

CASE STUDY



Making the Leap into CNC Cutting Pays Off

TORCHMATE HELPS HORST SIGN & FABRICATION EXPAND ITS CAPABILITIES

INTRODUCTION

What began as a small side business has evolved into a thriving full-time fabrication shop serving customers throughout Missouri. Horst Sign & Fabrication specializes in custom metal signage, fabrication projects, farm repairs, and custom components for recreational and utility vehicles. As customer demand increased, owners Brandon and Shayna Horst needed a faster and more efficient way to produce high-quality parts while maintaining the flexibility required for custom work.

The addition of a Torchmate® 4800 CNC plasma cutting table equipped with a FlexCut® 80 plasma cutter transformed the business. Today, the machine operates daily, helping Horst Sign & Fabrication produce everything from custom signs and brackets to seat bases, hitch plates, and specialty parts with greater precision and efficiency than ever before.

About Horst Sign & Fabrication

Located in Silex, Missouri, just north of St. Louis, Horst Sign & Fabrication began as a part-time venture producing vinyl graphics and signage. As demand grew, the business expanded into metal signs, custom fabrication, repair work, and specialty products for local businesses and consumers.

Operating from a 40' x 60' fabrication shop, the company serves a diverse customer base ranging from local municipalities and veterans' organizations to custom off-road vehicle builders and agricultural customers. Through a commitment to quality workmanship and innovation, the business continues to grow while remaining family-focused and community-oriented.

For more information, visit [Horst Sign & Fabrication](https://www.horstsign.com)

THE CHALLENGE

- » **Labor-Intensive Processes:** Many parts and sign components were being cut manually, requiring significant time and effort.
- » **Increasing Customer Demand:** Growing demand for custom fabrication work required faster production capabilities.
- » **Learning Advanced Manufacturing:** Moving into CNC cutting required learning CAD software and digital workflows with limited prior experience
- » **Material Utilization:** Maximizing material usage while minimizing scrap was critical for maintaining profitability.
- » **Production Flexibility:** The business needed equipment capable of handling everything from decorative signage to heavy fabrication components.

Interview with Horst Sign & Fabrication conducted August 19, 2026

WHY HORST SIGN & FABRICATION CHOSE TORCHMATE

Horst Sign & Fabrication evaluated several suppliers, ultimately selecting Torchmate for its:

- » **Trusted Lincoln Electric Reputation:** The Lincoln Electric® name provided confidence in the equipment investment and long-term support.
- » **Easy-to-Learn Software:** Torchmate CAD software and Torchmate Academy training resources helped accelerate the learning process
- » **Proven Technology:** Torchmate offered the precision and reliability necessary for both custom fabrication and production work.
- » **Industry Leading Technical Support:** Accessible support resources and responsive service were major factors in the purchasing decision

HOW THE TORCHMATE TABLE PROVIDED A SOLUTION

After purchasing a Torchmate 4800, Horst Sign & Fabrication gradually integrated CNC cutting into everyday operations. Despite beginning with little prior experience using CNC equipment, Brandon leveraged Torchmate Academy resources and hands-on experience to build confidence and proficiency.

The machine routinely processes materials ranging from 14-gauge to 3/8-inch plate, mostly mild steel and aluminum. The laser alignment system, breakaway torch head, and CAD capabilities help streamline cutting and improve overall productivity.

The Torchmate system also allows larger sheets to be processed efficiently, helping reduce material waste and maximize sheet utilization across jobs.



THE RESULTS

"The Torchmate® 4800 has become a key part of Horst Sign & Fabrication's daily operations, helping the company produce parts faster, more accurately, and with less manual effort. The flexibility to efficiently cut everything from custom signage and memorial displays to brackets, hitch plates, and off-road vehicle components has enabled the business to take on a wider variety of projects and better serve its customers.

Looking back on the investment, Brandon has no regrets. "Don't be afraid to try something new. I'm very happy I took the leap. It allows me to work from home, spend more time with family, and continue growing the business," Brandon said.



INCREASED

REVENUE & PROFITS BY REACHING NEW CUSTOMER BASES



DECREASED

LEAD TIMES BY IMPLEMENTING MECHANIZED CUTTING & MINIMIZING HAND CUTTING



INCREASED

PROJECT CAPABILITIES



“Support has been amazing. I've never had an issue where I couldn't get help. Whenever I've had questions, someone has been there to help get me back on track.”

Brandon Horst

Owner

Horst Sign & Fabrication

FACING SIMILAR HIRING AND MANUFACTURING CHALLENGES?

With advanced manufacturing technology, some of the largest equipment in North America, comprehensive in-house capabilities, and over a century of expertise, Lincoln Electric is well-equipped to tailor innovative, cost-effective solutions for your complex needs. [Contact us](#) today to learn more about our capabilities and how we can help you streamline supply chain operations and eliminate pain points, achieving exceptional results.



About Lincoln Electric

Lincoln Electric is the world leader in the engineering, design, and manufacturing of advanced arc welding solutions, automated joining, assembly and cutting systems, plasma and oxy-fuel cutting equipment, and has a leading global position in brazing and soldering alloys. Lincoln is recognized as the Welding Expert™ for its leading materials science, software development, automation engineering, and application expertise, which advance customers' fabrication capabilities to help them build a better world. Headquartered in Cleveland, Ohio, Lincoln has 71 manufacturing locations in 20 countries and a worldwide network of distributors and sales offices serving customers in over 160 countries. For more information about Lincoln Electric and its products and services, visit the Company's website at <https://www.lincolnelectric.com>.



CUSTOMER ASSISTANCE POLICY

The business of Lincoln Electric is manufacturing and selling high quality welding equipment, automated welding systems, consumables, cutting equipment and EV charging systems. Our challenge is to meet the needs of our customers, who are experts in their fields, and to exceed their expectations. On occasion, purchasers may ask Lincoln Electric for information or technical information about their use of our products. Our employees respond to inquiries to the best of their ability based on information and specifications provided to them by the customers and the knowledge they may have concerning the application. Our employees, however, are not in a position to verify the information provided or to evaluate the engineering requirements for the particular weldment, or to provide engineering advice in relation to a specific situation or application. Accordingly, Lincoln Electric does not warrant or guarantee or assume any liability with respect to such information or communications. Moreover, the provision of such information or technical information does not create, expand, or alter any warranty on our products. Any express or implied warranty that might arise from the information or technical information, including any implied warranty of merchantability or any warranty of fitness for any customers' particular purpose or any other equivalent or similar warranty is specifically disclaimed.

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