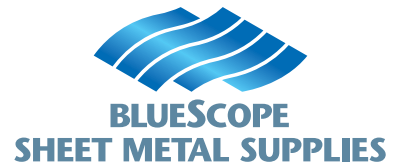


CASE STUDY

AC LASER



CATEGORY:
Manufacturing

LOCATION:
Melbourne, VIC

PRODUCT:
TRUSPEC® steel

Maintaining a Laser Like Focus

Precision laser cutter, AC Laser is proof that progress doesn't have to mean abandoning your roots. While the BlueScope Sheet Metal Supplies client has changed significantly in recent years, it has maintained its focus on family and strong business relationships.

Based in the northern Melbourne suburb of Thomastown, AC Laser's owners Nick and Tony Nicolaci purchased the business about 15 years ago. "Since then we've stayed local. We've moved twice and both times only about 500m from where we started," explained AC Laser Director, Daniel Medland.

"But apart from that, a lot of hard work has meant we've undergone some big changes. Over the past 15 years we've quadrupled in size and capacity. Basri Kraja became an owner close to five years ago and then, just over a year ago, I myself became an owner. We now run 24 hours a day, five days a week and we've got around 27 full-time staff."

Throughout its history, AC Laser's varied client base has grown steadily. Today, the company has clients from a broad range of sectors including the construction, machinery, metal fabrication, tooling, architectural sectors and more.

TruSpec®

“ We’ve been dealing with BlueScope Sheet Metal Supplies in Sunshine for a long time and they’ve never let us down ”

- Daniel Medland, AC Laser Director

In order to provide the best service possible, the company has always run the latest laser cutting technology from industry leader, Bystronic.

“We currently have two CO2 laser cutters and have just commissioned our second fiber optic laser. This new 10kW fiber optic laser cutter is as big as you’ll find in Australia in terms of speed and power. On top of that we’ve purchased a 250-tonne press brake to expand our capabilities,” said Daniel.

In other words, AC Laser is all about progress and being on the top the game (at the ‘cutting edge’, if you like). However, unlike some other businesses, it has continued to expand and develop while staying true to its roots as a family business that values close business relationships.

“We’re a tight-knit bunch. It’s all family-owned and we’ve got lots of fathers, mothers, sons and daughters on board. In total, 11 or 12 of our employees are related in some way. I think that helps keep the businesses moving forward,” said Daniel.

PARTNERSHIP WITH BLUESCOPE SHEET METAL SUPPLIES

Daniel also emphasized the importance of good business relationships, like the one it has established with BlueScope Sheet Metal Supplies.

“We’ve been dealing with guys like Peter Schepis from BlueScope Sheet Metal Supplies in Sunshine for a long time and they’ve never let us down,” he said.



“We’ve stocked mild steel for four or five years, but for the last three years we’ve stocked only BlueScope Coil Plate steel in certain ranges because of the quality they provide and the edge cuts. We pride ourselves on our quality and service, so its matched well with what they offer.”

According to Daniel, there are clear differences between TRU-SPEC® Coil Plate steel and some imported products.

“With TRU-SPEC® Coil Plate steel, you don’t only get a superior cut but you find that your machines run into a lot fewer problems. We get less rejects, less mistake errors and therefore less need to recut parts,” he said. “On top of that, the sheets come a lot flatter as standard so it’s easier to ensure that customer parts remain flat.”


But, according to Daniel, there is more to the relationship than just the quality of TRU-SPEC® Coil Plate steel.

“We have some big orders and even the occasional panic order. When something like that happens, we’ve always found that Peter and his team are there to help.

Asked about future plans, Daniel said the company has no plans to stand still. So it would be fair to say that if we were to re-visit AC Laser in five or 10 years, the company would look a lot different than it does today.

And yet, Daniel assures us, the company would still include several employees with the same surname and would, more than likely, still be working with strong partners like BlueScope Sheet Metal Supplies.

For more information visit www.aclaser.com.au



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SHEET METAL SUPPLIES**

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