



A GLOBAL CUSTOMER SERVICE

Leku-Ona - ES

Alex Zabala is the owner of Leku-Ona Global Solutions, a Spanish company whose mission is encapsulated in its name - Good Place - which expresses their goal to be the global solution for their customers providing exceptional services and products. Zabala is a positive person with the keen ability to communicate his enthusiasm about his company, which is growing and developing in many different business sectors.

The company was founded in 1973 under the name Comercial Leku-Ona by Miguel Zabala, Alex's father, for marketing products for hydraulics and pneumatics. "At first, hose assembly was the only machining job we used to do ourselves," explained Alex Zabala, who saw the business grow and comprehended that the market was changing. He realized that the company needed to evolve by offering a global service to customers and not just products. Comercial Leku-Ona changed its name to Leku-Ona Global Solutions in 2008. "The new name emphasized the attitude of offering a complete service to customers," explained Zabala. If you come into our company to ask for a bent tube, we make sure that you leave the company with the bent tube in your hand. This is what complete service means for us."

The current results of Leku-Ona confirm the

success of this business idea with over 3600 regular customers in sixteen different sectors: machinery, shipbuilding, renewable energy, furniture, environment, automotive and more. The group counts nine companies, all located in Spain, and employs approximately 190 total employees. The business is divided into four business units (Distribution, Manufacturing, Logistics and Innovation), which have taken shape over time through the creation of new companies or the acquisition of existing ones. Zabala describes the latest example of this growth strategy. "We acquired a company in 2019 that manufactured hydraulic hoses, which until then we had only been trading, and we started a new production."

The collaboration with BLM is based on the many systems supplied by the BLM GROUP, but also on the relationship of mutual admiration

and trust that has been established over time between the companies. "It is the same relationship we try to establish with our customers. I consider it very important, but if the machines did not meet the correct price-performance ratio we would definitely have bought something else," Zabala clarified. Purchases started with tube bending machines and sawing machines. "When we started tube processing, we acquired a company that had a hydraulic tube bending machine, and we added others by focusing on fully electric bending machines, choosing BLM GROUP. We started with a SMART system, immediately followed by a second one. Then, as the tube diameter grew, we went on to purchase two E-TURN52 systems and finally an ELECT102."

At Leku-Ona, the decision to invest in a

particular machine or technology is made quickly because it is based on entrepreneurial intuition regarding the new markets that machine can open in the future rather than the specific urgent need for one or more specific projects. "If a customer comes to me with a project that offers me a glimpse of an opportunity, the decision to invest is quick even if the project in itself would not justify the investment," explained Zabala, clarifying the concept with an example. "The ELECT102 was purchased for a project for an agricultural machinery manufacturer. That project didn't come to fruition, but I saw opportunities to expand the market to larger tubes and the investment proved to be worthwhile because of the new customers it brought."

Customers find in Leku-Ona an excellent mix of service, quality and price, but Zabala focuses mainly on the first two. "We are not the cheapest in the market, but by having the right machines for each job we can deliver the desired quality in the required time." It is not the first time that we have been told that having the right machine for every job is the key to efficient and profitable production.

The approach to laser systems came about in a way that might seem random, but in reality, is the ability to seize the opportunity when it presents itself. "We were working for the wind

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power sector when the crisis hit in 2010 and a supplier of laser-cut sheet metal parts went bankrupt. We took over their laser machine and incorporated this new technology into our production process,” Zabala explained. When the work then increased, it was only natural to turn to the trusted supplier of tube bending and sawing machines, BLM GROUP, which has, incidentally, not only the widest range of Lasertube systems available on the market but also sheet metal laser systems and was able to meet the needs in both areas.
 “The LS5 sheet metal cutting system is mainly used in the wind power and agricultural

machinery sectors, while the Lasertube LT8.20 system is mainly used in the renewable energy sector.”
 Again, the potential of the systems was carefully evaluated beyond the specific project. “The LT8.20 allowed us to enter the world of special profiles and expand the market sectors we serve. Some special profiles required the collaboration of ADIGE, which gave us the required support until the desired result was achieved,” Zabala concluded.

Automation in a forward-looking company is a not insignificant aspect, and it is no chance that

Leku-Ona has also invested heavily in automated warehouses for efficient logistics management. The integration offered by BLM GROUP’s All-In-One, which unifies bending and laser cutting into an optimized work cycle, is particularly appreciated. “If we didn’t have the tube benders and laser systems working together today, we couldn’t do the project we are currently doing,” explained Zabala referring to the handrail of a staircase, a piece of furniture that requires high-quality, precision finishing. The BLM GROUP offer is still unsurpassed for precision in a process requiring two technologies.

