

# PROFILE



NEWSLETTER ISSUE 4

## NEW SALES BRANCH OPENED, FIND OUT MORE...

## DYNAMIC DUO CUTS OUT COMPETITION

SSC is flying ahead of its competitors after the installation of two new Bystronic Byspeed 3015 machines. The purchase of the machines takes SSC's investment in new technology from Bystronic to well over £2M, and reflects the company's determination to work with the most sophisticated technology on the market.

Each machine has a constant laser power of up to 4.4kW, with an acceleration of up to 3G, combining power and speed with precision, delivering top class laser-engineered profiles.

Managing Director, Austin Jarrett says, 'The new Byspeed machines are an excellent addition to our range of technologically advanced pieces of equipment. We are now capable of operating on a wide range of materials, from mild and stainless steel to aluminium, and can handle any given project on flatbed or tube'

### SO, WHAT WILL THE NEW LASERS OFFER CUSTOMERS?

Since being in operation, the Byspeed has slashed cutting time for thin gauge sheet material and has significantly improved turnaround time. The introduction of the machines has also meant more flexibility in production; the Byspeed is suited to a wide range of applications; meaning SSC can effectively meet a customer's individual needs.

### FOCUSING ON OUR CUSTOMERS' NEEDS

The manufacturing capability at SSC covers the widest possible range of industry types from automotive and aerospace to engineering and yellow goods - SSC can really offer on-demand turnaround for the simplest to the most complex projects. Coupled with the range of laser cutting machinery at SSC's disposal, the team have also invested in the best feeding equipment in order to maintain flow through the plant, thereby cutting down handling times and increasing efficiency at all levels.



Left to Right: Dave Larcombe, Head of Bystronic UK Operations, Austin Jarrett, Managing Director Steel Service Centre and Lawrence Cairns, Bystronic Pullmax.

### TECHNOLOGY PROVIDES IMPROVED CUSTOMER SERVICE

To support its investment in laser cutting equipment SSC has commissioned the latest customer driven software to optimise the BySpeeds' performance.

"It is vital to our operation that we invest in high-performance software specifically designed for the cutting and bending processes. This has the benefit of controlling cost, improving productivity and ultimately speeding up our service to customers" states Andy Hume, Sales Manager.

## SHARP NEW PROFILE FOR SSC

Steel Service Centre is constantly evolving to become even slicker, sharper, more streamlined and efficient, and we are proud to unveil a brand new identity which better reflects our approach to business.

The company will now be universally referred to as SSC, rather than Steel Service Centre, which has in the past been confused with steel stockholders. Extensive research has shown that SSC is a stronger brand, and is therefore more fitting for our business.



The new branding, which will be phased in over the next few months, also includes a stylish new logo that visually confirms SSC's place at the cutting edge of precision laser cutting. Andy Hume, Sales and Marketing Manager explains "We are very excited about the launch of our new brand and feel that it perfectly reflects and adds strength to our position as the UK's leading laser cutting company"

Look out for the roll out of the new brand, which you'll start noticing very soon!

# FOREWORD

The last few months have been an exciting time for SSC. Since the last edition of Profile, not only have we once again invested in groundbreaking laser technology, we've also opened our very first sales division in the North East. The launch of the new branch is big news for SSC and represents a huge step in the continuing development of the company. So far, we've received an encouraging reception from our North East clientele, and are eagerly anticipating further expansion in future months.

Of course, such development can only be down to the support and assistance of our customers. So thank you, for your valued business, thank you for your commitment to working with us and thank you for helping us to help you.

We remain as committed to providing first class quality of service, value for money and superb levels of customer care now as we did over 6 years ago when we started out. These values, coupled with our drive to invest in the latest laser cutting technology, ensure SSC leads the way in the industry.

Here at SSC, we have a team of highly skilled individuals devoted to providing the best possible service for the customer. We work hard to ensure that competitive pricing and timely delivery are the mainstay of our success and we believe in a personal approach to business, which is why we're always happy to meet our customers! Call me today to arrange your own personalised tour of Hangar 5 and see for yourself exactly how we produce your precision-engineered parts.

I look forward to meeting you!

*Andy Evns.*

Andy Evans | Sales Director | SSC



## QUALITY SHINES THROUGH

Improving performance and enabling the development of SSC as a business founded on the principals of quality, accountability and customer service is central to the business vision. SSC are therefore proud to have achieved BS EN ISO 9001: 2000 across all operations.

