

VERSCHOOR METAAL TECHNIEK

NO MISTAKES

“The first part is the good part, always.”

Kees Verschoor, owner at Verschoor Metaal Techniek, or VMT, knows what it takes to separate himself from the competition. Operating in Culemborg, a city in the center of the Netherlands, VMT is a job shop of endless capabilities, even adept to delivering complete welded parts, including assembly and finishing. VMT serves customers throughout Holland, whose products eventually end up worldwide, but they aren't pinned down to particular industries. The 19-year-old company is all about flexibility, able to serve any customer. “That's a big part of our strategy,” explains Kees, “and the only way that it's possible is through technology. Of course, you need to have solid machinery, but having the right software in place is what gives you the edge over competitors.”

“CADMAN®-B completely changed the process.”

The building blocks

The bulk of Kees' experience starts much before VMT was in the picture. Kees had begun working for an office furniture manufacturer, first gaining experience on the shop floor and then throughout the company's different departments. “I really got a handle for how a manufacturing company works,” reminisces Kees, “and when an opportunity came up to open my own shop, I was confident. I bought some ground and acquired some sheet metal machinery from an old company.” This is when things really began. VMT couldn't afford to be dependent on few customers in the

volatile market of office furniture, so Kees, the only employee at that time, began working from sun-up to sun-down. “I was calling potential customers all day, selling good quality parts far cheaper than I made them for but this helped me build VMT's customer base. The sheet metal world can be very small, we grew VMT into a company that manufacturers talked about. Having a solid reputation is key.” As time went on, VMT had established themselves in the industry and beginning in the year 2002 VMT started acquiring sheet metalworking divisions from other companies, and though the

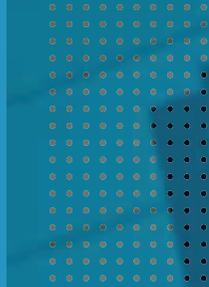
risk was huge, this is what ultimately led to VMT's growth.

Kees and his team of now 23 full-time employees have become a close-knit group, as they share the same interests for the company. “We're totally flat, there is no hierarchy here. This keeps it simple.” remarks Kees. “Everyone here has opportunities. Our first employee, who is still here, moved around the whole company and now he is where he is comfortable. If anyone gets the impression they're stuck, they'll leave.” Kees further supports employees by encouraging requests for training,

for anything from welding to languages.

Changing the game

Continuous improvement is always on Kees' mind, presumably why he was so quick to answer how he initially came to know LVD. Kees had just taken over some equipment, of which a 80 ton, 2.5 meter LVD Easy-Form press brake was a part of. Kees cites this as a memorable moment for VMT, as this was when they first recognized the value of offline software. “Using CADMAN®-B offline software completely changed the process for the better. Normally, our



Kees Verschoor



“It all came down to mutual respect.”

first step was to cut the plates, then bend, but frequently we found ourselves unable to bend the part. Now, with the software, we consider the bend sequence before we cut the part to see first, if it is possible and then the precise sequence with the proper tooling and tool set-ups,” explains Kees. “This solved a lot of problems for us, not only did it remove any wait time the operator had incurred due to these errors but most importantly, the first part we made became the good part, always.”

Now Kees has CADMAN®-B and CADMAN®-JOB fully integrated into his operations. Kees attributes the

steep decline in errors completely to the software, however the software doesn't only provide value for him, it gives the customer vital information too. With CADMAN-JOB, Kees can set and meet expectations for the customer to determine when the part will be delivered. “What LVD software gives us is a better controlled process”, allowing VMT to be more transparent. VMT can comfortably put a price in front of the customer, before operations, and not have to worry about margins changing. VMT knows the market trend of smaller batches well and Kees puts the consequence into layman's terms “If a customer orders one part, and

we have to make 2 parts to achieve the right part, it's 100% too expensive. That isn't an option for us”

It's a tough road, but it's worth it

Kees is a firm believer in his custom Quick Response Manufacturing (QRM) software and has heavily invested time and money to ensure it is in tip-top shape. Kees recognized the value that software could bring and was realistic about the effort that it would take to fully exploit the capabilities of the software. It was decided that VMT wanted to integrate CADMAN-B and CADMAN-JOB into their custom software. Kees attributes part of the success of the integration to VMT's relationship with LVD. “When a customer approaches me with a part, I like to work together to find the best solution for them, no matter what it takes. It was the same when working with LVD, they really listened to my needs and we worked together to get to the ultimate outcome. It all came

down to mutual respect.” Kees was pleased to see the impact that the software has made regarding the flexibility of VMT's operations. For example, if priorities change and a customer orders a part that they need immediately, the system can accommodate the change and adjust the operations schedule without causing any disturbance. The software integration has been so successful with

planning and operations that despite not adding machinery, VMT's output has gone up. “Ultimately,” says Kees, “the software gives me clarity.”

“Continuous improvement is always on my mind.”

Paperless, from A to Z

Kees is adamant that technology may be the toughest thing to keep up with but it is the most important. He is always thinking about what is next for the company. VMT recently introduced the tablet system that will remove all paper during the manufacturing process. Kees explains, “From the customer drawing to the invoice, not one piece of paper will be used. All details required for a part will be accessed in our app that links the part to a QR code.” What is next for this visionary company? “I can't go into too much detail, but it's good” he says, smiling, and with a company like VMT, we can trust that it is.

Profile

Company: Verschoor Metaal Techniek

Website: www.vmtbv.nl

Since: 1995

Works with: stainless steel up to 15 mm, steel up to 20mm and aluminum up to 12mm but VMT doesn't shy away from other materials like copper or high strain steel when the opportunity arises

Innovative project: VMT developed and manufactured an entire 'smarter' garbage receptacle system starting to be adopted by many cities. Garbage is crushed after being tossed in the bin, enabling one bin to hold up to 5 times more garbage.

Equipped with: Three LVD Easy-Form press brakes

Software: CADMAN®-B automatically unfolds the part and determines the optimum bend sequence, gauging positions and tool selection for minimum tool stations and part turns. CADMAN®-JOB organizes and schedules the fabrication shop workload, classifying and grouping jobs in the most efficient manner to increase throughput, minimize set-up time and streamline workflow.

