

CUSTOMER No. 28 Interview



GREENFIELD ENGINEERING

OVERVIEW

Situated in the busy market town of Holsworthy in Devon, Greenfield Engineering's core business specialises in subcontract precision sheet metal work. The company has clients in many market sectors: lighting, vending, white goods, retail and leading high-tech industries, including telecommunications, datacomms and the computer server market.



Technical Solutions

The company was established in 1989 by its present Managing Director Frank Green, his plan was to create a leading subcontract firm servicing both regional and national companies.



Precision Manufacturing



New Extension - Sheet Metal Section

Greenfield Engineering has improved its production facilities with a new extension, expanding its existing factory to 22,000 sq. ft. and has recently acquired adjacent land for future development increasing the site to 2.8 acres.

ORGANISATIONAL DEVELOPMENT

Greenfield Engineering at present employs 40 skilled and dedicated personnel. The company is committed to personal development and

training of staff. With this in mind all staff undergo an annual appraisal where on-going training is reviewed. This determines if in-house or external specialist training is required.

CULTURAL CHANGE

Frank Green, managing Director explains:

"In order to maintain and further improve our already high standards of service we need to invest in people and the latest technology as the driving philosophy of the company".

He goes on to explain how this ethos has led to investment over the last 6 months in Amada's new software, taking sheet utilization to new dimensions. Hand in hand with this software has been extensive training at Amada "in order for our staff to maximise its full potential".

He continues:

"Our continuous improvement strategy illustrates our commitment



Production Flexibility

to further investment in machinery and systems, which will increase component quality and enable lean manufacture with cost savings for our clients. I believe that this philosophy is unsurpassed in the industry. We have identified future investment in automation within the punching and bending department. This I believe will give Greenfield Engineering a leading competitive edge within the industry as we forge new relations with our ever increasing customer base."



Design

STRATEGIC INVESTMENT

The Greenfield Engineering philosophy of investing in new equipment has seen the addition of the latest LC1212αIII Laser, supported by five new Press

Brakes (two ITSII and three HFB with Digipro) giving a total of seven, all under eighteen months old.



Assembly

The Amada machines are supported by a full range of ancillary equipment including: machining, milling and welding processes (MIG, TIG, spot and stud).

Their in-house finishing department offers full pre-treatment, stove enamelling together with on-line powder coating.

FROM STRENGTH TO STRENGTH

Greenfield Engineering has sustained a strong growth through its relationships with its customers and will continue to grow by achieving their expectations with operational excellence.

NEW ERA

Amada are very pleased to have been associated with Greenfield Engineering from the outset. Following their philosophy of growth and utilizing our help in technical information and support they are embarking on the next phase of expansion into automation. We are confident of continued growth and look forward to strengthening our partnership with them in the future.

COMPANY PROFILE

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