



REOCO REINFORCING THE NATION

REOCO Ltd completes the \$455 MILLION Tauranga Eastern Link Project (TEL)

Reoco Ltd has recently completed the Te Puke Bypass project, also known as the Tauranga Eastern Link (TEL), a joint venture between Fulton Hogan and HEB. The massive project has seen the construction of 7 bridges over the past four years and is the largest project to be undertaken in the Bay of Plenty region in the past decade, says Reoco's director Mike Fox.

He says the project was a logistical challenge as Reoco undertook the full scope of works for all reinforcing steel components incorporating Pile Cages, Columns, Beams, Abutments, Bridge Slabs and extensive Approach Slabs. In addition to having to meet the deadline driven programme, there were also multiple work fronts spread across the 24 kilometre project.

The entire project was supplied from the company's Auckland manufacturing facility in Beasley Ave Penrose, operating 24 hours/ six days a week. A large crew of Steel Fixers were relocated from Auckland to manage the onsite installation of the steel, supplemented by local contractors when required. "We utilised HEB's transport company and Transflow in addition to Reoco's trucks to ensure all deliveries were met." The multiple transportation options and resulting flexibility greatly streamlined the geographical challenges of steel distribution over the duration of the project.

Reoco had traditionally enjoyed a 14 year history of importing but had been let down poorly on the Sulphur Point Project by our long term supplier of imported product. Their last minute inability to coordinate shipping of a substantial and pre-arranged, over length steel order, specifically required in the Sulphur Point Wharf design, caused Reoco serious supply and corresponding cost issues. Reoco's decision in making a transition to Pacific Steel supply midway through the 4 year Tauranga Eastern Link project definitely enhanced Reoco's overall performance. "Pacific Steel proved their



Kaituna River Bridge (TEL) Project



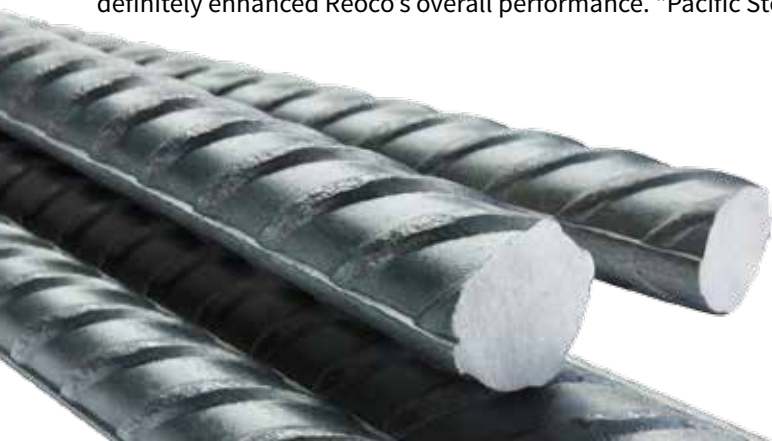
Kaituna River Bridge (TEL) Project



Kaituna River Bridge (TEL) Project



Domain Road Bridge deck construction



worth when the pressure was on in the later stages of the project, particularly when fire badly damaged the Domain Road Abutments that had to be demolished and completely rebuilt. With the additional demands placed on Reoco to service both the original project and the rebuild simultaneously, Pacific Steel added great value in Reoco's supply chain, diverting 25 ton deliveries to Te Puke, directly from their Otahuhu based rolling mill." This initiative combined with Pacific Steel's ability to supply the over length products up to 18m long, across multiple diameters, added huge value to Reoco's serviceability".

Fox says that the successful completion of the Tauranga Eastern Link project had nothing to do with "Luck". Reoco Ltd made a strategic move in reacting to the down turn in the Construction Industry following the GFC and focused on breaking new ground into the Civil / Bridge Building market. "I was confident Reoco's commercial reputation could be replicated. With service being our proven point of difference, we targeted potential civil clients, particularly given the fact they had historically been supplied by our cooperate competition, who seem to struggle with every aspect of the word service. Buying the market is one issue, servicing it is another".



Kopu Bridge

Reoco is now large enough to undertake any project in New Zealand, while small enough to care and our staff have a genuine dedication to service

The Tauranga Eastern Link project is just the latest in a series of coups for Reoco Ltd over the years, which has seen the company complete some of the country's most prestigious commercial, precast and now civil projects. Reoco Ltd now counts the Aotea Square Redevelopment, Auckland Art Gallery, Britomart East and West, Queensgate Shopping Mall, the Sylvia Park Shopping Complex, Westpac Charter House, BNZ/ Delliote Building, the Geyser Building in Parnell, a ground breaking 6 Green Star rated complex and the Eden Park 2011 Rugby World Cup redevelopment among the projects it has successfully completed over the past decade.