"We cannot tell you how proud we are of the team in achieving this award" comments Andy Evans, Sales Director "it is vital that we operate at the highest quality level for our customers."

"We know we have improvements to make in areas, but we are also going further for customers than many of our competitors."

"Our customer survey in the last issue of Profile demonstrated that we are getting it right in all areas of the operation, from manufacturing to the way we answer the phones."

"We will however not be resting on our laurels and will continue to drive forward with our quality programme for the benefit of all of our customers."



**Visit our new-look website and get up to the minute information on our services, promotions and top tips.**

Go online to get details of our latest offers, learn how to achieve more from our production facilities and get information on new methods in laser profiling.

Our online home also features an up-to-date plant list - Ideal if you need to inform other people in your organisation about our services, or if you want to know whether we have the necessary equipment to suit your production requirements.

Find out more about new team members and new contracts and keep up-to-speed on SSC's latest news.

Click online to find out who is best to talk to. From customer care, design and production through to sales. We've got it covered!

[www.steelservicecentre.co.uk](http://www.steelservicecentre.co.uk)

## WHO WE ARE:

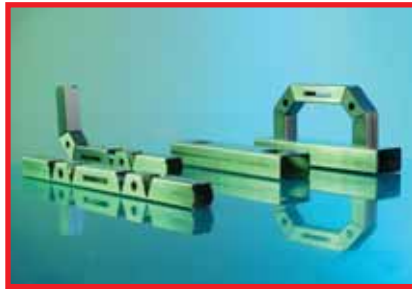
SSC is a unique one-stop workshop for the manufacturing and production industries, providing a vital and extensive range of high quality engineering services.



### FLATBED

#### - Advanced flatbed laser cutting

- Ability to handle plates up to 3000mm long, 1500mm wide and 20mm thick
- Ideal for wide range of materials including mild steel, stainless steel and aluminium
- Can cut 10 holes per second on 2mm mild steel



### TUBE / BOX SECTION

#### - Tube laser profiling

- The largest and only tube laser of its type in the UK
- Can cut up to 323mm diameter tube or box sections up to 220mm square
- Can manufacture parts up to 6m in length



### PRESS-BRAKING

- 100 tonne and 80 tonne CNC press brake
- Complete in-house secondary operations facility
- Cuts out number of suppliers in the chain
- Reduces number of operations in the manufacturing process
- Accelerates the process to finished delivery

**WHAT WE  
CAN DO  
FOR YOU...**



### LASER SCANNING

- Measures dimensions of 2D components
- Scans part to deliver precise electronic drawings ready for manufacture
- Can also be used for 2D component quality inspection



### DESIGN

- Complete in-house CAD / CAM draughting service for initial design and alterations to design of components



### DELIVERING RESULTS

#### - Free Delivery

- Central headquarters and manufacturing centre in Staffordshire - close to M6
- Ideally located for delivery across UK
- You are welcome to visit us to discuss your requirements in detail

# MEET THE NEW FACES AT SSC



## David Licorish

**Position** Sales CAD / CAM Estimator  
**Hobbies** Model engineering, surfing, body boarding, reading  
**Hero** Richard Branson  
**Favourite drink** Cockspur old gold 10 year matured rum  
**Ideal night out** Dinner at the Cliff restaurant, Barbados, followed by a party at harbour lights night club



## James Bennett

**Position** CAD / CAM Estimator  
**Skills** Computer building, cooking, eating  
**Hobbies** Guitar, music, gigging, cycling  
**Soundtrack** Let there be rock – AC/DC, Giving the dog a bone – AC/DC  
**Ideal night out** AC/DC concert



## Kristina Kitchen

**Position** Sales and Marketing Administrator  
**Skills** Swiss ball, dance-off  
**Soundtrack** 10cc – Dreadlock Holiday (I don't like cricket), all Stone Roses  
**Hero** Noel Fielding  
**Ideal night out** Saturday night at Wire, Leeds



## Adrian Bent

**Position** CAD/CAM estimator  
**Hobbies** Archery, cookery  
**Soundtrack** Faithless by Faithless  
**Ideal night out** Drinking, dancing and a curry  
**Favourite drink** Ouzo  
**Hero** Steven Seagal



