



For the long haul

In our experience, most customers who invest in fabrication machinery genuinely want to build a partnership with their supplier. There is a clear acknowledgement that you get more from your machinery company if you allow it to really understand how your business operates and how you want it to develop, and trust us to be by your side for the long haul, writes Emmegi MD Ian Latimer

Obviously, that works best if your machinery company, like Emmegi (UK), already has a strong track record, an experienced and knowledgeable team and, crucially, the resources required to guarantee that they will be around for as long as you are.

We've seen the perfect example of that recently with the supply of a new Phantomatic M3 machining centre and Classic Magic electronic saw to ATB Systems in Stourbridge, more than 25 years after they bought their first Emmegi Comet Isola machining centre and original Classic Magic saw.

Over the past two and a half decades, ATB's factory has become an 'Emmegi manufacturing zone', with more than a dozen different machines supplied by us brand new, and several purchased pre-owned via sales auctions. Unsurprisingly, the investment in production machinery has almost directly tracked the growth and increased output of the business.

If you ask ATB's fabrication manager James Sabey why the company continues to put its faith in Emmegi, he's clear that's it's about more than just quality and price – although the fact that the original Classic Magic saw is still in daily operation shows that Emmegi machine quality is something that ATB can very much take for granted. James told me: "Over the years, Emmegi's sales manager Martin Linnell has spent the time to really understand ATB's operation, and we trust his advice on which machines will best help us achieve our objectives. The Emmegi range is huge as well, so we know that, as we move forward, they will always be able to supply a machine which is an exact match for our needs.

"Since the arrival of the Comet Isola and the first Classic Magic, ATB has grown and also diversified and our range now includes bespoke lightweight windows and doors for portacabins and temporary buildings, automatic door barriers and aluminium louvres, alongside more



traditional windows, doors and curtain walling. Emmegi has supported us in that diversification and helped us get the right mix of machines, without any hard sell."

This customer/machinery supplier relationship obviously goes beyond just the purchase of new machines though. We've supported ATB with responsive service and regular machine maintenance over 25 years and, like all our customers, that ongoing support is key to our partnership with them. James Sabey also said: "ATB Systems is a quality focused business, so we rely on Emmegi to keep the machines operating in top condition. They have the resources required to do that and we've been impressed at the service we've received – especially given that a couple of our machines are now more than 20 years old." □

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