



AMMA NEWS

A Quarterly Publication from your Experts in Residential Steel



HAPPY HOLIDAYS

Christmas Trading Hours

Management and the team at Amma Steel would like to wish you a Merry Christmas and Happy New Year! 2015 has been an exciting year. We are thankful for all our customers and suppliers and look forward to working closely with you again in 2016.

Here are our holiday trading details:

Closing: Wednesday 23/12/15 1pm*

Last orders: Wednesday 16/12/15

Last delivery: Friday 18/12/15

Re-opening: Monday 11/1/16 7:30am

**our workshop will remain operational during the Christmas break based on demand*

Welcome to Issue 2

This quarterly publication will keep you up-to-date on the latest news from Amma Steel, industry specific articles and more. Did you miss our first edition? You can check it out [here](#). Enjoy!

Need your steel over Christmas?

The Christmas and New Years closure provides much needed time for companies to rest, recharge and connect with family and loved ones. But what if you're a builder (or owner builder) and need to make the most of time to keep your project going?

Amma Steelworks will be running their steel workshop over the break based on demand. This presents the perfect opportunity for builders to reclaim lost time and get an advantage on the new year. Call us today to book your steel - our timetable is quickly filling up!

Article: Why Cheap isn't always Best

Written by Colin Thomas (Estimator/Sales & Marketing)

Six months ago I commenced employment with Amma Steelworks to help improve our customer sales and processes. I quickly learnt that for some customers, *price is the single most important factor in doing business*.

We never promise to be the cheapest (although we are competitive) and we definitely aren't *'price driven'*. However we do promise to be the best at what we do, and provide quality precise fabrication, whilst delivering a high-level service that's unique within the industry.

I've come to this conclusion: *cheapest isn't always best*. There are times we miss out on projects because customers have decided to go with the cheapest. But what's the cost if the project is not done right? Often it's those same customers who come back to us to help turn their projects around, fix incorrect or inadequate steel, and more.

Recently I visited a job site for some near completed apartments, however the structural steel had been knocked back *nine times (their cheap quote is not so cheap anymore!)*. To fix the steel meant cutting through floor joists, temporary propping of beams, access holes through walls and snipping electrical wiring. *Cheap isn't always best*.

I often hear this from customers before they proceed with orders: *I don't want any problems and I don't want to be hit with hidden costs*. I like hearing this because it provides me with the opportunity to promote our values driven company which puts YOU the customer first. *So what does Amma guarantee to our customers?*

1. A competitive quote within 72 hours maximum
2. No hidden costs
3. Quality fabrication using Australian grade steel (not imported steel)
4. 15 years warranty (not 7 like others)
5. On time fabrication and installation
6. A company you'll find a pleasure to work with (we are here for YOU)
7. And *we get it right for you*

Contact Amma Steelworks today

Visit: 10 Webber Parade, East Keilor

7:30-4pm Monday to Friday

Call: 9336 1003

Email: office@ammasteel.com.au

Quotes: sales@ammasteel.com.au