

CASE STUDY



From One Torchmate® Table to a National-Scale Digital Fabrication Provider

CUTTING-EDGE CAPABILITIES DRIVE BUSINESS GROWTH

INTRODUCTION

From a garage workshop filled with car projects to a nationwide manufacturing powerhouse, SendCutSend's story is one of relentless innovation, resourcefulness, and a deep passion for fabrication. Founder and CEO Jim Belosic began as a hands-on builder, welding, cutting, and modifying anything with wheels or wings long before SendCutSend became a recognized entity. His journey started with a handheld plasma cutter, then a Torchmate® 2x2 Growth Series CNC plasma cutting table, and eventually a vision for a streamlined, software-driven way to bring custom parts to anyone who needed them. The first Torchmate was part of the impetus of SendCutSend. What started as a tool for garage projects quickly became the neighborhood plasma table. Early iterations of the company included renting out time on the machine and a software-only approach.

About SendCutSend

The insight led to building a website for customer DXF uploads and on demand cutting. Since then, SendCutSend has evolved into one of the fastest and most streamlined digital fabrication platforms available. Customers can upload their design files, receive instant quotes, and choose from services such as laser cutting, waterjet cutting, CNC routing, CNC machining, powder coating, bending, hardware insertion, and more. The company has now cut more than 30 million parts and is recognized as a top-performing U.S. manufacturer.

For more information, visit <https://sendcutsend.com/>

THE CHALLENGE

- » **Growth Without Outsourcing Costs:** Early projects had to be outsourced, slowing iteration and increasing cost. The businesses needed an in-house cutting backbone to control quality and lead time.
- » **Stand up an upload-to-order workflow:** The founder's vision: enable customers to upload DXF files online and get precision parts—demanding dependable equipment operators could learn quickly.
- » **Start in a garage, scale to enterprise:** What began with a handheld torch and a small shop needed a path to industrial throughput without sacrificing agility.
- » **Learning Curve:** The business needed a CNC solution that was easy to learn and operate without extensive prior CAD experience.

Interview with Jim of SendCutSend conducted January 12, 2026

WHY SENDCUTSEND CHOSE TORCHMATE

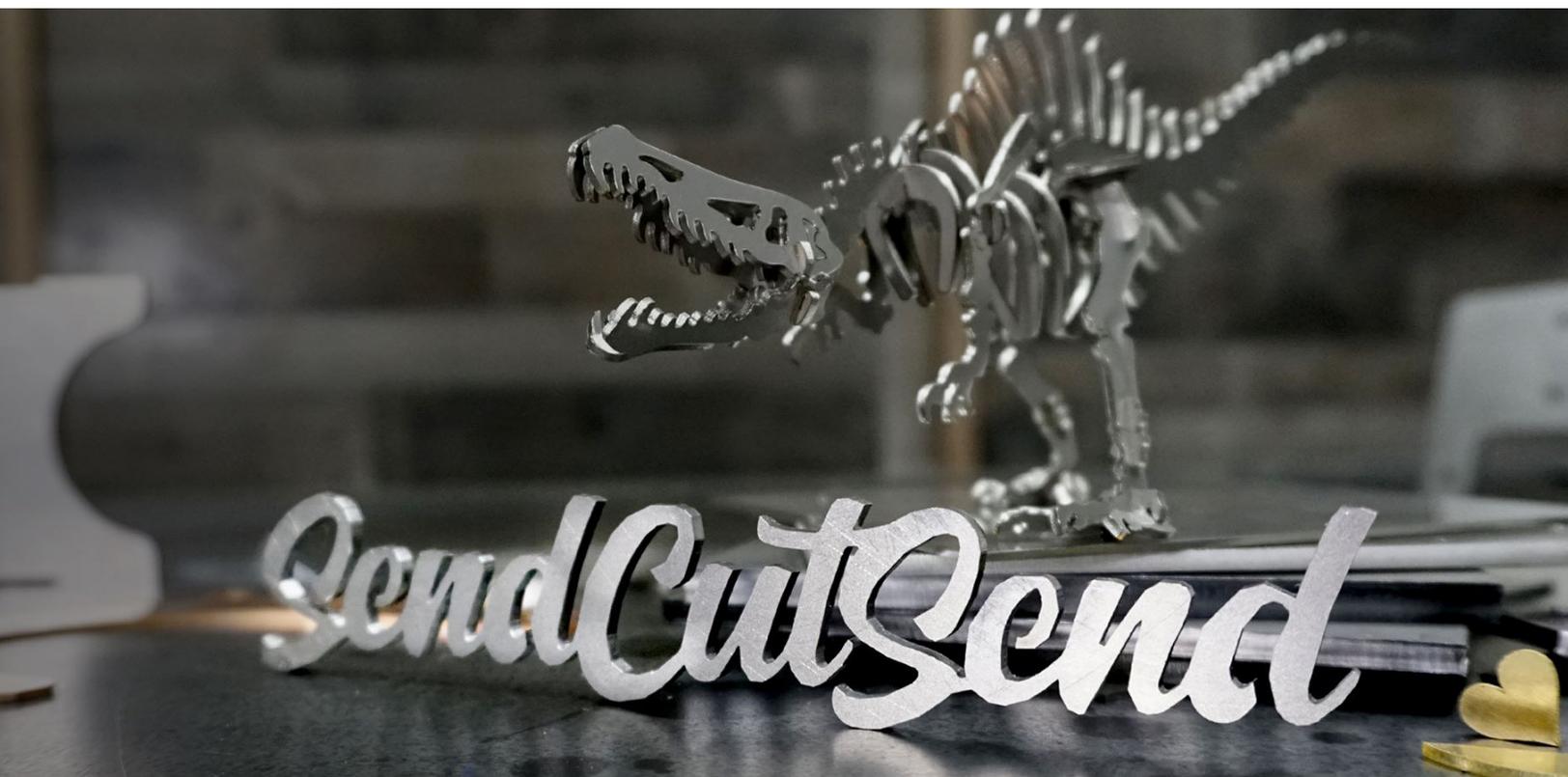
SendCutSend evaluated several suppliers, ultimately selecting Torchmate for its:

