

TLM LASER^{LTD}

TLM Laser was established in 2005 as a laser service and repair company. With more than 10 years of experience in the field, TLM laser is one of the leaders in the supply of industrial lasers, particularly laser welding and marking systems, which is the company's major selling point. They operate in UK and Europe, with main manufacturing facilities located in Germany.



EUROPEAN UNION
Investing in Your Future
European Regional
Development Fund 2007-13



Shaun Smith - Managing Director, TLM Laser



It's a relatively small amount (to offer) but makes a big difference – if it wasn't for this support, this project would not happen"

Their customers are quite varied. However, they are mainly semiconductor, aerospace, medical and automotive companies including R & D Manufacturing organisations.

TLM Laser also provides bespoke services to tooling manufacturers who require laser engraving on products.

TLM Laser prides itself in operating its manufacturing facilities very efficiently - all the processes in one place as an integrated system, therefore making the whole procedure like a conveyor belt from start to finish.

Nevertheless, in order to improve their efficiency with regards to other aspects of their business operations, TLM Laser required assistance to help them formulate a new

CRM operating system that they could use throughout the company and integrate their front & back office functions with their manufacturing & ordering processes.

Shaun Smith, the Corporate Services Director at TLM Laser says *"previously there was no system in place to document and connect everything together – all of our operations were done in isolation.*

The sales team for example, didn't know what was going on with the engineering team and vice versa and when documenting our work we used separate spreadsheets."

"If we needed to start something new we had to create a new spreadsheet from scratch and this took a lot of time – a time that we could have been put into better use at the company".

Shaun further adds, *"Our vision is to become a global manufacturing supplier and distributor of high tech laser solutions for the industry"* Shaun explains, *"with the help of IV grant, there is now more efficiency within the company which helps us in every aspect of our operations. This has benefitted us hugely as the new CRM system allows everybody to use the same data".*

By designing the customised CRM system, TLM Laser has minimised the wastage and increased the efficiency of processes involved right from the lead contact, to design and all the way through to the finished product/service.

TLM is very happy with the outcome of the project and feel that they have achieved what they intended to gain from this project.

Shaun further comments, *"I feel that the way Innovation Vouchers Project team has found TLM Laser and communicated the programme to them was amazing".* He further mentions, *"It is hard to find the programmes that are not pushy, give the necessary information and being excellent".*

"Innovation Vouchers team communicated the necessary information effectively and having a business show to communicate this information was a very effective way of making businesses aware of such assistance". Shaun feels that if he was not on the show, he would not have been able to seek much required assistance.