



Gaurav Goel is owner of METAFIL, a fabrication job-shop in Manesar near New Delhi. He first saw the video clip of the LT COMBO machine in September 2011 and he was so convinced with the idea of a combination machine, that he got it installed in his factory in November 2012.

# Diversification passes through the Laser

“It is a dream machine for a job-shop like ours, it can cut sheet metal and also tubes up to 6 m length in an automatic way no matter what the cross section is; round, square, rectangular, capsule and what not.” The activity was started in 1971 by Gaurav’s father as a sheet metal fabrication shop and

from 1995 they started supplying filters to Indian Railways. In 2006 Gaurav joined him after finishing his C.A. His financial acumen is helping the company to maintain a steady growth. In 2006 he bought a new place in Manesar, four times bigger than the original plant in Gurgaon.

## Invest to grow

The emphasis on technology was clear right from the beginning; in 2008 first CNC turret-punch-press (TPP) was installed followed by a CNC press-brake in 2009, another TPP and two CNC press brakes were added in 2010. In 2011, Gaurav decided to go laser-way and bought a





sheet-cutter with a fiber laser. Convinced of the fiber laser technology, in 2012 he added LT COMBO equipped with a 3kW fiber laser.

The turnover grew with the same pace as number of machines, from INR 7 million in 2006 it jumped to INR100 million in 2012; fourteen times growth in 7 years.

The product portfolio has also changed considerably over the years. Till 2008, they were totally and only into Metal Filters (METAFIL => METAL FILTERS), now they have diversified from filtration industry to furniture accessories, electrical panels for telecom and other industries, sheet metal components for kitchen & interior sector and machinery parts. Fiber laser has helped in this diversification due to its enhanced versatility compared to the CO<sub>2</sub> laser.

We make up to 300 new and different products every year and hence savings in costs and lead time is important to us. The short lead time is one of our strong points. With all the modern machinery we have a set-up similar to a big company but have relatively much lower overheads. Investment in technology has helped to reduce the lead time considerably from earlier 20-30 days average to actual 1-4 days.

**The short lead time is one of the strong points of METAFIL. With all the modern machinery, they have a set-up similar to a big company but being a small company have relatively much lower overheads.**

Investment in fiber laser has also helped to reduce operating costs, the LT COMBO with 3kW fiber laser absorbs only 20-25 kW.

#### **All in one day and with good quality**

When the first sheet-cutter was getting saturated, Gaurav took the opportunity to diversify while adding further capacity. There was no good tube cutting capability in India. So having a tube cutting capability was interesting. "In LT COMBO we have an automatic tube cutting machine also capable of cutting sheet metal".

"The advantage of having tube cutting capability became quickly clear. We got

an order for a machine frame. It was a special purpose machine and hence the lot size was ONE. There were 38 different parts, we programmed them and then cut them in 3 hours. The whole thing was assembled and delivered in one day. Without LT COMBO we would have taken more than 10 days to deliver that job and the quality would not have been so good." says Gaurav. With LT COMBO, sometimes we even eliminate the need for a welding fixture and hence the delivery time is shorter and also there is saving on the investment for a welding fixture. As we pass part of these advantages to our Customer, we are competitive.

Talking about the future plans, Gaurav says that he has identified a reliable partner in BLM for tube processing.

Next on the anvil are an all electric CNC tube bender and a pure tube cutting machine, obviously with a fiber laser. Addition of the tube processing technology to already existing sheet metal working capability, METAFIL wants to design advanced structural products for various industrial sectors.



