

Steber International



Late last month, Brett and Brian made a special trip to have a good look at the Steber International production facility in Taree, Australia. As Tauranga Boat Sales is the New Zealand Distributor for Steber, the purpose of the visit was to experience firsthand the knowledge and commitment that gives Steber the excellent reputation that it has.

We were met by Alan Steber, the managing director, and immediately introduced to his staff. Steber was established in 1947 as a family business and still embraces the family concept. Alan's parents are still very active in helping around the business and several of Alan's brothers hold key positions in the business. Steber may be a family business, but it is a finely tuned structure focused on delivering top quality and value to its clients. This approach has served them well as evidenced by the multitude of both product and business awards earned by the company over many years.



The day before we arrived, Steber launched their latest boat which is a 38' Commercial Rescue boat. Designed and built for rescues in severe conditions, this boat is a no nonsense machine. Steber is famous for their attention to detail and hefty engineering. Every boat built is customized for the owner's usage. Complete build specifications down to each screw and fitting accompany the boats through their build process. Every detail is noted, along with any changes requested during the build. This file becomes part of a comprehensive owner's manual that is provided with each boat. Every system is tested as part of delivery and handover. Quality and value.

All Steber boats are designed to meet stringent survey requirements. With the proper equipment onboard, every vessel is commercial ready. An example of Steber's commitment to their product is that each boat is produced with a sample hull laminate that is removed and stored for future reference. 30 years down the track, the laminate can be inspected for build integrity if ever required. Each layer of cloth and resin, their sources, who did the work along with two signatures and other information is readily available. Every hull is ultrasound tested to confirm its quality.



By all appearances, Steber International is great place to work. New staff attend a formal induction programme and learn about the company goals and standards. Employee turnover at Steber is almost nonexistent. Commitment and morale is high. This approach by Steber means that while the global recession has hit many other boat builders, Steber has quietly grown from strength to strength and is now internationally recognized, particularly in the commercial marketplace. Steber has no ambition to become a “cookie cutter” boat builder. Their belief in customization and quality overrides this approach.



A short ride from the plant to the river and the newly launched 38' awaited our sea trial. Equipped with twin Yanmar 420's, the boat has a designed top end of 33 knots. Her long keel provides stability and traction, particularly when turning. The tight maneuvering room in the river provided a great opportunity to test the boats handling. At high speed, I was able to put the boat into a full helm over turn! An amazing result as the boat heeled only slightly while carving a perfect turn within roughly a 5 boat length radius. The boat was so balanced that you could let go of the helm and the boat would stay in its turn. I

was duly impressed. We met the rescue staff for whom this boat was built briefly and it was clearly hard for them to hide their excitement about their new boat. 3 more of these boats are now on order, with a further 8 under consideration.

As a distributor for Steber, Tauranga Boat Sales is committed to promoting the Steber range in New Zealand. The commercial fleet here is aging and the opportunity to provide modern, high quality and cost effective alternatives is exciting. The Steber recreational line offers built to survey design and endurance for the demanding owner that wants a go anywhere, anytime vessel that he can rely on. The Steber range is unique and unlike any other boats currently available in the marketplace.



In the coming months, we will be hosting information evenings with Alan Steber who will be here to speak directly with anyone interested in hearing about the features, benefits and quality of the Steber range. In addition, we will be organizing a “Steber Weekend in Australia” where we will have a few Steber boats available for inspection and sea trials on the water in either Sydney or Brisbane. Talk to one of the Tauranga Boat Sales staff today for more details. Don't miss out!

Full Steber International Information at
www.taurangaboatsales.co.nz