

TRUe

THE MAGAZINE FOR SHEET METAL EXPERTS

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01

PENNSYLVANIA

Taking a leap of faith in Honey Brook

THE ENTREPRENEURIAL SPIRIT

This year marks the 20th anniversary of the launch of BenCo Technology LLC, Ben Beiler's Honey Brook, Pa., sheet metal fabrication and design job shop. "Never in my wildest dreams would I have thought we'd be here today," says Beiler. "It was a difficult decision to leave my stable job and accept all the risks that come with starting a new business. However, I knew this was my dream."



Ben Beiler's team - here together with Kevin Southam - became like family during difficult times



Beiler started the company in his garage and worked nights and weekends to build BenCo's customer base. By day he worked as a Production Facility Manager and soon decided to leave this position to fully dedicate himself to his growing business.

Taking a leap of faith

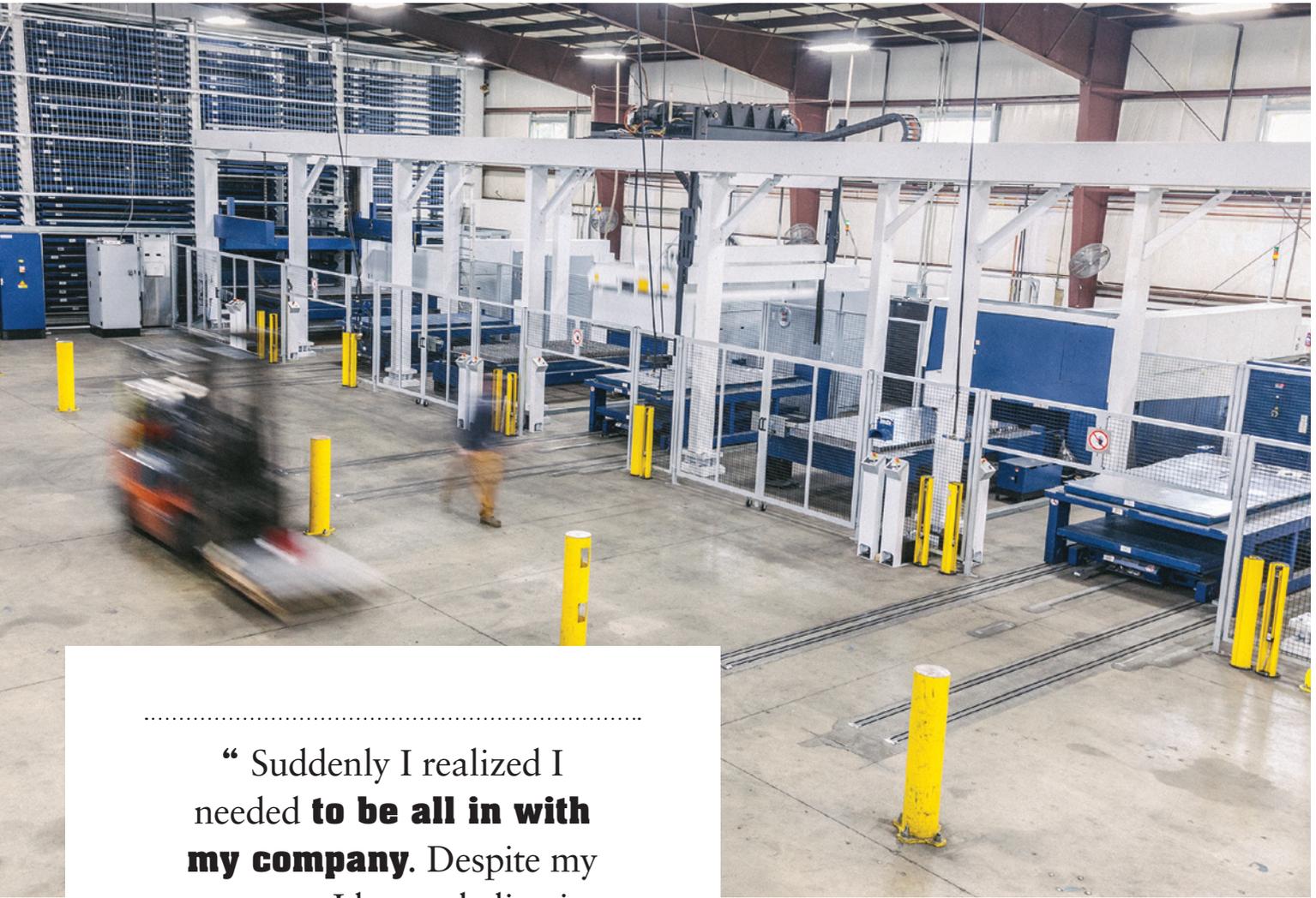
"A pivotal moment came one day when I was stopped at a red light," said Beiler. "Suddenly I realized I needed to be all in with my company. I was hesitant and a bit scared - I had a young family to support. Despite my concerns, I knew dedicating myself to my business was the right decision. I will always credit my first employer with teaching me about sheet metal fabrication and enabling me to realize that I had bigger dreams. I wanted to be an entrepreneur."