- » **Single-Source Dependability:** The purchase decision centered on buying U.S.A. based equipment to ensure serviceability, parts availability, and build quality.
- » **Simple to Run. Minimal Downtime:** The table was run four days per week with virtually no maintenance, giving the team predictable output and freeing leadership to focus on scaling the business model
- » **Versatility:** Ability to handle a wide range of projects, from prototypes and production parts to gussets and even custom parts.
- » **Industrial Mechanics, Operable by New Talent:** The Torchmate's heavy duty gantry and straightforward controls made it easy to train operators, including junior hires, without compromising cut quality.

HOW THE TORCHMATE TABLE PROVIDED A SOLUTION

The Torchmate Growth Series table was a success for SendCutSend, but Jim quickly realized he needed even more capacity. Not long after, he saw the new Torchmate 4000 Series tables at the SEMA show and decided to purchase a new model Torchmate 4800. Phase 1 of Jim's goal was complete. Deploy Torchmate to bring cutting in-house, removing outsourcing delays and enabling fast iteration cycles for prototypes and production parts. He leveraged the Torchmate's simplicity to execute daily jobs, from brackets and gussets to custom parts.

Next, Jim built an "upload to order" experience so customers can submit files and receive parts quickly. Torchmate served as a reliable backbone during early growth, enabling SendCutSend to validate demand, standardize work instructions, and fine tune quoting and nesting flows. The final step was to scale throughput and locations which Jim executed magnificently.



THE RESULTS

"The Torchmate table ran 4 days a week, with 'overbuilt' mechanics that delivered stable quality without intensive maintenance overhead," Jim said.

With process foundations in place, SendCutSend has expanded to 400+ employees, 13–14 cutting lasers, and five facilities across three states, serving ~300,000 customers and surpassing \$100 million in revenue, a scale made possible by an early commitment to reliable, easy to operate, single-source Torchmate systems in combination with disciplined machine utilization.



INCREASED

REVENUE & PROFITS BY ELIMINATING
OUTSOURCED CUTTING



DECREASED

LEAD TIMES BY BRINGING CUTTING IN-
HOUSE AND AUTOMATING



INCREASED

PROJECT CAPABILITIES



Focus on getting the full value out of the machine. Run it 100% of the time. A little extra labor can cover the lease or payment and unlock profitable growth."

Jim Belosic
Owner/CEO
SendCutSend

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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