



**Client:**  
Steel Frames  
Direct

**Project:**  
Broadmeadows,  
Melbourne

**Location:**  
Victoria

**Products:**  
FRAMA™ 3200

As Australia's **chronic timber shortage** continues to bite, Melbourne-based **Steel Frames Direct** is helping construction clients stay on top with a superior light gauge steel (LGS) solution.

Compared with traditional timber framing suppliers, Steel Frames Direct offers a reliable supply chain and a **faster, more accurate solution that produces less waste onsite**.

With intelligent engineering solutions, the latest digital design integration software, and the **Howick FRAMA™ 3200**, Steel Frames Direct consistently produce steel framing to exact specifications, at speed, and in high volumes.

And that was precisely what Rendition Homes needed to ensure the success of their recent Broadmeadows project in Melbourne.

## The Project: Broadmeadows, Melbourne

In Broadmeadows, Rendition Homes planned to build 25 new homes, each two to three stories high and offering 145m<sup>2</sup> of liveable space.

But with the limited supply of structural timber already causing problems on other builds, Rendition Homes decided that standard construction methods were too risky. So instead, they specified the readily available material LGS as their preferred framing solution and engaged Steel Frames Direct.

## The process: partnership to production

Steel Frames Direct worked with the Rendition Homes team to scope the project in detail before preparing as-built documentation for approval and manufacturing all the components required.

This included roof trusses, wall frames, floor joists and more.

The **Howick FRAMA™ 3200** was a standout performer for this job, says Steel Frames Direct Managing Director Tony Foti.

It is the go-to workhorse for standard framing requirements and outputs 89mm framing profiles with impressive speed and cost-effectiveness.

"Over time, Howick machinery has proven itself to be more accurate and precise, operating at a faster speed and working with more efficiency as opposed to its competitors in the market."

"The technology and parts are of a higher standard than most, providing us with reassurance every time we turn the machine on and commence fabricating."

The seamless integration of **Vertex design software**, which automates the design and manufacturing process, also helps create an extraordinarily efficient workflow, says Toni.

"Using Vertex software saves time and allows us to quickly generate accurate architectural drawings, structural layouts, material reports and manufacturing data."





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**Steel Frames Direct Managing Director Tony Foti.**

## Fast on-time construction with less waste

Where significant delays had threatened before, construction could now move ahead on schedule.

Steel Frames Direct delivered all the framing to the site for each project stage on schedule. Rendition Homes then framed the houses in just one to two days, thanks to the accuracy and simplicity of steel framing.

As a bonus, this approach also reduced onsite waste to produce a more environmentally friendly outcome.

## Steel Frames Direct: Melbourne’s backbone of steel

Steel Frames Direct is a Melbourne-based business that provides complete LGS solutions for projects of all sizes, including residential, commercial and industrial. Or, as Steel Frames Direct succinctly put it: “We make things happen”, and Melbourne’s building industry is reaping the rewards.

## Benefits delivered:

- Reliable supply chain during timber crisis
- Houses framed in 1-2 days
- Reduced waste onsite

## The FRAMA™ machine

The FRAMA™ 3200 features Howick’s unique end-bearing stud detail for the production of load bearing frames.



WATCH A SHORT CLIP  
OF THE PROJECT HERE



# HOWICK

## ABOUT HOWICK LTD

At Howick Ltd we manufacture precision roll-forming machines and technology for light steel framing.

We have been innovating in this space for more than 40 years, creating systems and machines employed by construction business in 75 countries the world over.

We are proud of the formidable reputation we have achieved for performance, reliability, service and for our innovative approach.

Unique in our sector, Howick steel roll-forming systems are 100% manufactured at our East Auckland plant, with top-quality New Zealand-made componentry either made at our factory or sourced locally.

For more about our technology and its benefits, [get in touch with us today.](#)

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