



ARCHITECTURAL
FRAMING
SYSTEMS

ABOUT US

Lidco is a leading designer and supplier of aluminium Architectural Framing Systems.

With over 60 years of experience, Lidco has developed one of Australia's most diversified range of aluminium windows, doors, adjustable louvres and commercial shopfront framing systems for the residential and commercial markets, including individually designed curtain wall systems for commercial and industrial building applications.

Our comprehensive product range offers fabricators a unique opportunity to provide their clients with a specific solution for their architectural framing needs. In addition to the standard systems marketed our design team has the ability to assist our fabricator network to develop custom solutions.

The recently established National Distribution Centre combined with our integrated customer service management system enables fast turn around of orders and effective management of stock to meet our fabricators expectations.

We are focused on partnering with our fabricators to offer exceptional customer service, superior technical advice, a diverse product range, comprehensive marketing support, extensive training and excellent sales assistance.

Our long history is our foundation, our future is our fabricators.

Neil Weatherstone

Neil Weatherstone

National Sales &
Marketing Manager





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OUR PRODUCTS

Over many years Lidco has been at the forefront in developing Architectural Framing Systems to meet the demands of the ever changing window market.

Our extensive and innovative range of framing systems for residential and commercial markets includes sliding windows, awning/casement windows, double hung windows, sliding/stacking doors, bi-fold doors, commercial shopfronts and curtain walls.

In addition we have developed a unique range of climate control products. These include adjustable louvres, available with glass, aluminium or timber blades vital in dispensing natural ventilation, light and comfort to buildings. In addition we have an evolving range of sun louvres, mechanical louvres and return air grilles in various sizes, shapes and mounting options to suit specific project needs.

Our product range is fully NATA tested and certified along with being WERS rated.

Lidco staff are always available to assist in the selection of the correct solution for unique project specifications.





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TECHNICAL SUPPORT

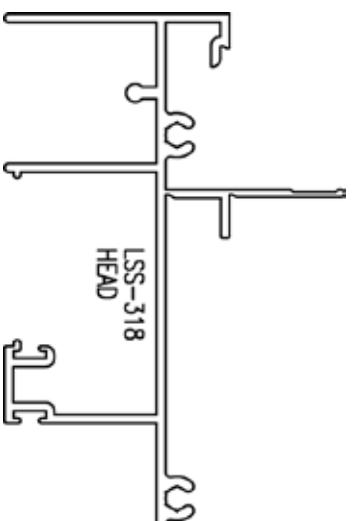
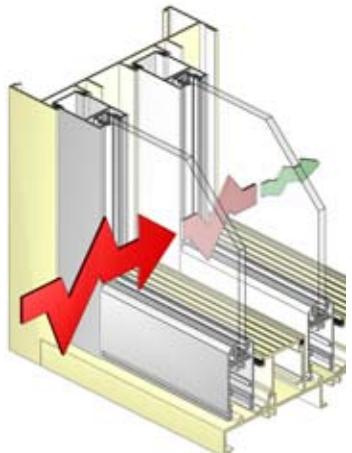
Lidco is committed to offering a wide range of technical services to support both designers and fabricators. It's this aspect that differentiates Lidco as a systems provider from aluminium wholesalers.

Our dedicated engineering team has developed detailed documentation to aid in the fabrication and assembly of our systems by using their previous fabrication experience to solve specific manufacturing issues. We strive to work with our fabricators to develop new ideas and products that are easy to adapt and cost effective to produce and install, along with being aesthetically appealing to both designers and building owners.

We work jointly with prominent designers to develop project specifications that combine functionality, energy efficiency and Australian Building Code requirements. This often involves providing detailed section assembly drawings or designing new sections to meet the unique needs of a project.

Available also to assist our fabricator network is LidcoMaker, our fabrication software. LidcoMaker provides fabricators with applications to assemble quotations, determine bills of material, cutting lists and has optimisation capabilities. In addition to LidcoMaker a number of our systems are now available in V6 format.

At Lidco we are proud of our ability to respond quickly and efficiently to our customer's enquiries.





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TOOLING

All tooling required for the manufacture of Lidco products is designed and built so that it meets the needs of each fabricator. We perform a detailed needs analysis to determine the necessary machining functions required by the fabricator to manufacture the product ranges they wish to supply.

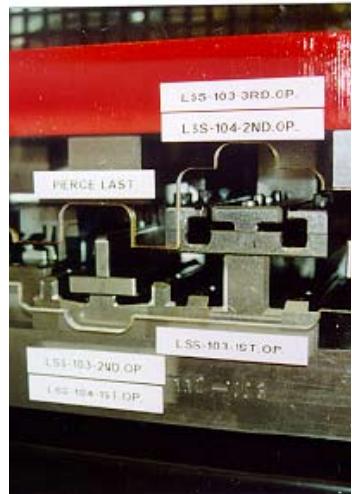
We do not mass produce generic die sets as we believe it is vital for the fabricator to be provided with a purpose built cost effective set-up. We take into consideration the system options required for the market to be serviced.

Our staff will visit your premises to ensure the tooling we supply suits your factory layout and set up. We consider such things as three phase power availability, pneumatic drive, hydraulic drive, etc.

Options for obtaining tooling are:

- Short term loan arrangements for specific jobs
- Rental for extended periods
- Sales Targets/Lease options
- Outright purchase

Finally when the tooling is delivered to our fabricator's factory, Lidco will then organise commissioning and training.





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SALES SUPPORT

Our professional team of Business Development Managers provide their time, expertise and energy to assist fabricators in building their business.

Time is allocated to provide full product training to a fabricator's staff to build understanding and enhance their knowledge of Lidco's product offering. This enables the local company to capitalise on the potential of its' regional market.

We actively promote the Lidco systems to architects, designers and builders both separately and in partnership with fabricators in an effort to secure specifications.

Great emphasis is placed on establishing partnerships with our fabricators by encouraging local trade shows, product awareness seminars and new product releases.

We firmly believe that for Lidco to be successful our fabricators must be successful.





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MARKETING

Lidco is a brand widely recognised throughout Australia in the architectural framing market by architects, designers and builders.

We invest in a select range of marketing activities designed to continue to grow our brand awareness and create sales leads for our fabricator network.

Our marketing campaign includes;

- Lidco website
- Internet directories
- National advertising
- Local co-operative advertising
- Framed - Lidco quarterly newsletter
- Product catalogue
- Product brochures
- Product Selector Guide
- Drawings & manuals
- Fabricator signage
- Trade shows

A new initiative we are participating in is an intelligent database driven specification writing system for the building industry - Autospec. The beauty of this system is that as products are selected, it writes a specification for those products tailored for a specific project.

Lidco also provides assistance to fabricators in preparing strategic business plans and manufacturing layouts. We have devised a website template that helps our fabricating partners to quickly and cost effectively establish a customised website that will build consumer confidence.

Our marketing focus is to build brand awareness and create sales leads for our fabricators across Australia.

