

Ridgesteel brings profiling in house to boost their capacity and productivity

[Ridgesteel](#), based on the outskirts of Bromsgrove, are specialists in the production of structural steel, as well as architectural metalwork, mezzanine flooring, stairs and balustrades, and much more.

We spoke to Ryan Ridgewell, General Manager of [Ridgesteel](#) and the [Black Country Engineering Group](#) about the [High Definition Ajan 260amp CNC Plasma Cutting Machine](#) and [Sterling 360 DGSAE Bandsaw](#) that the company bought from Selmach.

“I just want to thank the Selmach Team, for the continued support for the growth of Ridgesteel and Black Country Engineering Group”



What was the reason(s) that the business considered this machinery in the first place?

We were looking for long-term cost savings, bringing our profiling and material preparation in house, to allow us to control the process, and speed up timescales too. Without needing to rely on 3rd parties, it means we'd gain full control of our supply line.

How did you hear about Selmach and why did you choose them?

We heard about Selmach from our friend Harry, at [A13 Engineering](#). He'd recently purchased an Ajan Plasma from Selmach, and had told us about the brilliant service and after care that they deliver.



What machinery have you purchased from Selmach Machinery to solve that?

We purchased a [Sterling 360 DGSAE Bandsaw](#), and the [Ajan CNC High Definition Plasma](#).

How has the machinery worked for yourselves?

The saw allows us to take full lengths of steel from the stockholders and process it our self, rather than waiting on them to cut material to length, and the delays that incurs for us. Then the Ajan allows us to maximise our production and saves us a lot on long term costs without needing to outsource profiling.

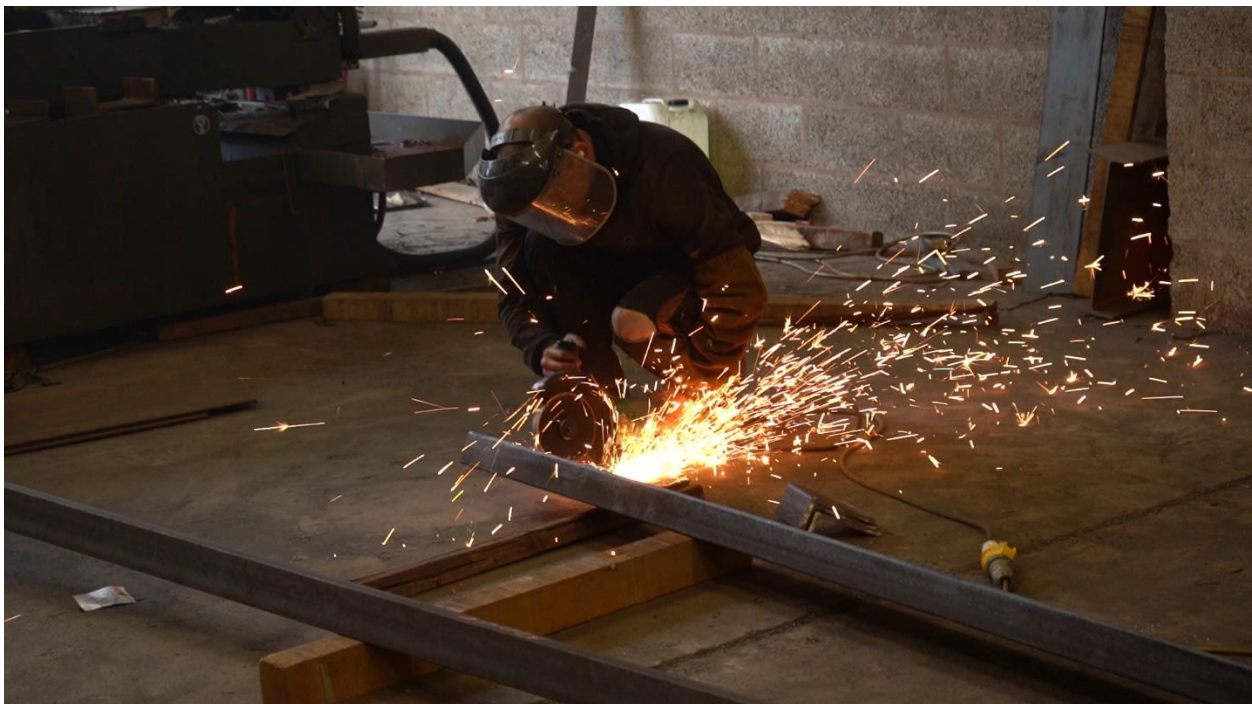


How was the experience with Selmach while you were being quoted / advised and delivered?

The experience with Selmach has been very good, very reliable. Any questions we've had, they've responded straight away to the best of their knowledge.

What about aftercare and service?

The aftercare from Selmach has been really good. I haven't got a bad thing to say about the aftercare, anything we need we can WhatsApp the engineers, and you get a response within the house. Solutions, anything we need, repairs, they're straight out.



Any future machinery considerations?

Yeah, we're looking at maybe purchasing another Ajan plasma, just because the demand we have on fittings is through the roof, so another machine will allow us to process jobs even faster.

Would you recommend Selmach and our machinery?

I highly recommend Selmach, everything's been bob-on, I haven't got a bad thing to say.

If you'd like to find out more about the [Ajan CNC Plasma](#), or the [Sterling Bandsaw range](#), please follow one of the links below;

Ajan Plasma Cutter – Frequently Asked Questions

We often have a lot of customers who are considering whether making the leap to purchasing an Ajan Plasma is worthwhile. Whether it is their first plasma, or maybe replacing an older machine. The Ajan is a powerful piece of equipment, but as a considered purchase, you need to be sure it's right for you. Understandably, we therefore hear a lot of the same questions from our customers.

[Read more](#)

Benefits of the Sterling SRA DGSA Bandsaw

Well known throughout the industry, the Sterling range is synonymous with quality, reliability and the ability to handle heavy duty work all day long.