

Case Study: Overall Forge Holdings

Overall Forge a Heavyweight in Niche Market

Overall Forge Holdings manufactures heavy castings and specialises in wellhead installation castings for the petroleum industry. Starting out in Sydney, the company relocated to Albury in the early nineties. The Company was purchased by Nornda Pty Ltd in 1995 and expanded at that time as well as several times subsequently.

Overall Forge is the largest forging company in Australia. Its core business is the manufacture of forged components for mining, shipping, heavy engineering and the construction industry. It exports over 50 per cent of its output, principally to Singapore, New Zealand & Malaysia.



Forging is the process used in making cast iron units in a single piece; often in unusual shapes. This is done by heating the metal to a molten state and then pouring it in to moulds; some of these castings weigh many tonnes.

The owner of the company is Adelaide businessman Mr. Laurie Chadwick. Mr. Chadwick is an accountant by profession but has made a career of rebuilding obscure metal manufacturing businesses involved in niche industries. His other business is based in Adelaide and specialises in making engine parts for out-of-production motor cars. Mr Chadwick is well-recognised world wide in the vehicle restoration business and makes regular container shipments to the UK.

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The Department of State and Regional Development has recently approved assistance for another expansion that will create an additional 20 jobs over the existing 70. A further expansion of similar size is anticipated in another three to four years.

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