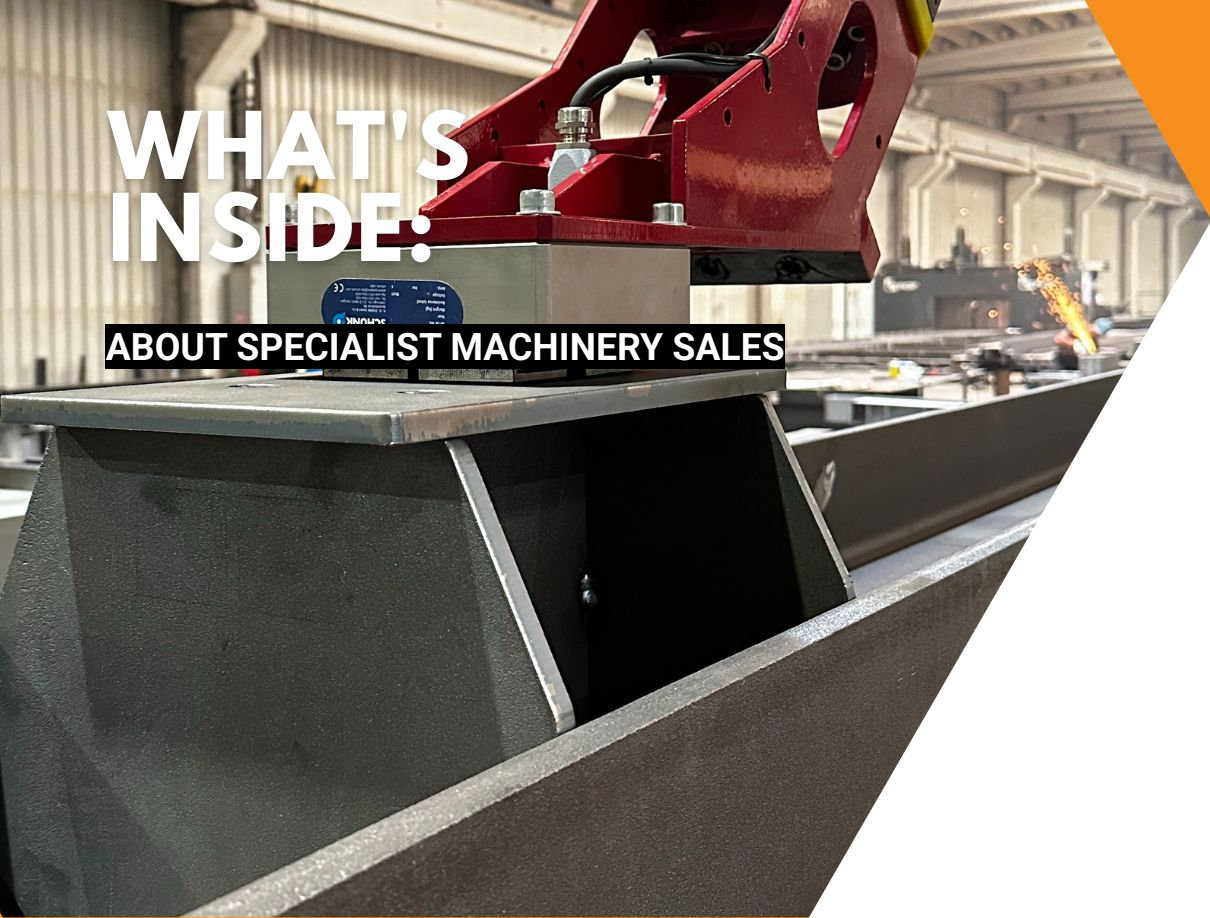
Infeed Stockyard & Outfeed Unloading Station		AOP material handling not included in base case
AGEN DUO ROI EXTRA CAPACITY base case capacity comparison 4 x beams/hour beam material automation with infeed stockyard and outfeed unloading station.	AGEN DUO ROI EXTRA CAPACITY 35% more (4 per hour) profiles-beams fabricated & assembled per hour with infeed stockyard & outfeed unloading station	AGEN DUO assembly only steel Margin and Revenue lost when the operator is manually loading all the AOP's onto the assembly table
175	1,922	-419
4,718	51,898	-29
Total man-hours	Total man-hours	Man Hours
1,497	16,462	-12,581
total Meters	total Meters	total AOP
\$192,528	\$834,287	-\$462,087



