

PREPARED FOR NEUMANN STEEL

The website concept.

Publishing what Neumann Steel already knows

A design concept for a rebuilt neumannsteel.com.au: the specifications, the tonnages and the certificates on the page rather than inside a PDF, a quote flow that takes the drawings, and four tools nobody in Australian reinforcing has built.

DESIGN CONCEPT · NOTHING SHOWN HERE IS LIVE

This is the strongest content in the category, and it is the hardest to reach

Fourteen steel and building material websites were audited worldwide on 23 August 2026, and neumannsteel.com.au was measured passively the same day. The finding was not neglect. It was assets, unpublished.

159

indexed pages, the deepest site in Australian reinforcing

72

technical documents already published: 36 brochures, ACRS, ISO and SSA certificates, the Shapes Guide, the Product Guide, the Capability Statement

~70

technical explainer articles, actively maintained. 27 were touched this year, four in August alone

1st

Currumbin is the first reinforcing manufacturer in Australia certified to SSA Level 3, with Thornton and Hervey Bay at Level 2A, published EPDs, and up to 39 per cent lower embodied carbon on SENSE 600

300

people across five branches, with a sixth at Yarrabilba under construction and due to open in 2027

The tonnages nobody sees

Q1 Tower 12,000 t. Jewel Resort 15,000 t. Harwood Bridge 10,000 t including 1,000 t of prefabricated pile cages. Gold Coast Light Rail 106,000 m² of special mesh and 6,000 t of bent bar. Toowoomba Second Range Crossing 6,000 t. Wind farms, 4,500 t across 75 turbine bases.

Eight case studies, roughly 250 words each, sitting in a carousel as bare names, and excluded from every XML sitemap the site publishes.

Five findings the board should see before anything else

WORKLOAD

A five day promise with no way to start the clock

The estimating page publishes a five day lead time on a take-off. There is no file upload anywhere across 159 pages. Every take-off begins as an unstructured email or a phone call, and every quote button on the site lands on the same 277 word contact form with no product, no branch, no quantity and no date.

ALREADY PAID FOR

NuNet is marketed and linked from nowhere

The delivery page describes the customer portal three times. There is no login link anywhere on the website. The 1Centre trade credit application has the same problem: a good tool, reachable only from the rotating homepage hero, absent from the contact page, the branch pages, the footer and the navigation.

EXPOSURE

Typefaces that are not licensed to be there

Seven display families are requested in the production stylesheet. Six are trial builds of a commercial typeface with the word Trial in the file name. One is another company's proprietary corporate face, which is not licensable by anyone. None of them load, so every headline falls back to the system default. That single fact explains most of how the site reads.

LOCAL

Eight reviews across five branches

Eight, for the entire national network, and the Currumbin flagship has none at all. A single shopfront competitor in Hervey Bay holds 4.7 from 36. The listings are all live and owner managed, so this is not a listings problem. It is a review generation problem, and it is a process.

ACCURACY

The Brisbane branch page says Caloundra

Title and heading both. The locations index also exists at two separate URLs, and none of the five branch pages carry a description for search results. These are ten minute fixes that nobody has been asked to make, which is the point: nobody currently owns the website.

MACHINES

Edge protection that fails silently

The host's anti-bot layer stopped serving us content and returned an empty 167 byte page, marked as a success. Forty polls over twenty minutes, same result. A reader that is refused knows to come back. A reader told it succeeded does not. Your robots file permits AI crawlers and the edge then blocks them, and nothing reports it.

Engineering confidence: data on the surface

The rules the design follows

- ✓ **The logo does not change**
No brand work is proposed and none is needed. The identity is in good shape. The site is built around it.
- ✓ **The specification table is the hero**
On a reinforcing site the table outranks the photograph. It is designed as carefully as a hero band, in tabular numerals with hairline rules.
- ✓ **Numbers are the ornament**
Tonnes, years, branches, grades and standards fill the space that stock photography fills today.
- ✓ **One red, used only for actions**
The current site runs two different reds as the primary action colour on the same page, and both fail accessibility contrast. One accent red, which passes, fixes the palette and the compliance issue in the same move.
- ✓ **No carousels, anywhere**
Seven of them on the current homepage hide everything of value behind a control the visitor has to operate.

Palette



Neumann Blue
drawn from the mark, carries the site



Deep Navy
heroes, gradients, weight



Signal Red
proposed accent, actions only. Passes contrast where both current reds fail



Charcoal
body copy, dark bands, footer



Bone
page ground, section breaks

The red shown is a proposed accent for the concept, not a colour taken from existing Neumann Steel brand documentation.

