

# Local and International Success for Laser Cutter

In early 2001, Brad Drury and James Cao borrowed \$1 million and started New Touch Laser Cutting in Bayswater. Today, the company employs 35 staff across two sites and its work can be found around the world.

Precision laser cutting of metal requires expensive laser cutting equipment that become obsolete very quickly.

"You need to continue investing in the latest equipment and technology," said Brad, "because the competitive nature of the business, both in Australia and globally, makes it imperative to keep one step ahead of the competition."

To this end, New Touch in 2006 purchased a 3D laser cutting unit, which moves on six axes, rather than the standard three axes with 2D cutting. This means it can cut along a horizontal plane as well as a vertical plane and can cut different depths and layers.

The company's one 3D machine complements five 2D machines and a laser marking machine. In addition to laser cutting, it offers rotary laser cutting, laser marking and rotary laser marking.

Up to 40 per cent of New Touch's work is installed overseas, including the Middle East, Europe, America and Fiji. Clients are located throughout Australia, including many that are local Knox businesses.



All EastLink's 88 bridges are clad with this unique design of stainless steel, which was manufactured by New Touch Laser Cutting in Bayswater.



Brad Drury and James Cao are confident about the future.

## EastLink Contract

A recent project that the company was involved in close to home was a contract to clad the 88 bridges that are part of EastLink. This involved New Touch manufacturing the exterior stainless steel cladding with 20 cm diameter holes for the bridges' circular columns.

"We used three different machines for the job, which involved processing a total of 30 tonnes of steel. The sheets were completely laser-cut, including the large perforations, relief notches for pressing and the various sized rivet holes. Like all our work, the job had to pass our quality system, which involves a minimum of six checks before it is delivered," said Brad.

"New Touch continues to grow and consolidate its business. However we can't rely on employing experienced skilled people because there just aren't many around, so we conduct our own training and try to promote from within.

"We have a "pay for school" policy, supply

uniforms and offer very good work conditions to keep our staff," said Brad. "We have a great team and a high retention rate, so we must be doing something right."

The company has been an active member of industry association, AMTIL (Australian Manufacturing Technology Institute Ltd) for a number of years and participated in its Austech Exhibition last year. It has also taken advantage of Council seminars, workshops and networking events and is a successful recipient of a Victorian Government "Grow Your Business" grant through the Victorian Business Centre in Vermont.

"To be awarded a grant you have to meet certain criteria and do what's required to meet the criteria, which involves a bit of work, but we think it is worth it.

"We are very confident about the future. We will aim to continue to expand and improve our customer service, quality and delivery so we can carry on running a successful business aiming to exceed customer expectations," added Brad.

[www.newtouchlaser.com.au](http://www.newtouchlaser.com.au)

## HOW IS YOUR BUSINESS TRACKING?

- Are you increasing your revenue earnings only to find that your profitability is low?
- Are you finding it difficult to motivate staff or to retain them in this time of low unemployment?
  - Are you struggling to take your company to the next level of growth?
  - Would you like to find workable solutions to these issues?

If you answered yes to any of the questions then you need to say YES to a confidential and obligation free consultation with Equip for Success - Business Consultancy.

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