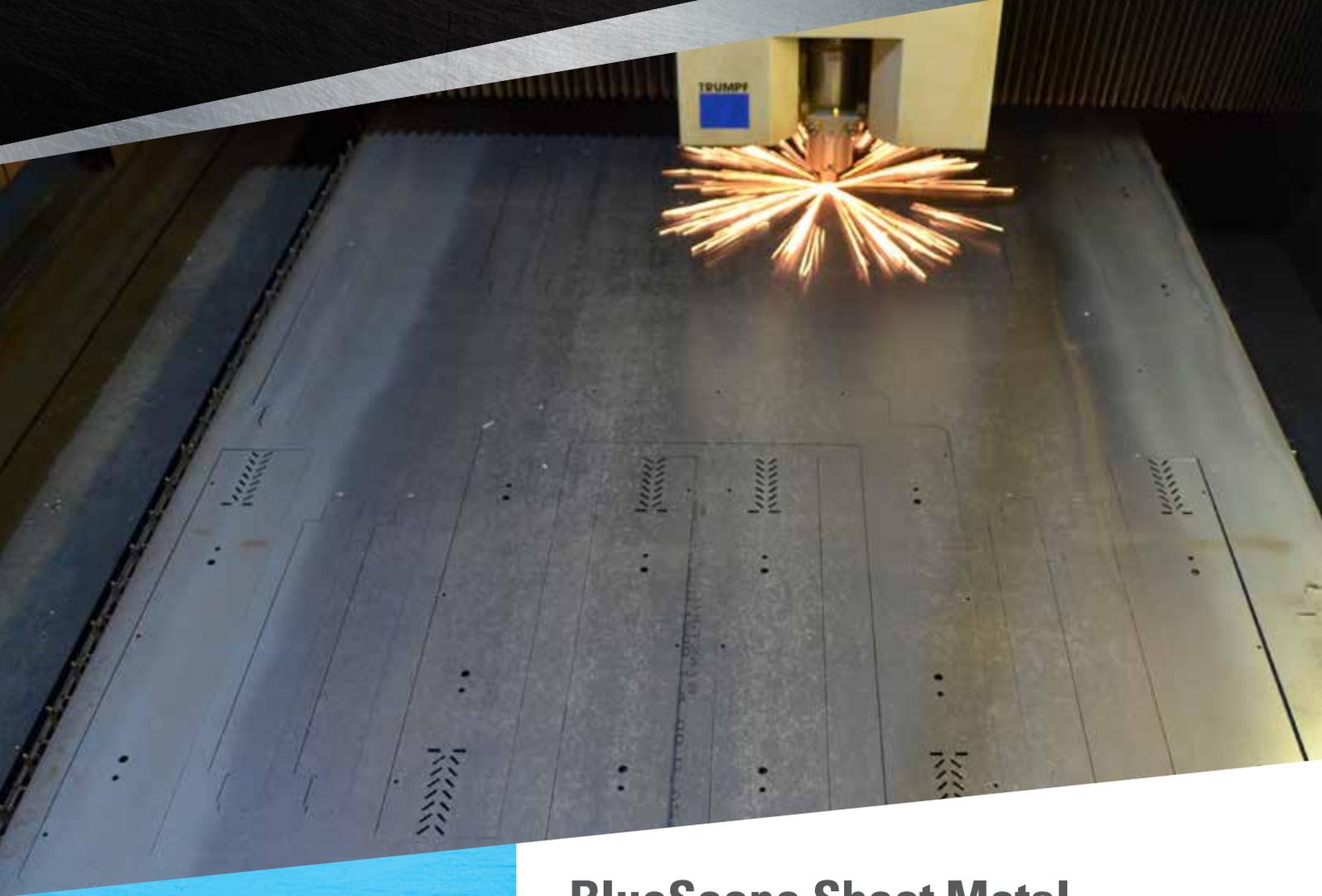


CASE STUDY

Laser Wizard



CATEGORY:
Manufacturing

LOCATION:
Sydney, New South Wales

PRODUCT:
TRU-SPEC™ steel

BlueScope Sheet Metal Supplies lets Laser Wizard work its metal working magic

Laser Wizard is a family-owned laser cutting jobbing factory based at St Marys, NSW. What began as a one-man show with founder Ron Thomson and his single laser cutting machine just over a decade and a half ago has now grown into a full-service cutting and fabrication company with 30 employees and three high quality laser cutting machines – all working from a 3500 square metre milling facility.