Type

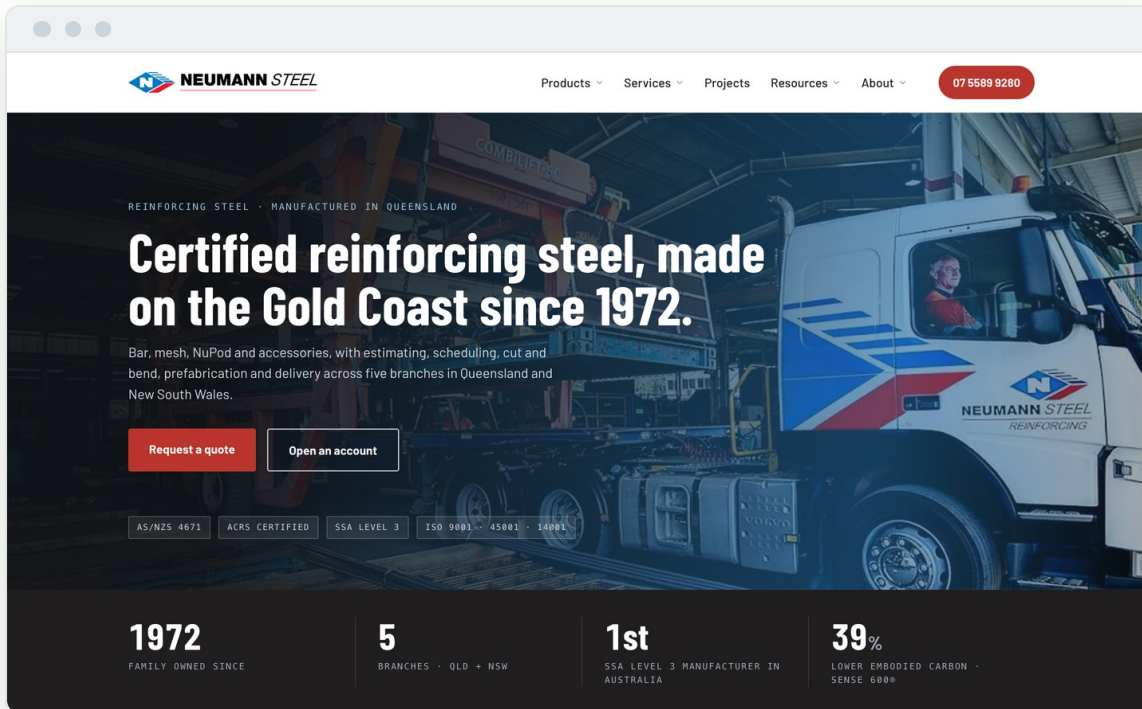
CERTIFIED REINFORCING STEEL

Barlow Condensed 600 and 700 for display. Licensed, self hosted, served from your own domain.

Barlow 400, 500 and 700 for body copy, set to a comfortable measure. The current site runs body copy at roughly 110 characters a line, against a comfortable range of 60 to 75.

Nothing on the site loads a font, a script or an image from a third party host.

One hero, then five figures a specifier can check



CONCEPT RENDER · 1440 PX · NOT A LIVE PAGE

✓ A headline that names the business

The current H1 sells prefabrication and calls the company Australia's favourite, which is unprovable to an audience of engineers and estimators.

✓ One banner instead of five

The current homepage opens with five stacked full screen banners carrying the same two buttons, so a visitor meets ten identical calls to action before a single fact. Two of the five carry identical body copy under different headlines, and the one titled Sustainability says nothing about sustainability.

