

# case study

## New Touch Laser Cutting – Spreading their wings

Following unprecedented growth, industry powerhouse New Touch Laser Cutting, embarks on a new era in Laser cutting services. With the opening of its second state-of-the-art production facility in Clayton South, Victoria. New Touch knew being the best, meant having the best. That's why they went to Headland Machinery, suppliers of premium capital equipment for over 50 years.

September 12, 2006



New Touch Managing Directors' Brad Drury and James Cao visiting TRUMPF USA's manufacturing facility in Connecticut.



TRUMPF Trumatic L2510 Laser

From small beginnings, New Touch Laser Cutting commenced operations in July 2001, with only one machine and two staff in its current Bayswater premises. Their focus was simple and direct: deliver Quality and Service, on time, every time, without compromise. It didn't take long before they were operating 24 hours a day, requiring additional machinery and staff.

Over the past 5 years the boom has continued. The acquisition of the adjoining factory in April 2004 was a pivotal move, allowing for additional machinery and storage to increase productivity and market diversification.

After moving into the 3D, Rotary Cutting & Laser Marking markets, New Touch Laser Cutting realized the potential to service a larger portion of the market. Determined to build a world-class operation, New Touch approached Headland Machinery, the market leader in the supply of premium capital equipment. The criteria was outlined, and Headland had the answers. A TRUMPF Trumatic L 2510 fully automated Laser Cutting system capable of running lights out.

TRUMPF are renowned globally as innovators in laser cutting technology, the Trumatic L 2510 is testament to this reputation. Combining an integral load and unload device with a high-speed laser cutting machine, results in a compact and flexible manufacturing centre. This unique machine was engineered as an automated machine from the very start, and represents the perfect synchronization of laser, cutting machine and automated material handling.



TRUMPF Trumatic L2510 Laser

New Touch Laser, diligent in their research, visited the TRUMPF manufacturing plant in Connecticut, U.S.A. Extremely satisfied with what they saw, the purchase of two of these first-rate machines followed - the first of their kind in Australia.

Apart from the machinery, New Touch Laser were also impressed with Headland's vast market and technical knowledge, and unparalleled service capabilities. Headland focused on developing a long term solution and relationship, rather than just selling a machine. They were on hand all the time to field enquiries and diffuse a wealth of knowledge, that can only be gained from so many years of experience. Headland's service team is arguably Australia's foremost, with over 16 factory trained and qualified service engineers strategically located throughout Australia. Their reputation was confirmed in all the reference checks New Touch undertook. The decision to partner with Headland was one made with confidence and a strong view towards future collaborations.

In stark contrast to its humble beginnings New Touch Laser Cutting currently employ 35 staff over 2 locations, Bayswater and Clayton South. Operating 6 Lasers 24 hours a day, with a 7<sup>th</sup> on its way, this is one company that can truly claim to be "A One Stop Laser Shop". Specializing in 2D & 3D Laser Cutting, Rotary Laser Cutting and Laser Marking, with sheet sizes up to 4000mm in length and the ability to cut up to 25mm in Mild Steel, 20mm in Stainless and 12mm in Aluminium.