

CASE STUDY

PEBLEY IRONWORKS BUILDS A BUSINESS ON EFFICIENCY WITH A TORCHMATE CNC PLASMA TABLE

CNC CUTTING SYSTEM ACCELERATES PRODUCTIVITY, ENABLING A TWO-PERSON FAB SHOP TO SCALE FAST

INTRODUCTION

What began as a weekend welding hobby quickly evolved into a thriving fabrication business for Brandon and Jeryn of Pebley Ironworks. Based in Garden Valley, California, the two-person team now delivers custom metalwork ranging from off-road accessories and trailers to smokers, signage, and structural enclosures. At the heart of their shop's rapid growth is the Lincoln Electric® Torchmate® X 5x10 CNC plasma cutting system with a full water bed and 85 amp plasma power supply. Since installing the table, Pebley Ironworks has accelerated project timelines, improved cut quality, and turned a side hustle into a sustainable, full-time business.

About Pebley Ironworks

Pebley Ironworks officially launched in 2022, but the groundwork began much earlier. Brandon, the owner, had spent years building rock crawlers, roll cages, and aluminum cargo frames for friends and clients using a handheld plasma cutter and grinder. Jeryn, Brandon's significant other, who's a designer with a keen eye for branding and metal art, began contributing to projects and helping organize the growing operation. When demand picked up during the COVID-19 pandemic, the couple invested in a Torchmate table and haven't looked back since.

For more information, visit <https://www.facebook.com/profile.php?id=100083297597163>

THE CHALLENGE

- » **Manual Labor & Inconsistency:** Most parts were hand-cut with a 45-amp handheld plasma torch and refined manually, which limited accuracy and repeatability.
- » **Cost Efficiency:** Investing in high-quality equipment was essential to avoid long-term costs associated with off-brand products.
- » **Scaling Constraints:** Brandon and Jeryn were turning down work simply because they couldn't keep up without better fabrication tools.
- » **Desire for Growth:** Each new project required hours of cutting and cleanup, creating production bottlenecks.

Interview with Pebley Iron Works conducted May 14, 2025

WHY PEBLEY IRONWORKS CHOSE TORCHMATE

Pebley Ironworks was introduced to Torchmate through a friend's 2x4 Torchmate Growth Series table, Brandon and Jeryn then purchased a Torchmate X table. Lincoln Electric's reputation for durable equipment and robust customer support made the decision easy.

- » **Ease of Use:** Brandon self-installed the table and taught himself Torchmate CAD through trial and error. Jeryn uses the Torchmate CAD software to create designs for signs and branding projects.
- » **Speed-to-production:** Torchmate cuts parts with precision and speed right out of the gate.
- » **Proven Platform:** Torchmate X is built for daily, heavy-duty use, exactly what Pebley needed for a full-time shop.
- » **Customer Support:** Utilizing the Torchmate tech support helped overcome user learning curves, with responsive assistance every step of the way.

HOW TORCHMATE & LINCOLN ELECTRIC PROVIDED A SOLUTION

Once the table was operational, Pebley Iron Works transitioned nearly all metal cutting work to the Torchmate system. The team now cuts mild steel in 14-gauge, 1/8", 1/4", and occasionally 1/2" and above thicknesses. Projects that once took hours or days to cut are now completed in a fraction of the time, with consistently clean edges and minimal post-processing.

Torchmate is now involved in approximately 90% of the shop's projects and is in operation every single day. It has eliminated guesswork, increased throughput, and provided a professional edge to every job.



THE RESULTS

Torchmate CNC plasma cutting technology has significantly transformed Pebley Ironwork's operations

The Torchmate X system has helped Pebley Ironworks transform from a small fabrication side hustle into a fast-moving, profitable business. Projects that used to take hours now cut in minutes. Cut quality has significantly improved which has reduced rework and improved overall craftsmanship. The business no longer has to turn down jobs and the table has provided Pebley with multiple returns on the investment.



DECREASED

LEAD TIMES BY BRINGING CUTTING IN-HOUSE AND AUTOMATING



INCREASED

PROJECT CAPABILITIES



INCREASED

REVENUE BY TRANSITIONING FROM HAND CUTTING TO A CNC PLASMA CUTTING MACHINE



The Torchmate table runs every day. We wouldn't be in business without it. The machine has paid for itself time and time again."

Brandon Pebley

Owner

Pebley Ironworks

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

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CUSTOMER ASSISTANCE POLICY

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