

CASE STUDY

SHAMIC SHEETMETAL



ICONIC PRODUCTS, CLEVER STRATEGY BEHIND LOCAL MANUFACTURING SUCCESS STORY

SHAMIC SHEETMETAL IS AN AUSTRALIAN OWNED COMPANY THAT WAS FOUNDED IN 1978. SPECIALISED SHEET METAL MANUFACTURERS, SHAMIC SHEET METAL IS BEST KNOWN FOR ITS VERY OWN BRAND OF WOOD AND GAS HEATER

– THE COONARA.

Shamic Sheetmetal makes sure we all stay warm in style this winter thanks to Impact Steel.

“The Coonara is a really iconic Australian product,” explains general manager, Luke Crosthwaite. “We do manufacture other heaters but the Coonara is certainly the most popular and most well known. As a company we certainly value that strong brand awareness for our flagship product.”

Shamic Sheet Metal sells its heater range through a network of more than 200 dealers located around the country.

“We tend to make more sales in the cooler parts of Australia such as Victoria, NSW and Tasmania. Our focus at the moment is on producing a new heater that’s been specially designed for warmer climates where people still want a beautiful looking heater but don’t need the intensity of heat that the Coonara is known for.”

IMPACT STEEL



"We need the best quality steel that's very resilient to heat and meets stringent quality standards. We know we will always get that from Impact Steel."

Aside from heaters, Shamic Sheet Metal's other work involves contract manufacturing based around sheet metal.

"We do laser cutting, folding, welding and powder coating for a wide range of customers. Bringing as many processes as possible in-house gives us the flexibility to respond quickly to ever changing production demands. In particular we manufacture a lot of automotive aftermarket products, touch screen kiosk products, lighting products and train components."

Luke says a commitment to automation has enabled Shamic Sheet Metal to achieve longevity in an extremely competitive manufacturing environment.

"Most other heater manufacturers import from China. To stay competitive here in Australia we've invested in automation over the life of the company, making us very efficient. We are what's known as a 'lights out' operation where our machinery keeps working day and night."

"At this level of automation, the sheet stock products you put into the machines have to be spot on, and that's where Impact Steel comes in because they consistently provide high quality products that are nice and flat for our machines' automatic sheet loaders. One dodgy sheet can lose us a whole night's production, and we just can't risk that."

"We use Impact Steel products such as hot rolled black steel, which we use to make our fireboxes, and aluminised aluminium coated steel for our gas heaters. We need the best quality steel that's very resilient to heat and meets stringent quality standards. We know we will always get that from Impact Steel."

Luke appreciates Impact Steel's commitment to the business. "We find the service from Impact Steel fantastic. They really understand our business – we've worked together for a long time."



NEED TO CONTACT US?

If you have enquiries about Impact Steel, need a product or processing quote, technical information or want to place an order, contact us:

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