

# FAMILY-RUN OPERATION TAPS INTO NEW REVENUE STREAMS WITH IN-HOUSE CUSTOM METAL FABRICATION

ROSE STEEL CENTER EXPANDS BUSINESS & CREATIVE CAPABILITIES WITH TORCHMATE

## INTRODUCTION

Rose Steel Center, a multigenerational family-owned steel retail and surplus business, has a long legacy of adaptability. From its early days in scrap metal to today's thriving steel sales and fabrication shop, the company has always embraced innovation. Most recently, the addition of a Torchmate® 4510 CNC plasma table with a FlexCut® 125 system has empowered Rose Steel to bring custom cutting capabilities in-house—expanding into signage, art pieces, and high-margin fabrication work that was previously outsourced or unavailable.

### About Rose Steel Center Inc.

Rose Steel Center was founded in 1939 by Irving Rose, who turns 100 years old this year! The company has evolved through decades of change, from oil industry salvage to modern steel retail. Now located in Houston, Texas, the company is led by Lee Rose, Irving's grandson, who has brought renewed energy and a digital presence to the business. With approximately 10 employees, Rose Steel Center provides construction-grade steel and surplus materials to a diverse customer base, while also embracing cutting-edge fabrication tools to stay competitive.

For more information, visit <https://rosteelcenter.net/>

## THE CHALLENGE

- » **Limited Custom Capabilities:** Any cutting work for customers had to be outsourced or handled manually, slowing turnaround times and limiting creative output.
- » **Cost Efficiency:** Investing in high-quality equipment was essential to avoid long-term costs associated with off-brand products.
- » **Lost Opportunity:** Walk-in customers often asked for custom jobs such as signs, letters, and art, but without in-house CNC capabilities, these requests were difficult to fulfill quickly.
- » **Desire for Growth:** The business wanted to diversify beyond material sales, enter the custom fabrication market, and align with the creative metalwork vision Irving Rose had long championed.

Interview with Rose Steel Center Inc. conducted April 16, 2025

## WHY ROSE STEEL CENTER CHOSE TORCHMATE

Rose Steel Center evaluated several suppliers, ultimately selecting Torchmate for its:

- » **Success Packages:** Rose Steel Center selected the Platinum Success Package, which included a two-day onsite setup and training session.
- » **Online Resources:** Torchmate Academy and YouTube training videos helped Lee and his team get up to speed quickly, even with limited prior CAD experience.
- » **Trusted Brand:** The Rose family had long known of Lincoln Electric® and Torchmate's reliability in the fabrication space.
- » **Customer Support:** Torchmate employs a team of professional technical support experts who are available via phone all weekdays to help Torchmate customers with any Torchmate table questions that may arise.

## HOW TORCHMATE & LINCOLN ELECTRIC PROVIDED A SOLUTION

"After installation, the Torchmate table was quickly integrated into daily operations. The implementation was smooth and Torchmate technical support helped resolve issues promptly, and training resources proved critical to getting production-ready," said Lee Rose.

The Torchmate now handles a range of materials, from 16-gauge sheet metal to 1/4-inch steel. With a 20 foot hose and air filter attachment, the setup offers flexibility and clean operation. Rose Steel Center has added many projects to their capabilities such as custom metal signs and lettering, artistic pieces and décor, in-house cutting for customer-supplied designs, and rapid turnaround times for walk-in clients.

Lee has also actively promoted the new capabilities on social media platforms like TikTok, opening up brand visibility and new business opportunities.



## THE RESULTS

*Torchmate technology has significantly transformed Rose Steel's operations*

Torchmate has expanded revenue streams for the business. Adding custom cutting and artistic work has created a new profit center. What once took days can now be completed in hours, satisfying walk-in customers and repeat business. There is a new level of creative freedom that did not exist before the Torchmate. The in-house cutting allows the team to experiment with designs, prototypes, and marketing ideas quickly. With new technology and a social media presence, Rose Steel is attracting a younger, more diverse customer base. The business has a new sense of modernization.



### DECREASED

LEAD TIMES BY BRINGING CUTTING IN-HOUSE AND AUTOMATING



### INCREASED

PROJECT CAPABILITIES



### INCREASED

REVENUE BY ADDING A NEW FORM OF FABRICATION TO THE BUSINESS



“

Grandpa always had a dream to work with metal artists. Now we're finally doing it and turning a profit too.”

**Lee Rose**

Co-Owner

Rose Steel Center Inc.

## FACING SIMILAR HIRING AND MANUFACTURING CHALLENGES?

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