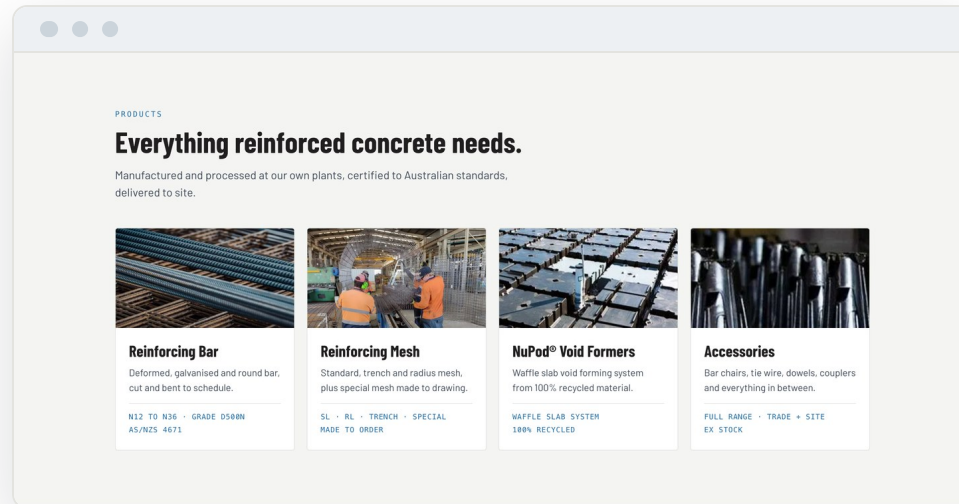
✓ Checkable numbers, immediately

Family owned since 1972. Five branches and around 300 people. Currumbin first in Australia to SSA Level 3. Up to 39 per cent lower embodied carbon. This replaces "trusted by 1000 companies".

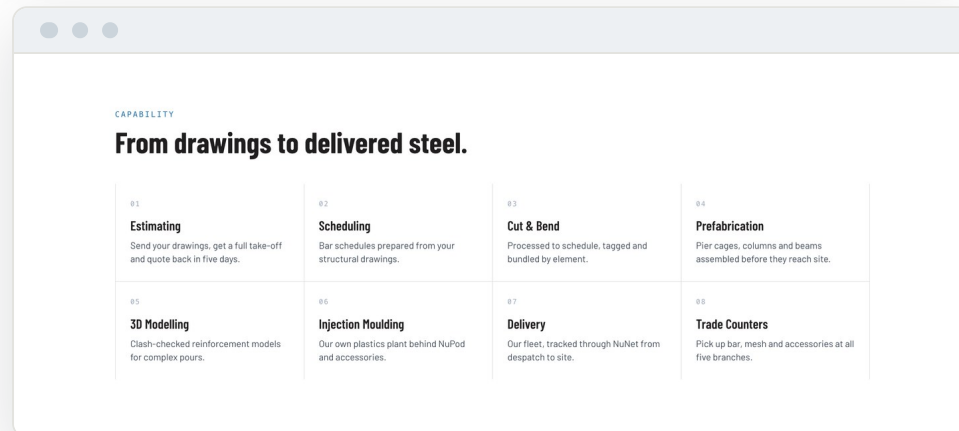
✓ Certification chips in the hero

AS/NZS 4671, ACRS, SSA, ISO. Each opens the certificate that is current today, and where a certification is site specific the chip names the site rather than making one blanket claim.

Products, capability and proof, all visible at once

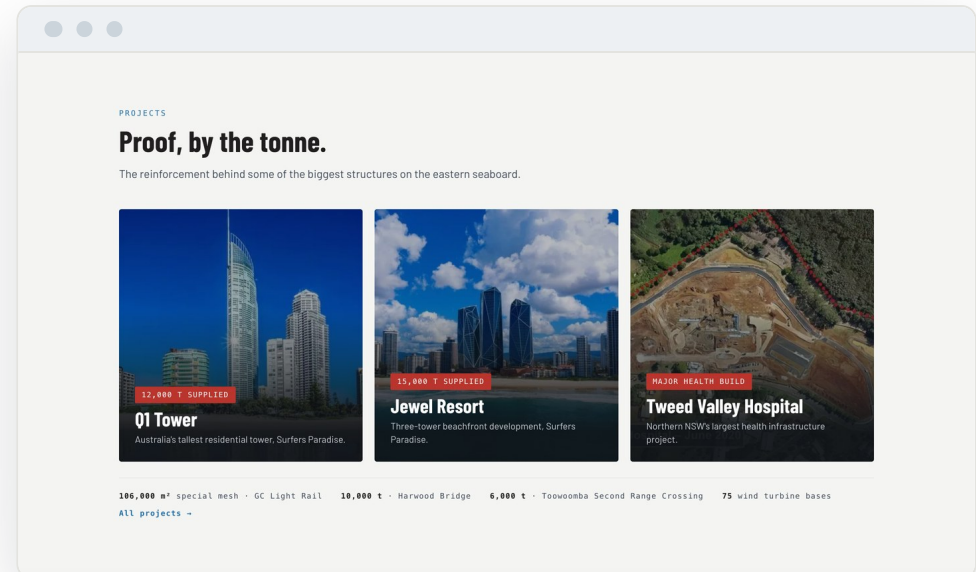


PRODUCT FAMILIES · A GRID, NOT A CAROUSEL · NUPOD GIVEN ITS OWN TILE



EIGHT SERVICES, ONE SCANNABLE BAND

NuPod is a Neumann Steel product that won the 2021 HIA GreenSmart Product of the Year and currently sits as one accessory page among twenty three. In the concept it is a product family in its own right.



