

RODGERS METAL CRAFT, INC.: Laying Out their Future with Automation



John Rodgers, Dillon Rodgers, Curtis Rodgers and Drew Rodgers are continuing the family tradition of Rodgers Metal Craft, Inc.

EXECUTIVE SUMMARY

CUSTOMER NAME: Rodgers Metal Craft, Inc.

INDUSTRY: Heavy Structural and Miscellaneous Steel Fabricator

LOCATION: Fortson, Georgia

CHALLENGE: Old labor intensive machines were restricting production capabilities.

SOLUTION: Installed a drill line, a heavy plate processor, an angle/flat line and two double-miter band saws

RESULTS: Reduced manual errors and economic costs while increasing productivity using CNC technology

Fortson, Georgia may be difficult to locate on a map of the United States but the quiet, rural town is where Rodgers Metal Craft, Inc. has managed to become a major player within the structural steel industry. Serving the southeastern region of the United States, Rodgers is a leading heavy structural and miscellaneous steel fabricator. Limitations on local skilled labor and an increasing customer demand led Rodgers to 'growing smarter' by taking risks. By utilizing Peddinghaus technology, the team at Rodgers has increased their productivity without increasing the number of employees on their payroll.

Outdated Punchline Restricts Productivity

Rodgers Metal Craft originated in 1969 with two brothers: Curtis and James Rodgers. Today, their sons, John and Greg Rodgers, oversee the continually expanding 200,000 square foot (19,000 square meters) facility. With a focus on industrial and commercial structures, projects for Rodgers include warehouses, distribution centers, manufacturing facilities, churches, schools, shopping complexes, restaurants and the like. Running an old punchline and other labor intensive machines to complete projects began causing large turnover in Rodgers' employees and also restricting production capabilities.

John and Greg Rodgers decided to invest in an Advantage beam drill line in 2008 after investigating multiple options available in the market.



The PeddiWriter CNC layout marking machine allows Rodgers to increase tonnage while utilizing skilled fitters in other areas of production.



Processing columns up to 90 ft (27m) tall and beams in excess of 70 ft (21m)/17,000 lbs (7,700 kg) is no problem using their Peddinghaus machinery.



The addition of CNC equipment has alleviated employee turnover by taking intensive labor and handling out of fabrication.

“Peddinghaus is always mentioned as one of the leaders as far as quality and precision in equipment; first-class in the industry,” explained Greg Rodgers, Vice President. “We had used other types of production equipment in the past. It was good but didn’t last as long as we would’ve liked it to. That’s why we looked into Peddinghaus for a more durable, more efficient and more precise piece of equipment.”

PeddiWriter Produces Results

Pleased with their initial purchase, Rodgers continued their Peddinghaus partnership with an array of CNC technology including an additional drill line, a heavy plate processor, an angle/flat line and two double-miter band saws. Taking advice from regional manager, Kevin Woods, John Rodgers, President, admits to feeling a bit nervous about their most recent investment: the PeddiWriter CNC layout marking machine. “Kevin opened our eyes to equipment that we had no idea was even available to us,” said John. “We went and saw a PeddiWriter running, and then decided to make the leap and purchase it. We knew it was a proven machine but didn’t know whether or not it was right for Rodgers. We are now at a point where there’s no way we can do without the machine; it runs nonstop and every project goes through it.”

Since integrating the PeddiWriter into their shop layout, the team at Rodgers instantly saw production results. The PeddiWriter was able to layout 88 parts on an 85 foot (26 meter) column in 20 minutes. Rodgers is able to increase tonnage while utilizing skilled fitters in other areas of production. Lesser skilled labor can easily run through the PeddiWriter what multiple skilled fabricators can layout in a day.

CNC Software is Key

Similar to understanding the need for automation to remain competitive in the evolving structural steel industry, Rodgers also understands the need for CNC software. Peddinghaus’ Raptor 3D CAD/CAM Software, like CNC technology, is constantly growing and expanding to meet the needs’ of customers. “Raptor is always progressing forward,” said Greg,” and that’s our company – we always want to progress forward. Raptor gives us the ability to bring parts directly from a (BIM) model into Raptor. That allows us to have the cleanest file that you can get. We can put it to the machine and it runs without any problems. I’ve seen that since we’ve been running Raptor; we have a more precise, finished part.”

Peddinghaus Technology Scores Perfect

Rodgers’ technology has enabled company growth without the need for increased labor. The addition of CNC equipment into their facility has helped alleviate a previous employee turnover rate by taking intensive



Rodgers Metal Craft employs an array of Peddinghaus technology including the Advantage-2 beam drill line in tandem with a double miter band saw.



Peddinghaus Corp Bradley, IL

labor and handling out of the fabrication process. By utilizing CNC technology and reducing manual errors, Rodgers is able to produce more while reducing their economic costs. Completing a Kroger distribution center in nearby Atlanta, with columns up to 90 feet (27 meters) tall and beams in excess of 70 feet (21 meters)/17,000 pounds (7,700 kilograms), is no problem with their Peddinghaus machinery.

“I don’t know if I can give you a 10 because I don’t know if there’s such thing as perfect,” said John in relation to his overall satisfaction with Peddinghaus. “But I would give you as close to a ten as we can give. (John pause and smiles.) My overall satisfaction is a 10.”

FOR MORE INFORMATION

To learn more about Peddinghaus Corporation visit:
www.peddinghaus.com

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- Angle Masters
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- Thermal Cutting
- Automated Layout Marking
- Structural Band Saws
- Ironworkers
- Material Handling
- Shot Blasting
- Raptor 3D CAD/CAM Software