Infeed Stockyard & Outfeed Unloading Station		AOP material handling not included in base case	
AGEN DUO ROI EXTRA CAPACITY base case capacity comparison 4x beams/hour beam material automation with infeed stockyard and outfeed unloading station.		AGEN DUO ROI EXTRA CAPACITY 35% more (4 per hour) profiles-beams fabricated & assembled per hour with infeed stockyard & outfeed unloading station	
175		-419	
524		-719	
1,922			
5,766			
total Tonnes		total Tonnes	
307		-1,258	
total Profiles		total Profiles	
\$141,342		-\$332,707	
\$612,483			



Infeed Stockyard & Outfeed Unloading Station		AOP material handling not included in base case
AGEN DUO ROI EXTRA CAPACITY base case capacity comparison 4x beams/hour beam material automation with infeed stockyard and outfeed unloading station.	AGEN DUO ROI EXTRA CAPACITY 35% more (4 per hour) profiles-beams fabricated & assembled per hour with infeed stockyard & outfeed unloading station	AGEN DUO assembly only steel Margin and Revenue lost when the operator is manually loading all the AOP's onto the assembly table
175	1,922	-419
10%	43%	-24%
Extra Assembly Only Revenue	Extra Assembly Only Revenue	Lost Assembly Only Revenue
\$333,870	\$1,446,771	-\$794,794
\$3,672,572	\$4,785,473	\$2,543,908



WHAT'S INSIDE:

ABOUT SPECIALIST MACHINERY SALES

- MAXIMISE EFFICIENCY AND PRECISION WITH OUR COMPLETE STEEL PROCESSING SYSTEMS
- SUPERIOR MACHINERY OPTIONS
- COMPREHENSIVE STEEL PROCESSING MACHINERY FOR FABRICATION, INFRASTRUCTURE, AND ADVANCED MANUFACTURING
- WHY PARTNER WITH SMS - TRANSFORMING TRADITIONAL WORKSHOPS INTO SMART FACTORIES
- ADDITIONAL MACHINERY EVALUATION TOOLS OUR CLIENTS FOUND USEFUL
- WHO PARTNERED WITH SMS
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- LOOKING TO BUY PRE-LOVED MACHINERY
- READY TO SELL YOUR PRE-LOVED MACHINERY
- JOIN OUR EXCLUSIVE LINKEDIN GROUP
- FOLLOW US ON SOCIAL





OUR SUPERIOR MACHINERY SYSTEMS IN ONE VIDEO

Step inside the world of Superior Machinery Systems, where innovation, engineering, and performance converge to redefine steel processing automation.

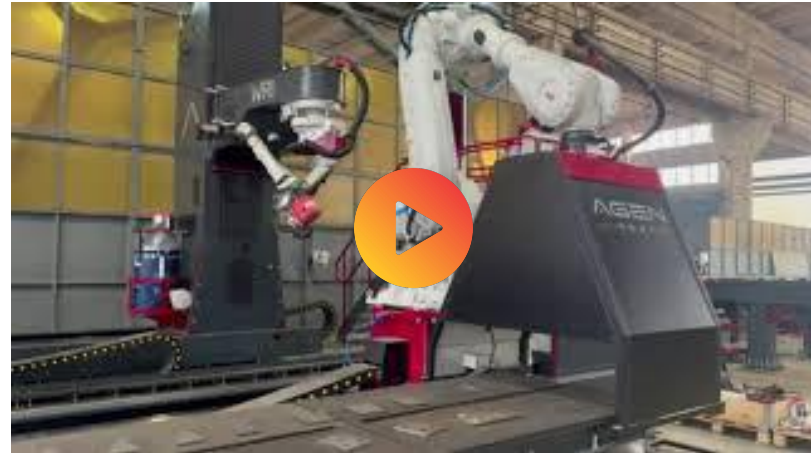
In this exclusive showcase, see our entire fleet in action:

- Laser, Plasma, and Waterjet Cutting Systems delivering unmatched speed and accuracy
- Beam, Tube, and Section Processing Lines engineered for strength and scalability
- Automated Welding and Cladding Cells, ensuring precision and consistency across every weld
- Deburring, Levelling, and Finishing Systems built for quality and surface perfection
- Smart Handling, Storage, and Integration Solutions connecting every stage of production

Each system is designed with industry-leading technology, modular flexibility, and intelligent control, empowering fabricators, service centres, and manufacturers to achieve higher productivity, safer workflows, and superior quality outcomes.