PROOF, BY THE TONNE

The single highest value change on the site. Q1 Tower, Jewel Resort and the Tweed Valley Hospital carry their tonnage on the face of the card, and every case study gets a real page in the sitemap with scope, products supplied, services used and photography. Today those eight names sit in a carousel and appear in no sitemap at all.

The table a specifier came for, above the fold and in HTML

SPECIFICATION

Stock range.

Eight codes, all 6 m sheets. Neumann codes first, with the generic construction code beside them.

TRENCH MESH · NEUMANN STOCK CODES

PRODUCT CODE	GENERIC CODE	WIRES	WIDTH mm	LENGTH m	WIRE DIA. mm	SHEET MASS kg	PACK QTY sheets
NF8TM3	3-L8TM200	3	200	6.0	7.60	7	40
NF8TM4	4-L8TM300	4	300	6.0	7.60	9	40
NF11TM3	3-L11TM200	3	200	6.0	10.65	13	40
NF11TM4	4-L11TM300	4	300	6.0	10.65	18	40
NF12TM3	3-L12TM200	3	200	6.0	11.90	16	40
NF12TM4	4-L12TM300	4	300	6.0	11.90	22	40
NF12TM5	5-L12TM400	5	400	6.0	11.90	TBC	TBC
NF16TM3	3-FTM16200	3	200	6.0	15.85	30	20

Grade D500L to A5/NZS 4671:2019. Made in Australia. Widths, lengths, sheet masses and pack quantities are Neumann's published figures; wire diameters are the A5/NZS 4671 nominal values for those wire sizes. NF12TM5 appears on the product list but not in the brochure, so its mass and pack quantity are TBC. Indicative, confirm against the current Product Guide.

NF8TM3, NF8TM4, NF11TM3, NF11TM4, NF12TM3, NF12TM4, NF12TM5 and NF16TM3 are traditionally known in construction as SL8TM3, SL8TM4, SL11TM3, SL11TM4, SL12TM3, SL12TM4, SL12TM5 and SL16TM3. Longitudinal wires sit at a 100 mm pitch, which is why a 3-wire strip is 200 mm wide and a 4-wire strip is 300 mm.

Certification

AS/NZS 4671ACRS CERTIFIEDSSA LEVEL 3ISO 9001 · 45001 · 14001

ACRS certified in accordance with A5/NZS 4671:2019. Each chip opens the current dated certificate in the Technical Library.

