

# CASE STUDY:

EXPANDING TO MEET THE BOOM IN DEMAND FOR CONSTRUCTION



## GOING FOR GOLD IN SOUTH-EAST QUEENSLAND



SMA (Screenmasters Australia) have held a pivotal place in the Australian Crushing and Screening landscape for over 30 years, but when it comes to future growth, their sights are firmly set on The Sunshine State.

Queensland is poised for significant growth, as the region prepares for the incoming Olympic Games and the wealth of new projects that will come with it. At the helm of this dynamic growth period is SMA General Manager, Andy Blythe, who knows that the strategic importance of Queensland cannot be understated.

### SET UP FOR SUCCESS IN THE SOUTH-EAST

*"Queensland is set for a transformation," says Andy. "We've been here for a long time, but we're ramping up our presence. It's a great opportunity for us to build on our history here"*

SMA has been operating strategically in South-East Queensland since 2004 and are now in the process



of upgrading their facility, located between the Gold Coast and Brisbane, to cater for the current boom in demand for construction materials and services.

With a upgraded stock yard and drainage already installed, plus a new office fit out planned for this year, SMA are firmly planting their flag in the state's south-east. The facility's warehouse is split between Spare Parts Storage and a Service Dock, which is emblematic of SMA's plan to service the entire state with state-of-the-art equipment and back it with their proven, dedicated customer service.

It's an exciting time for the bulk and processing industries in Queensland, but no market is immune to the challenges these industries have seen around the globe. SMA is confident that they are prepared and experienced enough to navigate any potential speedbumps.

*"Queensland has thrived this year," says Andy. "As a national dealer, we've been exposed to these different markets, and as a result this has allowed us to work closely with our long-term customers to mitigate the effects and find solutions to best suit their needs in the current climate."* ■■■

# EQUIPPING YOU WITH WHAT YOU NEED



**Andy Blythe**  
General Manager

SMA has built its reputation on putting clients first and finding the right machine for their needs. They are able to do this thanks to their exclusive distribution of leading mobile and fixed Crushing & Screening equipment from the world's biggest manufacturers.

Andy is confident that the distribution of top-tier mobile equipment from global brands like Keestrack will open further opportunities in Queensland. *"When it comes to ramping up your production, you won't get better equipment than the Keestrack range, especially with the Impactors and Scalpers."*

That confidence in their machines' ability to deliver has opened opportunities with financial flexibility. SMA's rental fleet option allows clients to trial equipment before committing to purchase, mitigating financial risks, according to Andy. *"Through our rental program, you can let the machine do the talking. Our flexibility within that rental fleet is going to ensure you have what you need to ramp up production."*

Part of SMA's new growth strategy is diversifying their brand portfolio, which now includes fixed equipment from SRHeavy, a wholly owned subsidiary of world renown Finnish Company, Metso® Group.

Offering a genuine OEM alternative range of fixed crushers and screens, exclusively to Australia, SRHeavy offers significantly more competitive market pricing, providing the end user with more value for their investment.

Danny Chapman, SMA Warehouse and Facility Manager, emphasises the operational efficiency of their machinery. *"Handling spare parts and managing the rental fleet here in South-East Queensland gives us a geographic edge. We can facilitate faster deliveries and instant response to breakdowns, ensuring our clients' operations remain uninterrupted."*

Additionally, Chapman underscores their operational agility, *"Every day, we handle a range of tasks from sending new machines to refurbishing rentals, ensuring seamless service coordination and logistics management."*

No matter what their grand strategies for the future are, SMA remains deeply customer centric. Andy and his team are dedicated to finding the right machine to match your needs, budget and scope.

### **GLOBAL OFFERING WITH A LOCAL TOUCH**

A significant portion of SMA's success is attributed to their unrivalled service and support and that is not changing up north.

*"The business has been around for over 30 years now, built on a legacy of hard work, knowledge and customer support."* credits Andy. *"50% of our business comes from repeat orders, which is our biggest achievement."*



Danny Chapman reinforces this commitment to customer satisfaction, *"Being based here gives us an advantage; we can get our product out to our customers quicker, especially if there's a breakdown with spare parts. Knowing the area and the work that's going on gives us an advantage when anticipating our customer's wants and needs."*

A robust spare parts inventory and a well-coordinated service network means SMA can be quick to respond to any local equipment call outs. *"We pride ourselves on stocking an extensive range of spare parts in all of our depots,"* affirms Andy.

It's not just about having the parts, SMA are setting up their Queensland base with the experts to answer any challenge. ■■■



**"YOU WON'T GET BETTER EQUIPMENT THAN THE KEESTRACK RANGE"**



## "BUILT ON A LEGACY OF HARD WORK, KNOWLEDGE & CUSTOMER SUPPORT."

"We have a nationwide pool of technical resources that we draw on to support all of our equipment in the field," says Andy. "And we have traveling engineers and technicians that support our machines when they're in operation."

Danny agrees, adding that it's all about excellent service at pace. "We work as a unit to try and coordinate the result for our customers, so you have the benefits of a large and knowledgeable team to get the best outcome."

SMA remains steadfast in empowering Queensland's construction landscape with its top-notch equipment, exemplary service and unmatched support, ensuring their clients can confidently tackle any project, big or small.

## ABOUT SMA

SMA has been a trusted name in the industry since 1994. As authorised dealers for some of the world's leading manufacturers of mobile and fixed crushing and screening equipment – including Keestrack, SRH by Metso Group, CMS Cepercor, GIPO, Rockster, Convir, and Sensorteknik – it offers a diverse range of solutions tailored to your needs.

Their extensive inventory features over 60 mobile crushers and

screens, both new and used, available for sale or hire. With strategic locations in Sydney, Melbourne, Central West NSW, and the Gold Coast, SMA are well-positioned to support you across Australia.

SMA specialise in solutions for the Quarrying, Mining, Recycling, and Dry Bulk Handling sectors. You can count on SMA to deliver exceptional solutions and unmatched reliability.



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