

Aaron Smith Industries

"Turning people's dreams & ideas into something real"

Lincoln Electric® Torchmate® Technology Opens Doors for Aaron Smith Industries



Aaron Smith Industries is a custom fabrication shop located in Eagle Creek, Oregon. In early 2017, Aaron packed up and moved from California to Oregon for the sole purpose of starting a custom fabrication business. He purchased 5 acres of land and built a 3,600 square foot shop on the property. He was all in. Now, ASI is a successful family owned business that takes pride in providing high quality and precision work. Aaron says they are dedicated to 100% customer satisfaction. His business has the capabilities to make all kinds of projects, however, it specializes in metal and wood fabrication. Once he opened shop, it didn't take long for the word to spread. People found out about the quality of his work and Aaron was soon providing his superb fabrication services to local businesses and individuals around the state of Oregon.

Torchmate Increased Business by 35%

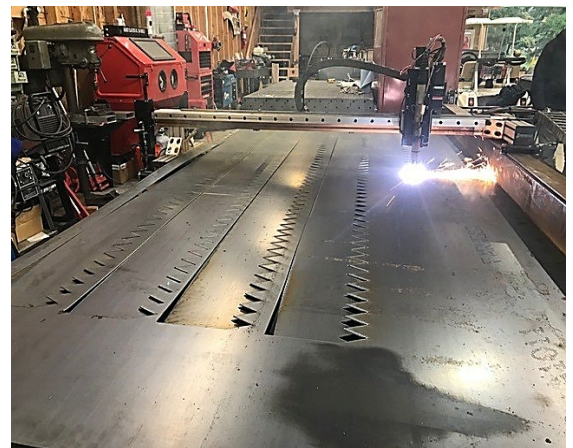
According to Aaron Smith Industries, *"We've gained about a 35% increase in business since acquiring the Torchmate table."* Before purchasing the Torchmate machine, Aaron was forced to outsource certain jobs. This meant higher costs and longer lead times. Aaron said, *"The main reason I decided to get a plasma cutting table was because I found myself having to turn down jobs that were too precise to cut by hand. Now I can make just about anything. Immediately after we bought our Torchmate table I received a job request."* The machine instantly started paying for itself. ASI uses its Torchmate table every day. Torchmate has opened new doors for the businesses' capabilities, efficiency and profitability.

No More Outsourcing Projects

Aaron Smith Industries purchased a 6x12 Torchmate 3 table to expand their cutting capabilities and reach a wider consumer base with more personalized cutting needs. The table has provided them with many capabilities, like faster project turnarounds with in-house cutting. It has brought them many new customers with the metal art pieces they can produce. The business no longer has to outsource projects. Additionally, ASI is now the fabrication shop of choice for a lot of local contractors.

Torchmate Table Going Strong After a Decade of Use

Aaron had a lot to say when asked why he chose Torchmate. *"I have always been a fan of Lincoln Electric. I used a Lincoln 140c welder for over 10 years and bought a Lincoln 210mp welder about 2 years ago. I abused the heck out of them and they just kept on working. I figured it would be*



awesome to have a Lincoln plasma cutting table also. I have tried other CNC machines and I did not like the way they were setup." His Torchmate 3 table is still going strong after being manufactured over 10 years ago. "The software is amazing. I use a lot of Adobe Illustrator to design my pieces and the .ai files transfer right in with ease."

Superb Tech Support

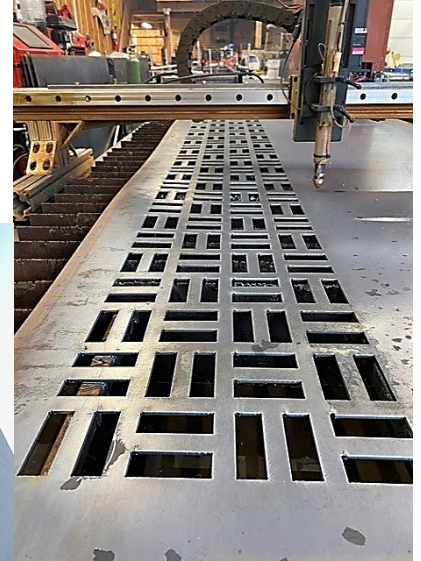
We asked Aaron if he has ever had to call our tech support team and this is what he had to say. "I had to call tech support a few times when I first got the machine. They were extremely helpful. Once I got in contact with Daniel, he was a great help and responded to emails quickly. He helped me get my machine running the way it's supposed to and also showed me some tips to fully utilize the capabilities of the software. Starting the torch at specific G code spots to name one."

Do's & Don'ts When Expanding Your Fab Business

Aaron finished off by giving some words of wisdom to other fabricators or those wanting to start a fabrication business. "When deciding what equipment to buy, it wasn't worth the risk to purchase anything from unknown or disreputable companies. I knew I could trust Lincoln Electric products and they would give my business the highest chance of success possible."

He then went on by giving some business tips he has learned over the past 3 years. "If you are looking to expand your fabrication business, do a ton of research, know your market, your competition and your limitations. When I first started, a friend told me to never say no to any project, but I have learned that is not always the case. People have high

expectations and if you do not have the capabilities to produce what the customer wants and produce it to the quality they want it, it is better to be honest with them as opposed to providing them with subpar work." Aaron doesn't run into that problem very often now that he has a Torchmate table.



Check out ASI's social channels. On their Instagram page, ASI displays a wide variety of quality metal fabrications that are available for sale. Additionally, customers can place orders for custom or personalized projects they would like conveniently shipped to them. For more information on Aaron Smith Industries, please visit their [Facebook](#), [Instagram](#), [LinkedIn](#) pages.