



Success stories

**NEW TOUCH
INDUSTRIES PTY. LTD.**

How do you stand out in a crowded market?

The challenge

Brad Drury (MD) founded this business in 2001 with the knowledge that he would be competing with small, low cost and many well know established brands in a geographical region that has one of highest densities of Laser cutting businesses in the world.

Standing out in a crowd

In order to establish the business and evolve to become one of the best businesses in this sector, Brad became part of the Entrepreneurs' Programme and under the guidance of Growth Facilitator, Bruno Bello, Brad soon recognised that he needed to develop and implement a long-term aggressive strategy that would require evolving the

offering and ongoing major investments in facilities, staff and processes. While Brad could have chosen to build his business based on purchasing low quality or used equipment, over the past 20 years Brad has chosen the costly path of investing in some of the best German and Swiss equipment that is highly efficient, with some able to run lights out.

Optimising laser cutting

With a core offering of laser cutting, Brad recognised that simply providing a service to cut relatively thin sheets of steel would limit the potential of the business. In view of this, further investments were made in automation, capacity, and capabilities in order to pivot the business to become a leading metal fabrication business.

Beyond laser cutting

While the business began with a Laser cutting offering, some years ago Brad and his business partner recognised that most customers processed these parts by bending, welding, and coating them. In

line with providing customers with a one stop, high value and lower total cost offering, the business established a fabrication business that continues to grow and evolve in step with customer's needs. Today total business activities engage over 60 full time staff.

“While working in the business, EP provided an opportunity to consider, and implement initiatives that assist to accelerate our evolution”

When can you slow down?

Slowing down simply means that others will pass you and the value of millions of dollars of strategic investment start to erode. In view of this the business continues to invest in staff and systems that diminish the reliance on the business partners and in so doing provides greater opportunities for staff to grow the business that they are a part of.