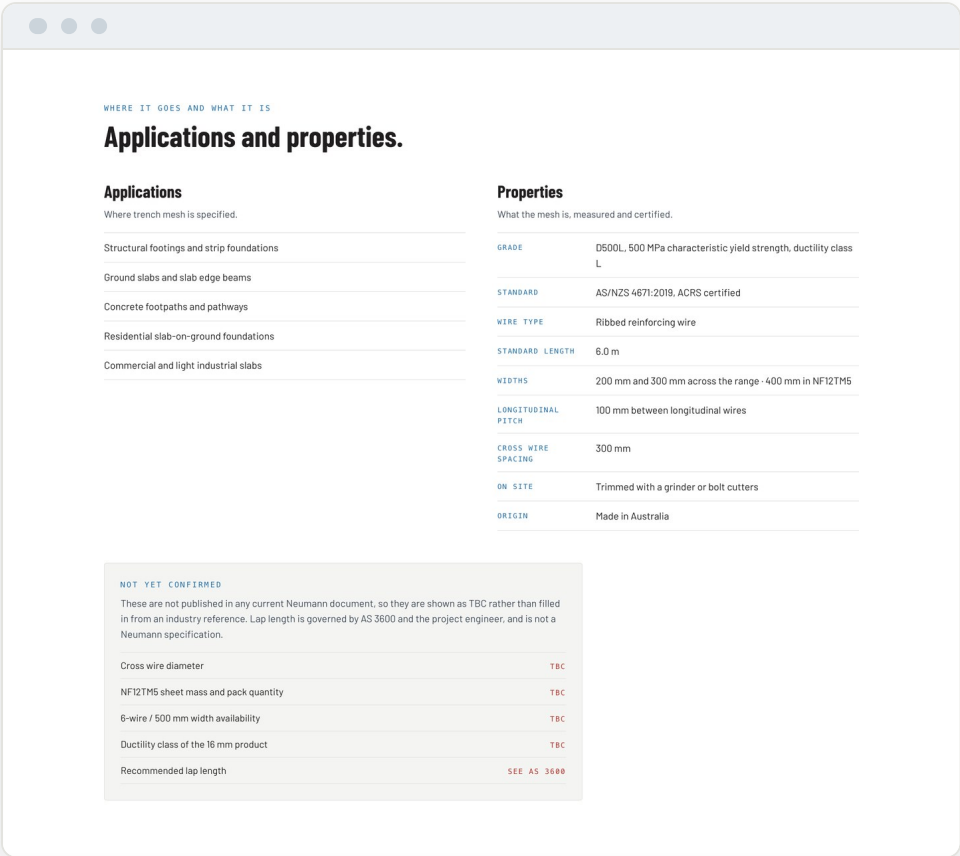
CONCEPT RENDER · TRENCH MESH · STOCK RANGE

458 words

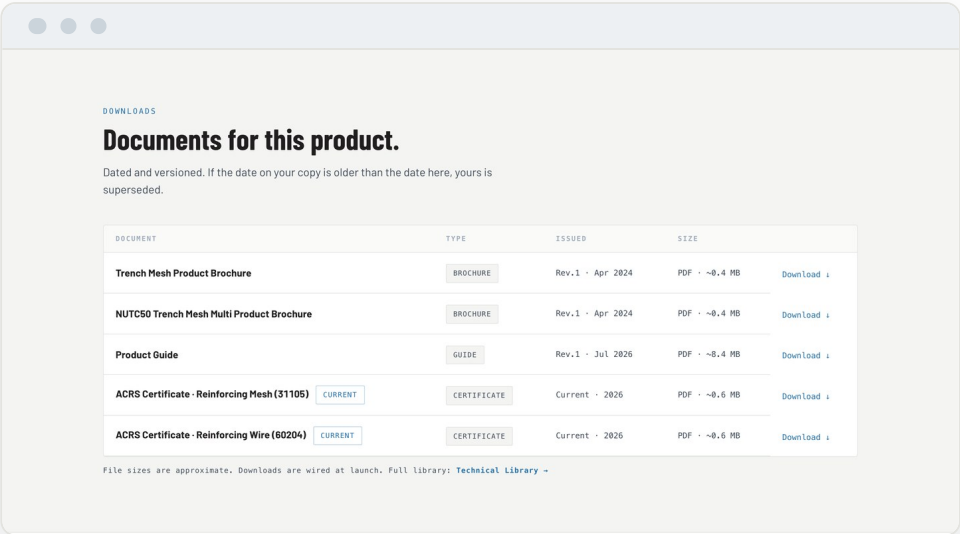
of unique copy on a current flagship product page, delivered inside 408 KB of code, with no diameters, no grade, no stock lengths and no compliance statement

- ✓ **Product codes first, generic codes beside them**
So a specifier working from a drawing and a buyer working from habit both find the same row.
- ✓ **Unpublished figures marked, not invented**
Anything not stated in a current Neumann document is shown as to be confirmed, in its own panel, with what we would need to confirm it. Nothing is guessed onto a page that engineers read.
- ✓ **Applications and properties split**
The current pages merge use cases and material properties under one Benefits heading.
- ✓ **Only one Australian reinforcing supplier publishes spec tables on the page**
InfraBuild. It is the one thing they clearly beat Neumann Steel on today.

Certification and the right document, on the page that needs them



APPLICATIONS AND PROPERTIES, SPLIT AND LABELLED, WITH UNCONFIRMED FIGURES SHOWN AS SUCH



DOCUMENTS FOR THIS PRODUCT, DATED AND VERSIONED

Twenty of the thirty three product pages we captured do link a brochure today, but only as an unlabelled thumbnail below the fold. The rest link none and are reachable only through a central list. In the concept the document sits on the product page, labelled, dated, sized, and marked current.

Four calculators, each one showing its workings

CALCULATOR 01

Mesh coverage

Because laps eat more of a mesh order than anyone expects, and the offcut bill is easier to argue about before the sheets are on the truck.

SLAB LENGTH (M)

12

SLAB WIDTH (M)

9

WASTAGE ALLOWANCE (%)

5

LAY DIRECTION

☒ Sheets run lengthwise (6.0 m along the slab length)
 ☐ Sheets run crosswise (6.0 m across the slab width)

Try the other direction: crosswise needs 12 sheets against 15 here.

Assumes a stock sheet of 6.0 x 2.4 m and a 225 mm lap on every joint, on a rectangular slab with no penetrations. Mesh type is not an input; all stock mesh sheets share the same footprint, so the sheet count is the same for every code. Per-sheet mass and the stock code list are pending Neumann's current Reinforcing Mesh brochure, so no kilogram figure is given here.

Indicative only. Not a substitute for engineering advice.

Real lap lengths under AS 3600 vary with mesh type, concrete grade, cover and where the lap sits in the structure. This tool assumes the common minimum practice lap.

