

Lynx taking off – Part 2

AMTIL at the end of last year had its Lynx project funded by the Commonwealth Government's Department of Industry, Innovation, Science and Resources (DIISR) through its Industry Co-Operative Innovation Program (ICIP). The first four companies participating in the Factory Blitz initiative report on what they expect from the 12 month improvement process.

BY BARBARA SCHULZ

In the last edition of AMT we reported on two of the companies participating in the Factory Blitz initiative – Eastall Precision Engineering and Precise Advanced Manufacturing Group. Here are two more snapshots of participating companies.

New Touch Laser

Just-in-time service and competitive short-run production are the mainstays of New Touch Laser, a custom laser cutting powerhouse with corporate headquarters in Bayswater, Victoria, offering 2D and 3D laser cutting, rotary laser cutting and laser marking services for all industries. Being successful in a highly-competitive industry requires innovative minds and cutting-edge technology – New Touch possesses both and is constantly expanding its business.

Last year, New Touch's founders Brad Drury and James Cao decided to open a second manufacturing site in Clayton, Victoria. "In order to remain competitive we had to expand our capacities," Mr Drury explains. "Over the years we have established long-term rewarding relationships with our customers and should there ever be a situation where their needs are urgent, we want them to know that we are only a phone call away and deliver quality work in the shortest time possible."

Hence, New Touch decided to use the latest technology for their advantage and bought two American-made German machines for Clayton – two Trumpf Trumatic L 2510. "Space-saving integrated automation combined with a diffusion-cooled laser makes the 2D laser cutters an ideal production cell for thin-sheet processing," says Mr Drury. "The two machines were the first of their kind in Australia back in 2006 and so far we are very happy with our investment."

New Touch constantly expanded its machining capabilities but is also investing into its staff. "We also invest a lot in training, procedures and quality control," Ian Syme, New Touch's General Manager says. "Our staff is highly qualified and motivated because they know there is a future for them in our company. We have a very good team and a high retention rate. Moreover, our quality system involves a minimum of six checks per order to ensure our customers get the quality they are looking for."



Brad Drury, Managing Director Sales (left), and General Manager Ian Syme are primed for further growth and use the Factory Blitz to be an even more efficient, profitable company, capable of putting all its efforts into servicing its customer base. Photo: Schulz

Earlier this year, Mr Drury read about the AMTIL Lynx project and felt New Touch Laser could get involved. "I was particularly interested in the Factory Blitz so I asked for further information on the program," Mr Drury explains his involvement. "After meeting with key people involved in the program and several presentations I was convinced that this was a fantastic opportunity and felt we could only benefit from being involved."

The feedback New Touch received from the initial snapshot was agreeable with Mr Drury's opinion of the business. "That is our team has done a fantastic job in getting us to where we are today, a profitable growing company in a very competitive market," he explains. "I believe that our rate of growth over the last few years is testament to the fact that the market in general supports this view. The key points we will be focusing on over the coming months will be machine utilisation, streamlining our processes and the implementation of some strategic planning."

"By the end of the Blitz I would expect that we will be a much more efficient, profitable company capable of putting all our efforts into better servicing our customer base."