

OPPORTUNITIES OPEN WITH GARAGE DOORS

DATE: 21ST JUNE 2006

When Brisbane-based manufacturer Steel-Line Garage Doors built a 15,000 sq m head office and factory a few years ago, owners Bob and Margaret Kurzok thought it would do for the rest of their involvement in the company.



Adore your door
STEEL-LINE
GARAGE DOORS

Not that the couple are interested in getting out, not even for a new house on Hamilton Island.

Mr Kurzok said the privately owned company's steady 10 per cent annual growth for the past 25 years had seen it go from being run out of his house to sites all over Australia and did not rely on the strength of the construction industry for work.

The company planned to start building a 6000sq m facility next door and another factory in Melbourne. "When I first started, I worked from home and had a sales rep in one of the kid's bedrooms," Mr Kurzok said.

"We still believe we're active in the workforce out there and we still like our jobs (so) we can't see ourselves at this stage getting out of the industry."

The industry is dominated by B&D Roller Doors, but Mr Kurzok said he was happy Steel-Line came in second place. "Both Margaret and my goal is to get to the stage where someone says 'what do you do' and you tell them garage doors, and they say 'are you B&D or Steel-Line'," he said.



A former roofing contractor, he started business installing steel fascias and guttering but decided for the "easier life" of garage doors which did not rely on the weather for work.

The group supplies the commercial, industrial and residential sectors and acts as a manufacturer, reseller and retailer.

"We've got a fair spread of product ... if building is quiet then renovation is going up. If farmers are going through a tough patch, export might be good," Mr Kurzok said.

The company set up UK operations nine years ago and sells components there and in the Middle East.

But uncertainty about the future price of steel and possible surcharges from supplier BlueScope Steel is posing some challenges.

"Transport (cost) is big enough now with the fuel surcharge, but if we had a steel surcharge ...," Mr Kurzok said. "At the moment they can't even supply us with the quantities we need."