The firm's success has largely come from Ron's original motto 'precision cutting on time'. Having recently commenced utilising TRU-SPEC™ Coil Plate steel from BlueScope Sheet Metal Supplies in their laser cutting processes it's a service quality the company's been able to drive home even more to customers, according to Lawrence Thomson of Laser Wizard.

TruSpec™



Laser Wizard have also expressed interest in galvanised products from BlueScope which holds great potential. We value them as a company whose mandate is to produce quality parts with a premium steel product at the best possible price in the shortest amount of time, and look forward to assisting with galvanising growth in the future.



Although BlueScope Sheet Metal Supplies have only been dealing with Laser Wizard for a relatively short period of two years, the company has already made a huge impact on Laser Wizard's laser cutting operations and impressed from the start as a supplier they could rely on.

"The steel industry's a very competitive one – there are so many different companies out there spruiking different kinds of products each with their own 'apparent' set of qualities and benefits," Lawrence said.

"At Laser Wizard, we've always sought steel plate with consistent properties and available at a competitive price. We've always relied on our suppliers to offer next-day delivery so that our lead times are in line with our customers' requirements.

"I can honestly say BlueScope Sheet Metal Supplies became an important supplier to us when they began to supply TRU-SPEC™ Coil Plate steel. It's a premium quality Australian-made product available at a price on par with some suppliers who just offer standard steel plate.

"The TRU-SPEC™ Coil Plate steel product immediately stood out to us because of its unique qualities. When we laser cut our steel plates we create long narrow paths. With ordinary Coil Plate the internal stresses can tend to cause the steel parts to curl up during the cutting process, this is not the case with TRU-SPEC™ Coil Plate steel.

"What we've always strived to do – and what's won us many jobs – is relay to our customers that we can deliver value for money by maximising the number of parts we can cut from a single plate of steel. If we're able to nestle parts closer together and not have them curl up, it will enable us to keep our own costs down and in turn produce lower cost parts for our customers."

Lawrence said what has also set the product apart from the steel plate used in the past was the consistency of its quality and presentation when delivered.

"We've found TRU-SPEC™ Coil Plate steel to be very consistent in terms of strength which is very helpful with regards to bending and folding. There's very little – if any – deviation in the material's hardness which reduces the amount of adjustments and down-time on machinery due to variance in material and thickness," he said.

"The product we were laser cutting in the past was similar in appearance to TRU-SPEC™ Coil Plate steel, but after it was worked on there would be obvious signs of stress. Occasionally the product would also arrive with rust or scales which we would have then have to spend time pre-cleaning and preparing before cutting. TRU-SPEC™ Coil Plate steel, on the other hand, has been flawless."

TRU-SPEC™ Coil Plate steel's unique qualities have also enabled Laser Wizard to run a crucial part of their operations free of complications.

"We have a lights-out operation here for which we load anywhere between 20 to 40 sheets into our laser cutting machines. These machines are run overnight and unmanned. If any material were to make contact with a machine's cutting head it would cause a loss in production.

"Ever since we've used TRU-SPEC™ Coil Plate steel the operation has been a success due to the fact the product not only remains flat when loaded but also when cut."

Lawrence said that aspect has boosted Laser Wizard's confidence and been a boon for their continuously expanding operations: "We know we can meet our customer's demands because we're able to rely on our machines to run overnight without complications.

"BlueScope Sheet Metal Supplies have really proven themselves over the last 18 months. We would like to be able to rely on them for a wider range of products and look forward to further discussions with them about this heading into the future."

BlueScope Sheet Metal Supplies Market Development Manager Walter Suber said from the initial meeting with Ron, Lawrence and the third member of Laser Wizard's triumvirate, Ron's other son Muir, he knew establishing a supplier relationship would bolster the business and offer his clients peace of mind.

"Laser Wizard don't have to worry about keeping stock on the floor because we provide material JIT or next day delivery. The material we supply Laser Wizard has been produced to meet and exceed the market expectations of our clients, and it gives Laser Wizard the confidence that the TRU-SPEC™ Coil Plate steel product will perform consistently," Suber said.

To contact Laser Wizard visit www.laserwizard.com.au

Phone: 1800 010 247

www.sheetmetalsupplies.com.au

This case study has been prepared for information purposes only. BlueScope makes no representation or warranty as to the completeness or accuracy of the information contained in this document. You must make your own assessment of the information contained in this document and rely on it wholly at your own risk. Published by BlueScope Steel Limited. © are registered trade marks of BlueScope Steel Limited. ™ are trade marks of BlueScope Steel Limited. © 2015 BlueScope Steel Limited ABN 16 000 011 058.

