

PROFILE

Nick Monda

Bianco Structural Steel

ASI National Marketing Manager, **David Ryan** speaks with Operations Manager of Bianco Structural Steel fabricators, **Nick Monda** about setting up shop, taking a service-first philosophy and encouraging strategic alliances to make South Australian industry more competitive.

DR: Bianco is the new kid on the block in the heavy structural steel game, but as a business you have been around for many years. Can you elaborate?

NM: From a humble builders' hardware business to a small fabrication business servicing the light industrial market, Bianco Structural started in 1985 as a steel workshop in Adelaide. Bianco's mantra has always been customer service. In fact the competitive advantage we had as a building supplier was that we were open earlier than our competition to supply tradesmen on the way to projects. Our philosophy extended into the light fabrication business where orders were manufactured on night shift so they could be available for next day pick up. The owner of the company, **Nick Bianco** saw an opportunity in heavy structural fabrication with the boom in engineering projects and has built a leading edge plant to take advantage of this. He believes South Australian industry is competitive against overseas fabrication but saw a need to upgrade the technology and equipment to ensure this. As a result, Bianco is gearing up to be amongst Australia's most technically advanced fabrication companies.

DR: Can you tell us something of the vision the owner Nick Bianco has in relation to the creation of this new facility?

NM: We have a vision to reproduce the philosophy of quality and service that has put Bianco on the map. The same service ethic we employ in the housing market we intend to employ in the structural market. We also

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see Bianco providing a service to other steel fabricators so they can also take advantage of our technology and improve their cost base. As is happening elsewhere with a range of fabricators and distributors outsourcing their beam lining, Bianco will offer a processing service that allows others into the game. This will allow the SA steel industry to consolidate more towards a 'one stop shop' approach to win work over concrete or imported fabrication and be more competitive. We see strength in consortia on major projects and are happy to partner on projects. We see the real competition outside our industry, either in concrete (or other materials) or overseas.

DR: The Bianco facility has substantial capacity. What is the business plan to fill the shop with work?

NM: Our plan covers three main areas. Firstly, we aim to work with our colleagues in fabrication to win new business and to capitalise on growth projects. The second point is to offer great service in processing for the general steel industry in SA and other states. And thirdly, we are focusing on penetrating traditional non-steel markets like concrete buildings to convert them to steel.

DR: The ASI is advocating a Design and Construct approach to steel buildings with investment in business development. What is your view on this approach?

NM: Well, we are watching this space. We are aware of the work of the ASI in this area and whilst we are not capable at present, we are very interested.

DR: What's the main thing in the steel fabrication industry that you would change if you could?

NM: Definitely in-house fighting between fabricators. I would like to see the industry use its strengths to meet real competition outside the industry. To this end, we see a role for the ASI to assist in changing mindsets.



Nick Monda