



Rapid Response

AN INDUSTRY LEADER IN LASER CUTTING TECHNOLOGY, NEW TOUCH LASER'S FAST TURNAROUND FOR CUSTOMERS IS MADE POSSIBLE BY THEIR STRONG SUPPORT NETWORK OF SUPPLIERS.

much planning and forecasting, they borrowed \$1 million to start New Touch Laser.

After experiencing a period of rapid growth, New Touch Laser purchased its 3D laser cutting unit in 2006. The unit is far superior to standard 2D units, as it moves on six axes as opposed to three; it can cut along both horizontal and vertical planes and different layers. The manufacturing capabilities of the unit complement New Touch Laser's other services, including 2D laser cutting, rotary laser cutting, laser marking, rotary laser marking and engraving. The business has expanded to such an extent that it is now operated in three different locations.

New Touch Laser attributes its success to a focus on strong customer service and prioritising fast delivery times. With extremely short lead times and turnaround schedules, creating a well-synchronised, efficient supply chain is vital.

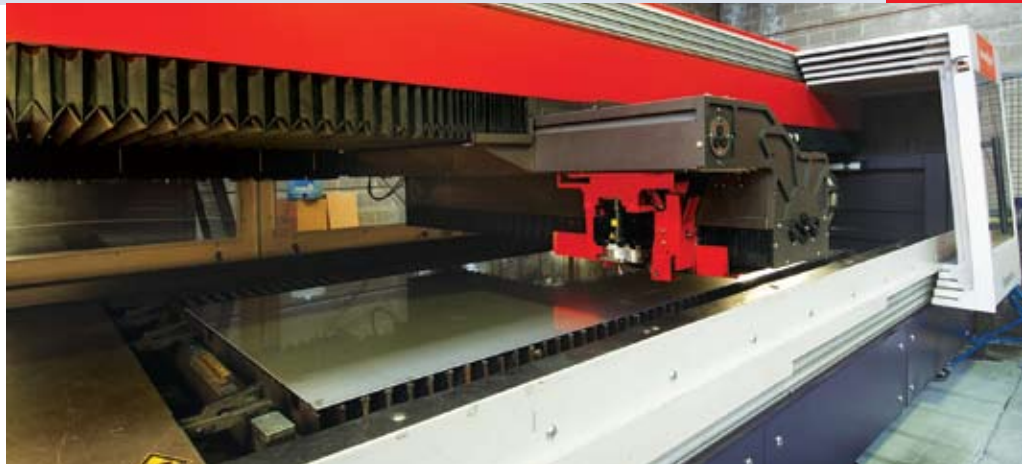
"We are in a very dynamic business where our clients need us to be capable of delivering quality, on-time components at competitive prices," explains Brad Drury, Managing Director of New Touch Laser. "For us to achieve this, we also need the same ►



service from all our suppliers. If steel or gas does not arrive on time or there is a power outage, we lose the ability to service our customers. We decided to spread the business over three locations so as to minimise this risk as much as possible.”

With such a high manufacturing turnaround, having continual support from suppliers is an element that New Touch Laser truly appreciates. “Momentum Energy has been fantastic in terms of supporting us and our business,” says Brad. “When you consume as much power as we do over our three locations, an uninterrupted power supply and good pricing is very important. Coupled with the great advice they always give us, Momentum Energy has far exceeded our expectations in these areas.”

Brad also commends other suppliers on their continual support. “A large portion of our work is received due to our ability to turn jobs around on the same day or overnight,” he reported. “While we hold a large amount of stock to reduce our demands on our steel suppliers, we could



not process the amount of these orders without great support and prompt delivery from our suppliers, such as Apex Steel. Peter Lyon from Lyon’s Financial Services has also been a key strategic partner since the company was first formed. He works with me on a weekly basis analysing our budgets, balance sheets and cash flow. Peter also negotiates all financial deals, including importation and currency exchange relating to new machinery. His expertise has been invaluable and allows me to focus on running a business.”


New Touch Laser takes great care to source suppliers that have the capacity to support the high demands of such a high-turnaround business. “Our suppliers need to be reliable, trustworthy and willing to go that extra mile in order for us to deliver the same qualities to our customers,” says Brad. “We are pleased to report that all of our key suppliers have these qualities. Just like a chain, you are only as good as your weakest link, so there is no room for a mediocre supply chain in our business.”

Establishing a strong, supportive network of suppliers is essential in maintaining a productive supply chain, and New Touch Laser continually promotes strong relationships with its suppliers. “We are dedicated to continually growing and developing our strategic partnerships and understand the importance of establishing

win-win outcomes,” claims Brad. “We try to encourage open collaboration, engaging our suppliers in contract negotiations and problem solving.”