SHEETS REQUIRED (INCL. WASTAGE)

16

SHEETS BEFORE WASTAGE

15

GRID

3 x 5

SLAB AREA

108.0 m²

LAP AND OFFCUT ALLOWANCE

100%

108.0 m² of sheet goes into laps and offcuts on top of the 108.0 m² of slab. Where that number is high, rotating the lay direction or ordering custom mesh usually saves money.

[SHOW THE WORKINGS](#)

MESH COVERAGE · SHEETS, LAPS AND OFFCUT ALLOWANCE

CALCULATOR 02

Bar weight

Because reinforcing bar is bought by the tonne and scheduled by the metre, and the conversion is where an order goes wrong.

BAR SIZE

LENGTH (M)

QUANTITY

N12

6

120

x

N16

6

80

x

N20

12

24

x

Add a line

Nominal mass is the AS/NZS 4671 preferred-size value for Class N deformed bar, computed from nominal diameter at a steel density of 7850 kg/m³. This is a standard reference table, not a Neumann-published one.

Indicative only. Not a substitute for engineering advice.

Actual delivered mass varies within the standard's tolerance. For a priced order, ask an estimator.

TOTAL MASS

2,109.12 kg

2.109 tonnes

PER LINE

N12 120 x 6.00 m = 639.36 kg

N16 80 x 6.00 m = 758.40 kg

N20 24 x 12.00 m = 711.36 kg

BARS PER TONNE (FROM NOMINAL MASS)

N12 @ 6.00 m = 187.7 bars/t (Neumann publishes 181 for N12/6)

N16 @ 6.00 m = 105.5 bars/t (Neumann publishes 102 for N16/6)

N20 @ 12.00 m = 33.7 bars/t (Neumann publishes 32 for N20/12)

[SHOW THE WORKINGS](#)

BAR WEIGHT · METRES IN, TONNES OUT, PER LINE

Every tool states its constants and its limits on the face of the page. The bar chair tool uses Neumann Steel's own published rule of thumb and cites the article it came from. The lap length tool states that AS 3600 governs, names every assumption it holds fixed, and lists what is out of scope. Each one carries a plain disclaimer that it is for planning and budgeting and is not a substitute for the project engineer.

No calculator ships until someone technical at Neumann Steel signs off the numbers in writing. If nobody will own the lap length coefficients, the other three ship and the page says so.

The tools layer in Australian reinforcing is unclaimed

Fourteen steel and building material websites audited live on 23 August 2026 for tools only: calculators, upload flows, portals, technical libraries and specification data. Design was deliberately ignored.

0

Australian reinforcing sites with a mesh, bar weight, lap length or slab calculator. InfraBuild has three, all wire specific, and one returned a JavaScript error to the page instead of a result when we drove it with a real value

0

reinforcing suppliers in Australia offering a single model file for a design package, despite three of them selling 3D modelling as a service

0

sites in the worldwide benchmark that hand a calculator result into a quote request. Holcim, Barrett and InfraBuild all dead end their calculators

The site to beat

Bestbar is the most functionally advanced reinforcing site in Australia. Public list pricing with no login, per branch stock on every product page, and a quote button on every page that takes ten drawing files at up to 200 MB.

They have no calculators, no on-page specification tables and no technical library worth the name. That is precisely the ground Neumann Steel already owns the raw material for.

What the best in the world do

Two of the largest materials companies on earth, Holcim UK and Tata Steel UK, independently built a page called Digital Tools and put it in the main navigation. Hilti runs a technical library of 3,330 documents, faceted by category, type and language.

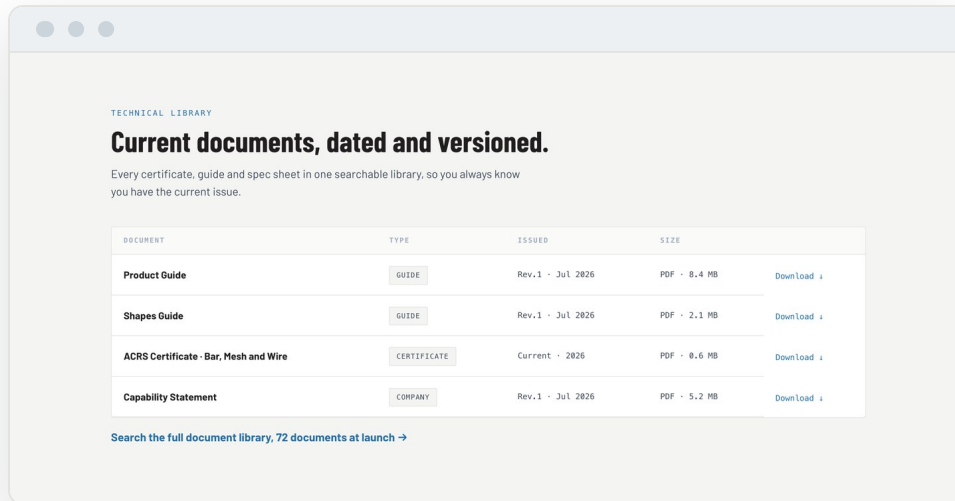
Neumann Steel has 72 documents listed across four near-identical pages, and roughly seventy technical articles with no dates on the index.