From small-scale workshops to fully automated production lines, Superior delivers solutions built for the future of steel manufacturing and fabrication.

Watch now and discover why Specialist Machinery Sales stands as the trusted name in precision, performance, and progress.





**SPECIALIST
MACHINERY
SALES**

AUSTRALIA, NEW ZEALAND, S.E. ASIA

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.





**SPECIALIST
MACHINERY
SALES**

AUSTRALIA NEW ZEALAND & SE ASIA

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.



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AUSTRALIA, NEW ZEALAND & SE ASIA



**BANDSAW AND BEAM
DRILLING MACHINES**



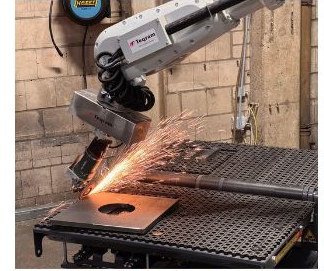
**BEAM PROFILE LAYOUT
LASER MARKING**



**DEBURRING AND
LEVELING MACHINES**



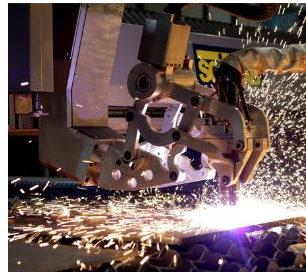
**PAINT PRIMER
SYSTEMS**



**PART DEBURRING AND
MATERIAL HANDLING**



**PIPE ROTATORS AND
PIPE WELDING**



**PLASMA AND
LASER CUTTING**



**PLATE AND
SECTION ROLLING**



**ROBOTIC PLASMA STEEL
CUTTING SYSTEM /
COPING ROBOT**



**WATERJET
CUTTING**



**SPECIALIST
MACHINERY
SALES**

AUSTRALIA, NEW ZEALAND & S.E. ASIA

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.



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**SPECIALIST
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SALES**

AUSTRALIA, NEW ZEALAND & SE ASIA



**AUTOMATED
ROBOTIC WELDING
SYSTEMS**



**BEAM WELDING /
ROTATION**



**LARGE FORMAT STEEL
PLATE WELDING**



**LASER CLADDING /
WELDING / HARDENING**



**ROBOTIC STRUCTURAL
STEEL BEAM ASSEMBLY
AND WELDING**



**SPECIALIST
MACHINERY
SALES**

AUSTRALIA, NEW ZEALAND & SOUTHEAST ASIA

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 ►





**SPECIALIST
MACHINERY
SALES**

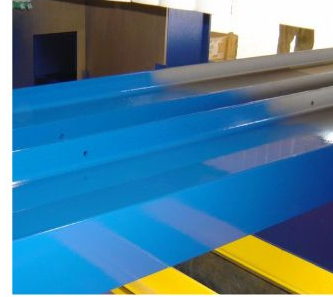
AUSTRALIA, NEW ZEALAND & SE ASIA



**GRINDING
SYSTEMS**



**CUSTOM GRINDING
SYSTEMS**



**TOP COATING
PAINTING SYSTEMS**



**PAINT SPRAYING
SYSTEMS**



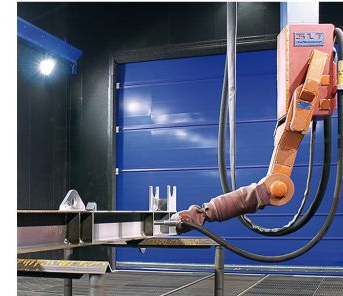
**PAINT DRYER
SYSTEMS**



**PAINT SPRAYING
BOOTHS**



**LIFTING
PLATFORMS**



**SPECIAL PURPOSE
SHOT BLASTING SYSTEMS**



**SPECIALIST
MACHINERY
SALES**

AUSTRALIA, NEW ZEALAND & SE ASIA

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.



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MACHINERY
SALES** AUSTRALIA, NEW ZEALAND & SE ASIA

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.



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**SPECIALIST
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SALES** AUSTRALIA, NEW ZEALAND & SE ASIA



**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**



SPECIALIST
MACHINERY
SALES

AUSTRALIA, NEW ZEALAND & SE ASIA

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.



