



GENENG
TOOLMAKING AND
METAL STAMPING

CASE STUDY



GENENG CUT DOWN LABOUR TIME AT CREATE-A-SIGN BY OVER HALF!

REQUIREMENTS

Owned by Shane Foley, Create-A-Sign is a full service sign centre. Shane and his team offer innovation in the world of signs. Using the latest technology and the highest quality products Create-A-Sign specialise in custom signage and are the first choice in signage for many businesses. Shane has a reputation in the signage industry for going above and beyond the simple manufacture of a sign, he carefully considers company branding, company image and the concept behind what the signage represents. A level of service you are unlikely to find elsewhere in his industry.

Create-A Sign were looking for a quality tool maker that could assist them with a piece of machinery required for rounding corners that would cut a 25mm radius corner and be able to punch a 3.5mm hole in the centre if required. They also needed a hole punch machine made that could punch a variety of different sized round and square holes, as well as be able to adjust where the hole would go in the material. A machine to do such specific tasks is not available readymade. Geneng were recommended to Shane at Create-A-Sign by a friend who had used them before.

Shane did all of his initial dealings with John at Geneng, which were telephone conversations to ascertain exactly what was required. Once John had the information regarding what was needed, for example, thickness and types of metal being used, he gave Shane a couple of different options as to the way the machine could be made.

The next stage was for Shane to take a trip down to the Geneng workshop and go through the drawings John had drafted out for the project. Shane's experience with John and the Geneng team during this initial stage of the project was very reassuring for Create-A-Sign, knowing they had chosen the right people for their job. Shane said, "John's knowledge and professionalism was outstanding, he had the answers or could work out the answers to all of my concerns".

CHALLENGE

There was one challenge that came from Shane during the project process. Shane changed his mind on the required thickness he would need the machine to cut. As he considered his processes he decided he would like the machine to be able to cut thicker material. This was overcome by John seeking a larger squatter cylinder that would fit into the press he already had.

RESULTS

These machines designed and manufactured by Geneng have cut down labour time at Create-A-Sign by over half. Previously all cutting and drilling was done by hand. Now these tasks are completed as part of a machining process, leaving staff available to work on other tasks. Time management of jobs is now much more efficient, and in turn creating an even faster turnaround time for Create-A-Sign customers.

SHANE FOLEY AT CREATE-A-SIGN WAS VERY POSITIVE WHEN ASKED ABOUT HIS OVERALL EXPERIENCE WITH GENENG,

"Geneng have been a pleasure to work with. Whenever we need the dies sharpened or another size made they just do it and send it to us. As we are so far away we give them notice that we are sending parts and when they arrive they do them straight away, so the turnaround is very quick".

Not only do Geneng provide a superior service during the initial job process, after sales support and service is an integral part of what Geneng delivers. Geneng ensures customers remain happy with the machines and tools they are using and the results they deliver for their business.

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