

Press Release

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BISALLOY ANNOUNCES CO-OPERATION AGREEMENT WITH SWEBOR FOR MIDDLE EAST STEEL SUPPLY

Australia's Bisalloy Steel Group has announced a co-operation agreement with Swedish speciality steel manufacturer Swebor Stål Svenska AB for the sale and distribution of high performance, armour steel products to the Middle Eastern civilian and defence armour markets.

Both Bisalloy Steel and Swebor have objectives to increase the number of markets and regions they each currently service and the Middle East represents a strong growth opportunity for both companies.

The agreement was signed recently in Abu Dhabi, United Arab Emirates by Hans Bergman (Owner – Swebor) and Justin Suwart (Business Manager, Armour – Bisalloy Steel).

“Swebor are a globally respected speciality steel manufacturer with a product range that complements our own BISALLOY® Armour steel range. This partnership will enable both companies to offer a broader combined range of sizes and grades to key customers,” explained Mr Suwart.

Products will be marketed in the Middle East under the BISALLOY® brand name via a new entity called SweBis Middle East FZE.

The signing of this agreement follows last year's signing of an initial agreement between Bisalloy Steel and Swebor to work co-operatively to provide broader steel offerings to a wider market base.

The new agreement also forms part of Bisalloy's long-term business strategy to seek collaborative partnerships, and to enter new geographies and market segments.

Commenting on the agreement Bisalloy Steel Group Managing Director, Greg Albert said, “Bisalloy has a world renowned armour steel product and we see great potential in the Middle East. The cooperation agreement and formation of SweBis Middle East FZE will give us a good presence in this region, and we look forward to a long lasting relationship with Swebor.”

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Bisalloy Steel Group Limited is Australia's only manufacturer of quenched and tempered steel plate used for high strength structural, wear-resistant and armour steel applications.

The company's core product, BISALLOY® steel, is used in the mining, construction, general fabrication and defence sectors. Bisalloy Steel Group Limited has an extensive distribution network across Australasia, Indonesia, Thailand and the People's Republic of China.