And nobody has an llms.txt

Zero of the four Australian competitors audited publishes a file written for AI assistants. All four run WordPress. There is no modern static or headless build anywhere in Australian reinforcing steel.

Being early is the whole advantage, and it is checked every quarter rather than assumed.

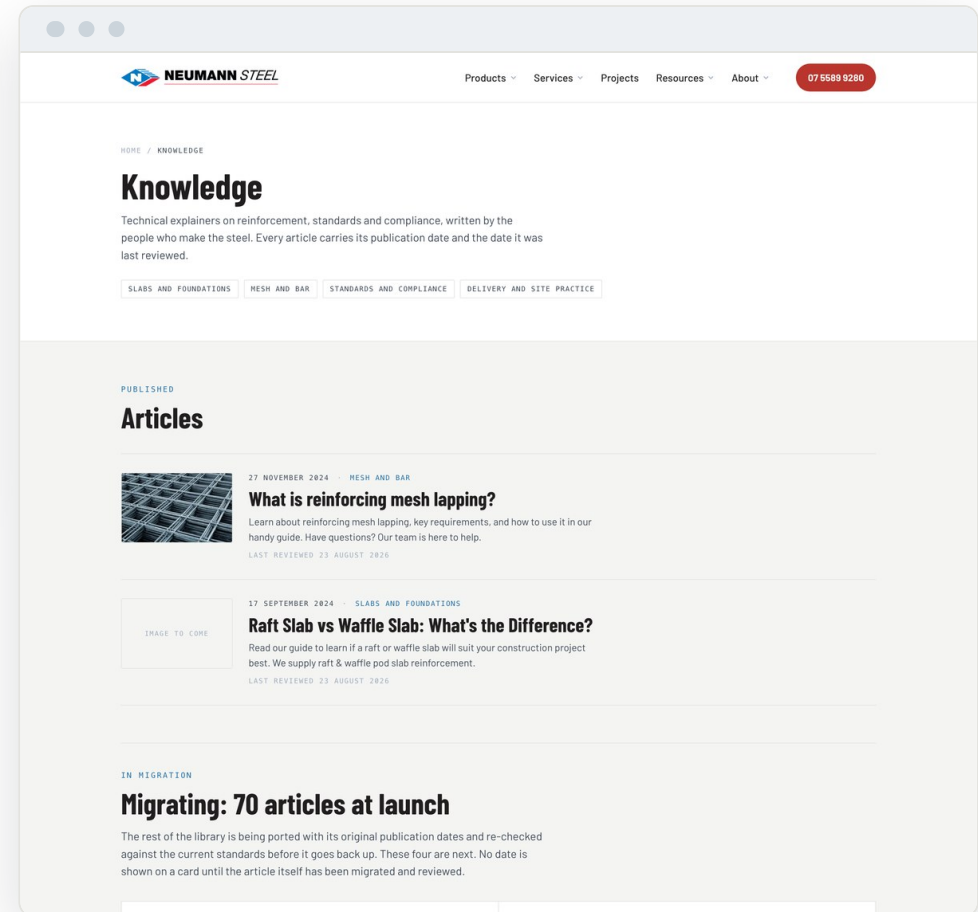
One searchable library, and your articles kept as yours



EVERY ROW CARRIES A DATE, A VERSION AND A SIZE

✓ Four near-identical pages become one filterable index

Filter by document type, product family, branch and year. For a certificate library, a visible date is the difference between useful and useless.



ORIGINAL PUBLICATION DATES PRESERVED, MIGRATION SHOWN HONESTLY

✓ The blog stays yours

Your words, your dates, our structure. Categories, a last reviewed date, and a link from each article to the product page it discusses. The current index shows no dates at all, which makes actively maintained work look abandoned.

The rebuild removes the thing that gets broken into

Everything below was read from public DNS, public certificates, published page source and response headers on 23 August 2026. Nothing was scanned, probed or tested, and no login was attempted.

