

# *Our Brand*

**Stirlings**  
AUSTRALIA  
value • quality • service

Our brand is built not on the products we sell, but the people we service and the relationships we have with them. It is built on trust, reliability and commitment and it believes that there is such a thing as friendships in business and profits aren't everything. Our mission is to continually improve in understanding and providing for the needs of the people we serve and to commit ourselves to achieving our vision. And that's our promise to you, that we'll do our best to always offer you Excellent Value, Top Quality Products and Outstanding Service.

## *Our Vision*

Stirlings Australia is driven by continuous improvement & strong customer focus, aiming to be a world leader in providing our customers with excellent value, top quality products & outstanding service.

## *Our Mission*

To achieve our vision, our mission is to actively seek to satisfy and exceed the needs of the market and our customers. We exist to provide for the needs of our customers who we define as; our business partners, our stakeholders, our friends and our employees. We grow by creating and increasing the success of our customers. Stirlings Australia is steered by a well-integrated system of people, technology, and innovative business approaches. We strive to make doing business with us easy for every customer, near or far, big or small, new or old.

## *Our Strategies*

To achieve that, Stirlings Australia believes in employing these strategies:

- Enabling the promise then Making the promise then Delivering the promise.
- Continuous research into industry needs, trends, evolution and future direction; and to actively seek new avenues for our products and services.
- Supporting the stainless steel, copper nickel and nickel alloy commodity in Australia in our business strategies.
- Steering operating performance using a concerted integration of proven systems – TQM & CRM.
- Building, Maintaining and Strengthening relationships with customers through CRM.
- Strategically seek joint venture opportunities, business alliances and cooperative projects.

## *Our Values*

At Stirlings Australia we value:

- Our Promises to Our Customers
- Quality in Everything We Do
- Continuous Improvement and Innovation
- Creating Successful Customers
- Honesty, Integrity and Trust
- Relationships NOT Transactions
- Professionalism and Ethical Conduct
- Our Employees and Their Growth and Development



Stirlings  
AUSTRALIA  
Global Metals Distributor

# Our Company

**S**tirlings Australia – Global Metals Distributor, formerly Stirling Stainless Steel, is located in Perth, Western Australia, and is an importer, stockist and distributor of stainless steel long, flat and fluid products and facilitator of value-added services.

**E**stablished in 1973 as Stirling Metals, we're recognised as a leading distributor of high quality stainless steel and copper nickel products. We're committed to providing innovative product and supply solutions to cater to each of our customer's stainless steel needs.

**S**tirlings Australia's success has been a result of over 30 years of building strong relationships and expert understanding within the industries we service including; Architecture and Balustrading, Building and Construction, Food and Beverage, General Fabrication/Engineering, Marine and Shipbuilding, Motoring/Transport, Oil and Gas/ Offshore and Wine.

**A**s a continually improving and customer focused company Stirlings Australia is driven by a well-integrated system of people, technology, and innovative business approaches. We strive to make doing business with us easy for every customer, near or far, big or small, new or old. We believe in employing strategies such as enabling, making and delivering on promises. Most of all, we believe in our vision, aiming to be a world leader in providing our customers with excellent value, top quality products & outstanding service.

**P**roducts are sourced directly from an established and reliable global network of manufacturers and suppliers. Stirlings Australia is committed to continually improving supply relationships to better assist our customers. Equipped with some of the latest technologies in logistics and cutting, our new and bigger warehousing facility allows us to provide for an even greater range of product needs and service requirements.

**S**ervices provided to customers are comprehensive and tailored to individual needs and industry expectations. Stirlings Australia offers customers a single supply source through utilisation of products ex-stock and supply partner trading, project packaging, in-house and sub-contractor processing, documentation and logistical services.

**A**ll our products and services adhere to strict quality policies and procedure and are specifically stocked and provided to cater for our customers' needs. Our management systems are accredited to ISO 9001 and the company and its employees are committed to Continuous Improvement systems, products and services to our customers.