However, the initial turning point in establishing Reoco's reputation in the civil and infrastructure industry was securing the Kopu Bridge Project, linking Thames with the Coromandel Peninsula. It was the first major civil project Reoco Ltd completed for Transit New Zealand (now New Zealand Transport Agency). Awarded the project by HEB in 2010 Reoco was instrumental in turning the project into one of Transit New Zealand's most successful ever, says Fox. This was despite the project starting under a cloud, with industry speculation that HEB would struggle to meet both their budget and completion deadlines, given the challenging nature of the project, spanning 450 metres over water. This clearly opened the door for Reoco to add value to HEB where others could not. Reoco seized the opportunity to utilise its extensive intellectual property with regard to the original reinforcing design. In conjunction with HEB's forward thinking site engineers, the largely complex Insitu works were redesigned into prefabricable sections.

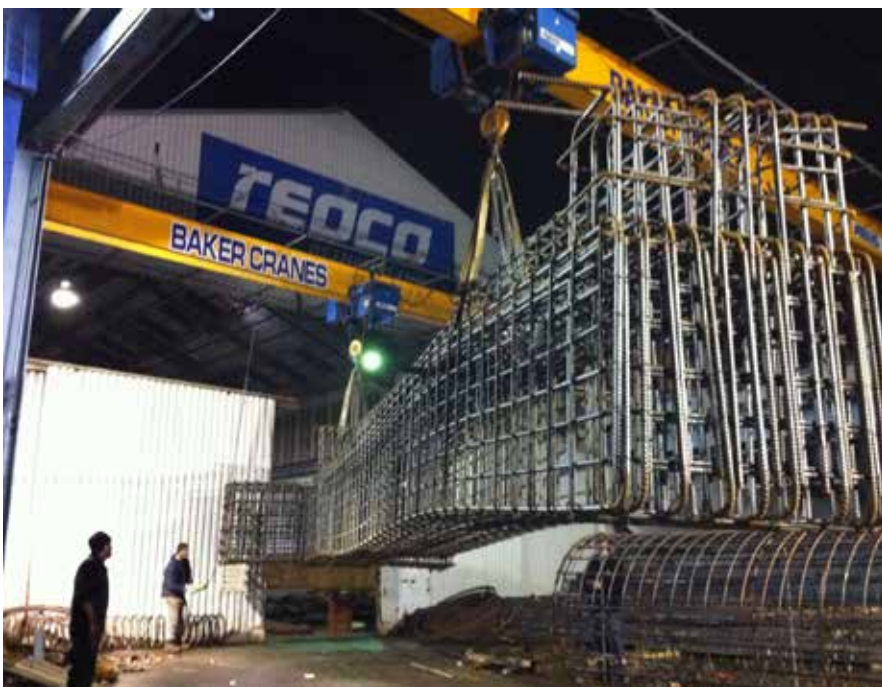
This enabled multiple sections to be prefabricated on dry land, rather than over the water and well ahead of the insitu formwork. Reoco's proven expertise in both supply and installation of the reinforcing components assisted HEB in massive time and labour costs. As a result the Kopu Bridge project was completed a staggering \$7million under budget and six months ahead of schedule, being as previously mentioned above, one of NZTA's most successful ever projects. "Not to mention the local accolades HEB received for the bridge being opened early for Christmas traffic in December 2011".

On the back of this success, HEB then awarded Reoco Ltd the Sulphur Point Wharf Project, with our innovative and proven reputation for working over water being enhanced. Reoco again immediately proved its worth on the Sulphur Point Wharf Project where early project and design issues caused a 3 month delay in starting the reinforcing package. With the initiative of setting up 2 separate installation crews, Reoco established a dedicated Pile Cage division on site at Sulphur Point which enabled Reoco to complete the initial 9 month programme within the now shortened 6 month deadline.

"In striving to establish Reoco's reputation for both service and performance, regardless of the size or location of the projects, we have co-incidently developed some serious production capacity over the years."

Reoco's nationwide production capacity was further enhanced in 2013 with the formation of Reoco Reinforcing Ltd, a Christchurch operation, to assist with the post- earthquake rebuild. "I was constantly approached by our established North Island client base to service their Christchurch operations that were experiencing serious delays with local supplier capacity. Reoco Reinforcing Ltd was launched in conjunction with the Waitaki River Bridge Project being secured by Mc Connell Dowell Ltd. Having previously completed Mc Connell Dowell's 3 most recent bridging projects throughout the North Island, being Bridge 298 at Mercer, Atiamuri Bridge Replacement north of Taupo and the Upper Hatea Bridge in Whangarea. With this track record it was only a matter of time before our level of service would be sought after in the South Island. Reoco Ltd was awarded the Waitaki River Bridge project by Mc Connell Dowell on the understanding that it would establish a Christchurch operation to service the project. The first delivery deadlines were meet via 25 ton Flat Racks ex our Auckland factory until Reoco's Christchurch branch was operational. Reoco Reinforcing Ltd took up the challenge and successfully delivered over 300 ton to the remote Waitaki River Bridge project in Kurow, connecting North Otago and South Canterbury, to complete our fourth consecutive and hugely successful bridging project for Mc Connell Dowell.

Fox says that the company has always been deadline driven with quick turnaround time and service being Reoco's point of difference in the market, consistently performing well ahead of industry standards. "We work in a very demanding industry and it's one we dominate with service, as there are major cost implications for any delays. We never set out to be the biggest, we simply aim to be the best."



Manawatu Gorge Abutment Beam for HEB



For reinforcing steel fabrication contact Reoco Ltd

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