TODAY	STATUS
Admin login page A conventional WordPress install with a public control panel	Present
Enquiry form plugin Gravity Forms 2.10.2 against a current 3.x line, missing two vendor security enhancement releases, on the plugin that handles every enquiry	A major version behind
Bespoke plugins with no vendor Custom slider and lightbox directories that nobody ships updates for	Unmaintained
Modern security headers Content security policy, HSTS, clickjacking, referrer, permissions, content type	0 of 6
Information leaked in headers The PHP handler and an internal hosting identifier are advertised on every response	2 items
Typeface licensing Six trial builds and one proprietary corporate face in the production stylesheet	7 families

AFTER THE REBUILD	STATUS
Admin login page The site is built as plain pages. No WordPress, no PHP, no database, no plugins, no login. There is nothing to log in to	Does not exist
Enquiry handling Purpose built, rate limited, bot protected, with file type and size gates on uploads, and nothing stored on the site	Hardened
Third party code No plugin estate. Dependencies reviewed and signed off in writing every quarter	Reviewed quarterly
Modern security headers All six, plus a firewall and bot rules that can tell a legitimate reader from an attacker	6 of 6
Hosting A dedicated Neumann group account, documented, portable, handed over intact whenever the group asks	Group owned
Typefaces Licensed for web use and served from your own domain. Nothing loads from a third party host	Licensed

The board version: most small and mid sized business websites are broken into through their own admin panel or an out of date plugin. This rebuild deletes both. A written security summary is delivered at launch, and a signed off security and dependency check is part of every growth quarter.

Phased, so the site earns before the library moves

STAGE	WHAT HAPPENS	GATE
Approval	Deposit invoice issued, intake form sent the same day, branch workshop booked	Board
Intake and workshop	Photos, wording, branch operating facts, domain and Google access. This is the step that sets the pace	You
Phase 1 finalised	Content in place, specifications confirmed against your issued documents, redirect map built and tested, security and analytics set up. Around three to four weeks	Us
Launch	Live, all 159 URLs redirected, parity check signed off, baseline recorded, security summary handed over. The old site stays available	Joint
Ninety day watch	Search Console monitored weekly against the pre-launch baseline and reported to you	Us
Growth program	Quarterly content, Google profile work, review responses, AI question tracking, security sign off, six number report and a call	Us
Phase 2	The article library migrated onto the live templates, dates preserved, cross linked. A separate decision and a separate invoice	Board

No ranking loss

A redirect map covering all 159 indexed URLs, built and tested before launch. A parity check on the day, comparing every old URL against every new one. Ninety days of Search Console monitoring reported to you.

Where pages merge, the old URL points at the section that replaced it, never at the homepage. Merging is not deletion.

The pages that gain most are the ones invisible today: the eight project case studies, the branch pages and the technical documents. The pages that rank now rank on content that comes across intact, on a faster site with better structure.

What it costs

ITEM	AMOUNT
Phase 1 · the core site Design and build \$11,000 · search, AI and Google setup \$4,500 · security, domain and launch \$3,000. Includes the quote with drawings flow, the four calculators, the redirect map, the parity check and the 90 day watch. First year of hosting included.	\$18,500
Phase 2 · content migration The remaining pages and the full article library, dates preserved, categories applied, structured data added, cross linked to products.	\$9,500
Growth program, four quarters \$2,250 per quarter, invoiced and paid before each quarter begins.	\$9,000
Three technical articles at launch Included at no charge.	\$1,350 waived
The calculator pack Four tools, included at no charge in Phase 1.	\$2,400 waived
Total, first twelve months	\$37,000

All amounts include GST. Build phases are 50 per cent to begin and 50 per cent at launch. Growth quarters are paid up front. No lock in and no contract beyond twelve months. The growth program is charged at the identical quarterly rate as the group's existing reference engagement with With Voss.

The short version

\$18,500 for the core site, \$9,500 for the content migration, \$9,000 for the year of growth, with \$3,750 of extras included at no charge.

Add ons, if and when

Payload publishing backend from \$2,900 · Instagram from \$600 · business email from \$400 · extra technical articles \$450 each · ad hoc work \$180 an hour, urgent or after hours \$270.

Photography is passed through at cost and is never marked up.

NEXT STEP

See the concept working, then decide

We will walk the board through the concept page by page, show exactly what was measured on the current site, and put the calculators and the upload flow in front of you working. If it is right, we start. If it is not, you have lost an hour.

Everything in this document is a design concept prepared for board review. Nothing shown is live, nothing is published, and every specification figure and project tonnage will be confirmed against Neumann Steel's issued documents before any page goes to launch.