

Master Builders NSW Magazine Article

New image for leading Australian foundations specialist

SFL Foundation Technology, engineered foundation and construction solutions specialists have launched a striking new logo and promotional campaign to promote their range of products and services.

Their exciting new corporate image is being rolled out across Australia and will soon appear on their New South Wales premises in Lindfield and Newcastle, as well as the company's fleet of vehicles and machinery.

According to SFL's General Manager Robert Bollman, the rebranding of the company heralds a new era in the foundation specialists' development.

"We are committed to providing the construction industry with outstanding products, solutions and expertise together with our commitment to partnership and integrity."

"When Steel Foundations Limited opened its door in July 1994 our primary focus was on the manufacturing and installation of screw piles for the residential and commercial building industries. The company has now evolved into SFL which offers many and varied foundation solutions – not just screw piling."

"To maintain our competitive edge in the market we have continued to expand our products and services to cater to differing site conditions and the construction industry's needs," Mr Bollman said.

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