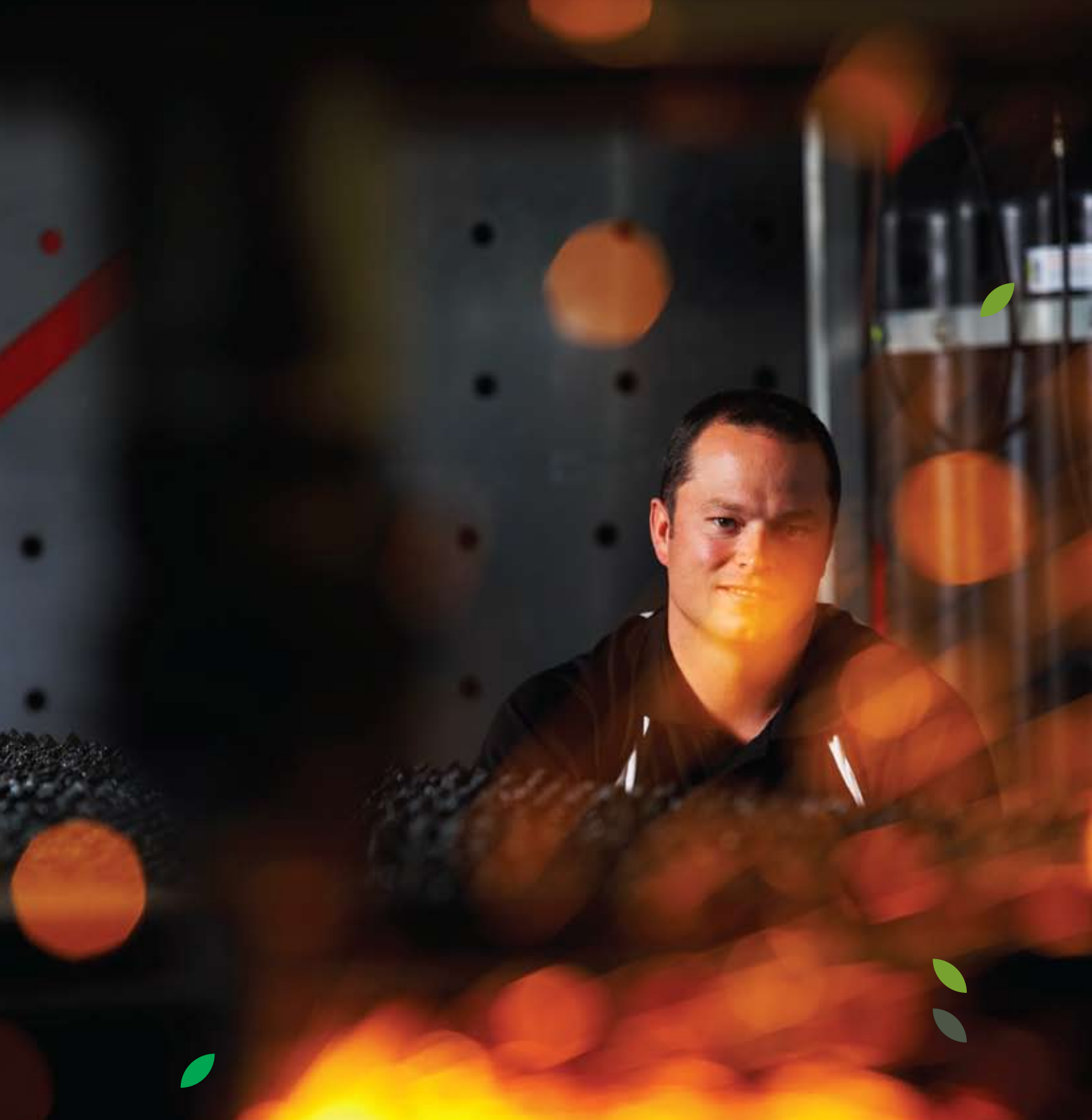
If problems ever arise, New Touch Laser and its suppliers are ready to work through them together. “We regularly monitor errors, reworks and delivery performance,” notes Brad. “Should any problems ever be caused by our supply chain, then we address this issue directly with our suppliers and work together towards a positive outcome to ensure the problem is rectified.”

By maintaining strong communication levels with suppliers, New Touch Laser can today boast excellent supplier relationships. “Our current relationships with our suppliers are honest, candid and rewarding,” states Brad. “Our suppliers are just as important to us as our customers, staff and machinery. We all work together and we all succeed together.”

As New Touch Laser continues to deliver good-quality, on-time products to its range of satisfied clients, the company maintains its appreciation of the support given by its suppliers. The partnerships have grown to become mutually beneficial, and the strong support network has contributed to New Touch Laser’s ongoing success. 

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– BRAD DRURY



*Brad Drury / New Touch Laser
Managing Director and Valued Customer*

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