

CUSTOMER REVIEW

A Steeltech Kinetix Case Study



IMPATIENCE THAT DROVE INNOVATION

Leading to New Business Opportunities & Additional Revenue Streams

Meet Steeltech Kinetix

Chris Westney, MD at Steeltech Kinetix, a highly versatile precision sheet metal and fabrication company based in Todmorden, West Yorkshire. They are a well-established local business that takes great pride in their technical and engineering expertise to consistently supply top-quality bespoke metalwork.



The Target:

Due to the delays and costs associated with subcontractors, Chris required a new laser cutter that could handle bespoke customer requests in-house. The new machine also needed to cope with a higher volume of work while delivering a far greater level of cutting precision, producing a much cleaner, smoother finish than the old plasma cutter could ever achieve.



The Research:

Chris was originally looking for a smaller machine, but after our discussions, he decided to go with a larger model that could handle larger sheets and increase production capacity.



The Solution:

The HPC Midi PRO fibre laser is engineered to offer full-sheet manufacturing capability in a compact protective enclosure for maximum operator safety.



Product	Code	Power	Bed size
Midi PRO	LS3015	6kW	3000 x 1500mm

Incredible Benefits for the Business

Profit	Reduced subcontractor costs and new incremental revenue streams	Customer Service	Improved lead times
Flexibility	Offering customers short runs and one-offs	Quality	Cut their sheet metal at a higher quality with minimal burr
Speed	Process reduction, improving efficiencies across production	Innovation	Can now explore new ideas cost effectively
Cost	Lower gas and power usage, reducing running costs	Environment	Energy-efficient usage

The Impact:

“Since the new laser was installed, it’s actually exceeded expectations and has been a real game changer. With improved processes and cutting speed, jobs that once took a full day can now be done in around 10 minutes, and it eliminates mistakes from human error.

I’ve always been quite impatient, so the delays and back-and-forth of subcontracting used to drive me mad. Bringing everything in-house has not only saved costs, but massively improved our production capacity and customer service. It’s also allowed me to take on small jobs, bespoke requests, and experiment with ideas I couldn’t ever do before.

We’ve also picked up extra work since the installation that I wouldn’t have been able to take on previously, and it’s become a significant part of production, to the point I’ve had to bring in a dedicated laser operator to run the machine full time.

On top of that, the support has been outstanding. I’m in a WhatsApp group with HPC’s engineers, and whenever I have a question, someone gets back to me within minutes, honestly, it’s brilliant.

So I have to say, it’s worked out much better than expected and I wish I’d invested five years ago, it would have definitely paid for itself by now.”

- Chris Westney