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**SPECIALIST
MACHINERY
SALES** AUSTRALIA, NEW ZEALAND & SE ASIA

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.



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**SPECIALIST
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SALES**

AUSTRALIA, NEW ZEALAND & S.E. ASIA

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 ►





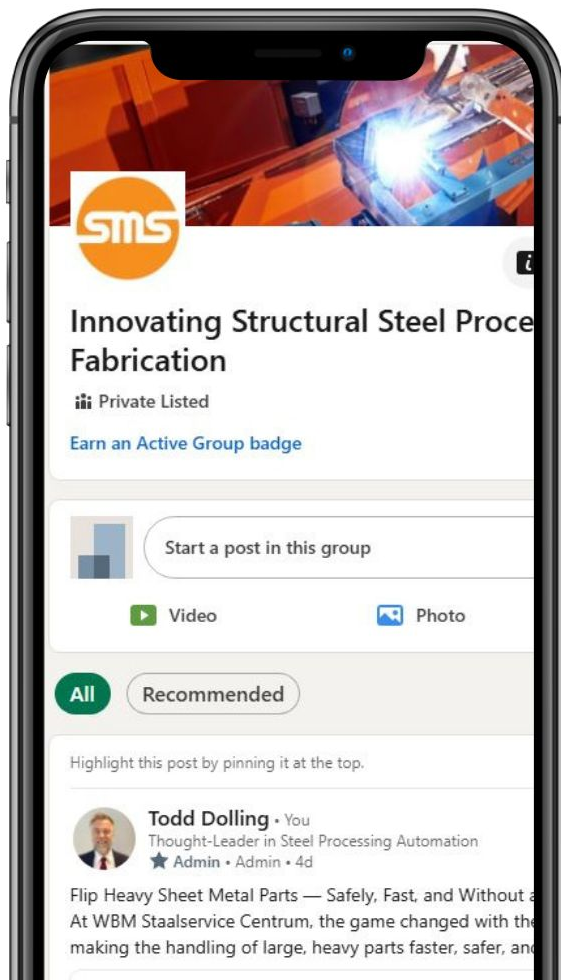
READY TO SELL YOUR PRE-LOVED MACHINERY?

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 ►





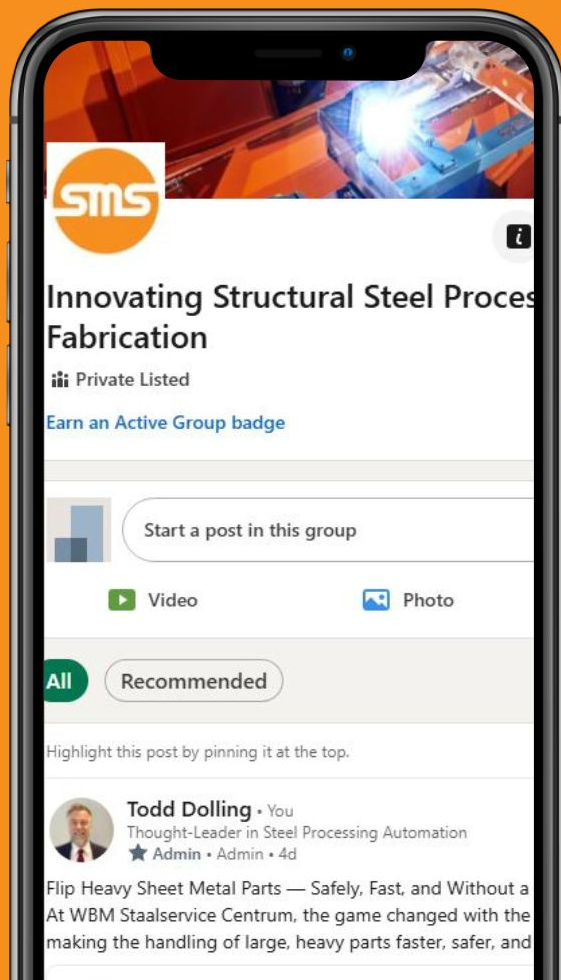
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In this group, we bring in thought leadership content, topics, trends and challenges within the steel industry and steel processing automation. We encourage everyone to share your business challenges and solutions that you have encountered and how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

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