C-View Windows
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Australian Trade Remedies Commission
Investigations 1
GPO Box 1632
Melbourne VIC 3001

Re: Investigation No. 691 – Aluminium Windows and Doors from China

Dear Director,

Support for Statement of Essential Facts No. 691

I am writing on behalf of **C-View Windows Pty Ltd** an Australian manufacturer/fabricator of aluminium windows and doors operating in **Queensland**.
I support the findings of the Statement of Essential Facts and the need for effective anti-dumping measures that provide a fairer competitive environment for Australian aluminium window and door manufacturers.
Australian manufacturers are investing in local staff, facilities and production, but cannot realistically compete when imported products are being quoted tens of thousands of dollars cheaper on comparable projects. This is something we have experienced directly at C-View Windows.
C-View Windows is a family-owned aluminium window and door manufacturer based on the Gold Coast, Queensland. We employ approximately 23 people and manufacture aluminium windows and doors for residential and smaller commercial projects. Our work includes residential homes, shopfronts and apartment renovations.
We are an Australian manufacturer employing local people and operating a local manufacturing facility. Like other Australian businesses, we have ongoing costs associated with wages, materials, glass, equipment and running our factory.

Our experience with imported competition
We have experienced cheaper competing quotations, lost projects and lost customers to imported aluminium windows and doors.

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We have also had customers who previously used Chinese-made windows and doors subsequently stop requesting quotations from C-View Windows. While we cannot speak to the reasons behind their decisions, this reflects the challenges local manufacturers face in retaining customers who have previously sourced imported products. The ongoing price competition makes it increasingly difficult for us to maintain margins and pass on increases in our own operating costs.

Impact on our business and future investment
The impact is not limited to individual lost projects. It affects the confidence we have in making decisions about the future of our business.
Competition from significantly cheaper imported products has made it harder to justify employing additional staff, investing in machinery, expanding our facilities and investing in technology.

We would like to continue growing C-View Windows and creating more local manufacturing opportunities. However, it becomes increasingly difficult to commit to additional investment when we are competing against imported products at prices that Australian manufacturers struggle to match.
The SEF identifies similar issues across the Australian industry, including significant price undercutting, price suppression and reduced or deferred investment. The Commission's findings on undercutting in residential tenders are particularly relevant to our own experience.
We believe our experience demonstrates that these issues are not limited to the larger manufacturers. Smaller independent manufacturers like C-View Windows are also exposed to this competition.

Why Case 691 matters to us
A fairer competitive environment would give us greater confidence to invest in our business, employ additional people and purchase machinery to improve our local manufacturing capability.
We want to continue manufacturing in Australia and providing employment for local people. We believe Australian manufacturers should have a reasonable opportunity to compete on a level playing field rather than continually having to defend against substantially cheaper imported products.
We support AGWA's efforts in this case and believe effective and meaningful anti-dumping measures are important to the future of Australian aluminium window and door manufacturing.
We ask the Commissioner to give appropriate consideration to the experiences of independent Australian manufacturers and to ensure that any final measures provide an effective and durable response to the injury identified in the SEF.

Yours sincerely,
Scott Deacon
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