



## Reliable performance reinforces Linde's reputation

**Client:** Ausreo Pty Limited  
**Location:** Smithfield, NSW  
**Application:** Warehousing  
**Equipment:** 2.5 tonne LPG forklift



**"When one forklift is an integral part of both the manufacturing process and distribution functions, it has to be reliable. Basically, if our forklift stops ... so does our business."**

"It will not be so critical when we expand and can justify more materials handling equipment, but for now, in our start-up period, one Linde 2.5 tonne gas truck does it all," explained Ausreo's Director of Manufacturing, Simon Yazbeck.

Ausreo is the newest entrant in the competitive steel reinforcing market. It is an industry that is characterised by two dominant players in OneSteel and Smorgon; a product offering that is viewed as a commodity; and heavily discounted pricing strategies.

Driven by a highly experienced management team, Ausreo is ahead of its growth targets after 18 months of operation and is quickly developing a reputation for supplying high quality products at competitive pricing.

Manufacturing plants have been established in Melbourne and Sydney, with both facilities utilising world class automated plant for the manufacture of welded mesh steel reinforcement sheets and processed cut and bent bar.

**Above:** The Linde H25 transfers rolls of steel wire to the production line where it is processed into mesh products.



**“How do you put a value on reliability when you operate just one forklift? We depend on the Linde for everything and it never lets us down.”**

Simon Yazbeck – Director of Manufacturing, Ausreo



**Above:** Ausreo's Simon Yazbeck



“How do you put a value on reliability when you operate just one forklift? We depend on the Linde for everything, and it never lets us down,” he said.

Another area of savings for Ausreo is realised through the manoeuvrability of the Linde.

“The H25 is compact and it can basically turn on itself, allowing our operators to work efficiently even in confined spaces”.

“Another aspect which makes us so comfortable with Linde is their customer support. Whether it’s training a new driver, or supplying a short-term rental unit, they are always focussed on minimising our downtime,” said Mr Yazbeck.

**Linde manufactures an extensive range of forklifts, with capacities from 1.2 to 52 tonnes. The company has a national factory-owned customer support network and operates one of the largest rental fleets in the country.**

**For further information contact**

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Raw material is sourced from overseas mills and is shipped to Melbourne and Sydney in 20 and 40 foot containers.

Unloading these containers full of heavy rolls and bundles of steel wire, rod and bar at each location is a Linde H25 gas forklift.

In addition to unloading containers, the forklifts are used for supplying the raw feed to the fabrication equipment, general warehouse duties and loading/unloading trucks.

“I first got exposed to Linde forklifts some 18 years ago at my previous company, Welded Mesh. The Ausreo management team’s confidence in the Linde

product is at such a level that we didn’t bother requesting any other quotes when we started Ausreo,” stated Mr Yazbeck.

“We have always found them to be quicker and easier to handle than other brands. As soon as an operator uses the hydrostatic controls they fall in love with it, and so does management thanks to the increases in productivity that are achieved.

“We know we could have saved some money upfront by choosing another brand, but one thing I have learned from my 20 years of managing production and logistics activities, is that you must consider life costs when buying capital equipment.