

CUSTOMER REVIEW

The Porky Penguin Case Study

Small Gift, Big Impact

How Porky Penguin's Pocket Hug Sparked a Pandemic Success Story

Meet Porky Penguin

It all began in 2012 when founder Rebecca Kellet began making personalised prints as a hobby for friends and family, which quickly led to some sales on facebook. By 2016, Rebecca decided to leave her job as a Business Manager to put all her energy into Porky Penguin. Over the coming years, Bex built a thriving and highly successful business. As the company grew, so did the team and the range of personalised gifts, each one thoughtfully designed, created, and handcrafted in-house with care by the team.



Target:

During the COVID-19 pandemic, demand for one of Becky's innovative creations, The Pocket Hug, rose dramatically. This thoughtful keepsake offered comfort and connection to people experiencing isolation and separation from loved ones. To meet the unprecedented demand, the team needed to rapidly scale production while maintaining the high quality their customers expected and effectively managing the increased workload.



Research:

Bex needed a laser cutter and engraver capable of working across a wide range of materials while consistently delivering the exceptional quality she expected. It also had to be incredibly reliable, able to keep up with the demands of long working hours and support Bex and her team without slowing production down.



Solution:

The PRO Laser Cutter (LS6840), and as orders continued to soar, they expanded from one machine to four, enabling them to keep pace with demand.



Product	Code	Power	Bed size
LS6840 PRO Laser	LS6840	50W	680 x 400mm

Incredible Benefits for the Business

High Quality

Customer satisfaction & great reviews

Capability

To cut and engrave a variety of materials

Economical

Low running cost

Reliability

Minimising any issues slowing down production

Minimal Waste

Maximising units from materials

Speed

Quick turnaround time from order to despatch

Maximum Safety

Keeping all operators safe

Compact

Freeing up space for packing and order fulfilment

The Impact:

Their Laser Cutter & Engraving machines (LS6840) enabled Porky Penguin to stay ahead of the boom in demand, ensuring smooth production flow and dependable output. It has also allowed them to deliver high-quality finished products with consistency, the exact type of dependability a growing company needs.

“Our HPC Laser machines have been real workhorses for us, they’ve been consistently reliable and dependable over the years. It’s consistently reliable, easy to depend on, and gives us real confidence when every new order comes in. Honestly, we couldn’t have achieved what we have without it. It’s become a trusted part of our everyday work, and we wouldn’t be without it.” - Rebecca Kellet, founder of Porky Penguin

Latest Update:

In more recent news... Bex visited us for a demonstration of our new High Speed PRO Laser (LS6840HS), designed to deliver ultra-fast engraving and increased production efficiency. Following the demonstration, she promptly placed an order, and the machine has now been installed and is fully operational, further supporting the Porky Penguin team in improving production speed and enhancing their customer service.