**ASK FOR OUR CORPORATE DVD TO GIVE YOU A VITAL INSIGHT INTO SSC...**

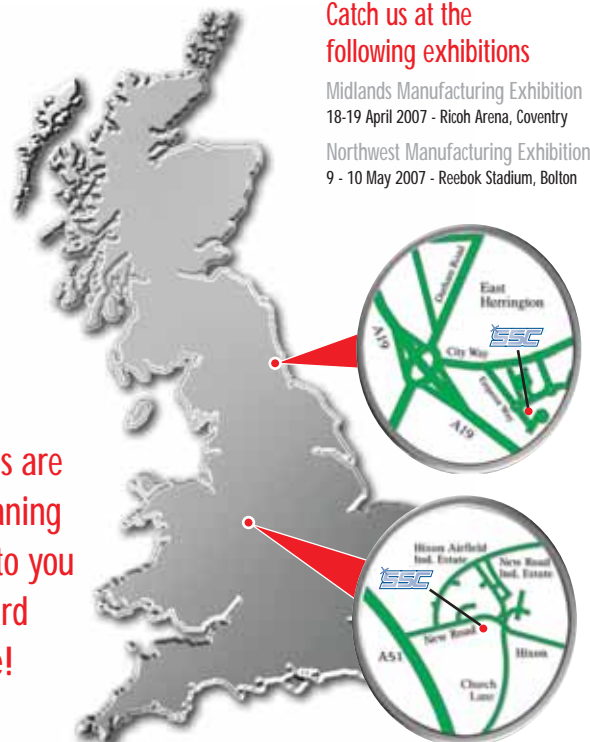
*Call us today on..* **01889 270241**

## BIG IN YOUR AREA

**FREE NATIONWIDE DELIVERY**  
 in our NEW larger vans to  
 anywhere in the UK!



**Our new delivery vans are now even larger, meaning we can deliver more to you with the same standard of quality and service!**



### Catch us at the following exhibitions

Midlands Manufacturing Exhibition  
 18-19 April 2007 - Ricoh Arena, Coventry  
 Northwest Manufacturing Exhibition  
 9 - 10 May 2007 - Reebok Stadium, Bolton



**UK HEAD OFFICE AND MANUFACTURING CENTRE**  
 HANGAR 5 • NEW ROAD  
 HIXON • STAFFORD • ST18 0PJ  
 T: 01889 270241 • F: 01889 270242

**NORTHERN SALES OFFICE**  
 REGUS HOUSE • 4 ADMIRAL WAY  
 DOXFORD INTERNATIONAL BUSINESS PARK  
 SUNDERLAND • SR3 3XW  
 T: 0191 501 8037 • F: 0191 501 8001

[www.steelservicecentre.co.uk](http://www.steelservicecentre.co.uk)





# NORTHERN EXPOSURE

Steel Service Centre is kicking off 2007 with the opening of a new sales division in Sunderland, which will act as a base for the north-east, giving SSC a stronger presence in the region.

Colin Hewitt has stepped up to the challenge of establishing the new branch of SSC, in his role of Area Sales Manager for the north-east.

Having worked in the steel industry for over fifteen years, Colin brings a wealth of experience to the job. Colin worked at Armstrongs Steel as a sales director for ten years before setting up his own business, Grove Steel, which he pursued for three years. Colin has spent the last two and a half years as a sales executive at Sebden Steel and is now ready to take on something different: "I am looking forward to a new challenge and to getting SSC North-East up and running".



Left - Colin Hewitt, Area Sales Manager North  
Right - Andy Evans, Sales Director

With four children between the ages of three and fourteen, Colin spends a lot of his spare time with the kids. He also loves to play golf, and makes time to play at least once a week.

SSC are thrilled to have Colin join the company at this exciting time of expansion.



# GOT ANY HOT LEADS?

Send us details of a company based in the North that you feel would benefit from our services .

Name \_\_\_\_\_

Business Name \_\_\_\_\_

Contact Details \_\_\_\_\_

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Name \_\_\_\_\_

Business Name \_\_\_\_\_

Contact Details \_\_\_\_\_

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Name \_\_\_\_\_

Business Name \_\_\_\_\_

Contact Details \_\_\_\_\_

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PLEASE SEND TO:

**SSC Laser Cutting**

**NORTHERN SALES OFFICE**

REGUS HOUSE • 4 ADMIRAL WAY

DOXFORD INTERNATIONAL BUSINESS PARK

SUNDERLAND • SR3 3XW