In 1998, Beiler moved his part-time business into the Honey Brook production facility and BenCo was officially born. The company

started as a full-service sheet metal fabrication shop offering laser cutting, welding and bending.

Over the next two years, the company grew steadily as a result of continued growth of one of their largest customers. During this time, Ben Beiler hired six new employees, two of whom are still with the company today – Benji Smoker, an early investor in the company who now works in the finance department, and Kevin Southam, who joined as a laser machine operator and now serves as the company's Vice President.

In 2001, the company's main customer shifted strategies and moved production offshore and away from BenCo. "All of a sudden about 70 percent of our revenue disappeared," said Beiler. "It was during this difficult time I realized how important it is to surround yourself with a strong team. My team became more of a family to me. We continued to work hard and eventually, we persevered."



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“ Suddenly I realized I needed **to be all in with my company.** Despite my concerns, I knew dedicating myself to my business **was the right decision.** ”

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A big decision

Finally, in 2003, they found themselves back in a familiar predicament – BenCo was winning orders and struggling to keep up with demand. In an effort to increase productivity, Beiler and his team decided to invest in TRUMPF technology.

“This decision revolutionized our business,” explains Beiler. “It was a big step for BenCo, but I knew the increased productivity would allow our company to continue to attract new customers. This proved true – we were able to churn out more jobs and grew our customer base. In addition, these machines also offered automation, which quickly gained importance for our business. We have always been committed to our employees and automation has proven to be complementary to our workforce. Once our employees learned how to operate the machines, automation became an extension of what they could do.”



Ben Beiler believes in automation. “We have always been committed to our employees and automation has proven to be complementary to our workforce.”



Building momentum

In 2012, the company purchased a second building located in Reading, Pa., and launched two subsidiaries – BenCo Machine LLC and Clean Energy Heating Systems LLC. BenCo Machine encompasses the organization’s machining operations while Clean Energy Heating Systems manufactures patented furnaces that burn only waste oil to promote environmentally-friendly heating.

Looking back on BenCo’s 20 years in operation, Ben Beiler is proud of his decision to leave his job and start his own business. He has placed his trust in his team to build a sheet metal fabrication business serving more than 1,200 customers. His investment in TRUMPF machine tools and automation continues to support the growth of BenCo as the company embarks on the next 20 years in business.

In Brief

BenCo Tech Machine Portfolio



TruBend 5085

The TruBend Series 5000 press brakes are highly productive and offer precise bends on a wide range of parts, due in part to innovative programming, tool setup design, and other features.



TruLaser 5030 Fiber

The TruLaser 5030 fiber is a cost-effective, high-performance solid-state laser system that brings together top of the line laser cutting features and develops reproducible, high-quality parts.



TruMark 6020

The TruMark Series 6000 are high-power and flexible diode-pumped marking lasers, which are available in various wavelengths and ideal for a variety of different materials. Due to the high peak pulse power and high pulse-to-pulse stability, these lasers provide short processing times and outstanding marking precision.



TruBend 7036

The TruBend Series 7000, with its high speeds and acceleration values, ensure outstanding productivity. The press brake provides the optimal conditions for large press forces at a high working speed.

The customer

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- TruBend 5085
- TruLaser 5030 Fiber
- TruMark 6020
- TruBend 7036



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