EXECUTIVE SUMMARY

CUSTOMER NAME: Gaebler Stahlhandel Stahlbau GmbH

INDUSTRY: Steel provider and steel service

LOCATION: Bretnig-Hauswalde, Germany

CHALLENGE: Process faster and be more versatile in order to reduce lead times and offer new services to customers

SOLUTION: Installed the HSFDB-2500/B plate processor

RESULTS: The machine is faster than its predecessor and Gaebler is able to offer new operations to their customers

Few firms can state that their business has spanned a timeframe which encompasses three centuries. Founded in the 1870’s, with an initial focus on the horse shoe and wagon trade, Gaebler Stahlhandel Stahlbau is a family business that embraces change to continue a time honored tradition of success. Having evolved several times since their founding, Gaebler established their initial steel stockholding business in 1991 after several decades in the construction marketplace. With new land acquisitions and continued production changes, Gaebler recently found themselves looking yet again for opportunities to expand their portfolio and better service customers.

Going from horseshoes to steel construction and finally steel stockholding takes a bit of creativity and vision from management. Every generation of a family business contributes to shaping its future and that is no different today with Andreas and Constanze Gaebler at the helm.

Simply Selling Steel is No Longer the Solution

Gaebler has developed a reputation for being a dependable steel provider throughout the region of Eastern Germany. As their status has grown, so has the demand for their services. Gaebler had traditionally sold stock but introduced steel processing in the year 2000. This was possible due to the addition of a Peddinghaus drilling and sawing system to offer fabricators “value added” features to steel. It was in 2008
when Gaebler moved forward to include additional plate processing capabilities and a larger drilling and sawing system. Demand continued to grow and it became evident that processing was the future for Gaebler.

With a comprehensive line of equipment that could process beams as well as plates, Gaebler never rested on their laurels. With orders piling in, lead times began to grow. It was clear to Andreas and Constanze that the more they could offer their customers in terms of flexibility and speed, the more work they would capture. In 2014 they understood it was time, yet again, to grow.

“In my opinion, in the years to come, as a pure steel trader in Germany you have no chance of survival anymore. You have to offer processing to steel fabricators. That is the path we have taken. In doing so, we are trying to cover gaps in the market and get in touch with steel fabricators who don’t have their own drilling system or plate processing system. There are many people still processing with magnetic drills and we are able to process steel faster than they can themselves. We can offer this service at a fair price by using our machinery” stated Andreas.

**In 2014, Gaebler Grows Again**

When it was time to grow again, Gaebler was working with an existing plate machine and two drilling and sawing systems. The goal was to process faster and more be versatile in order to reduce lead times and offer new services to customers. An advanced material handling system as well as several new pieces of machinery ensured that Gaebler was able to achieve this objective. “At the time when we were looking at initially expanding our business, the order volume was such that we could no longer deliver on time; we had to postpone delivery dates. We decided to expand our capacity by purchasing more machinery and moving production into a larger building” stated Andreas.

With the acquisition of the Peddinghaus HSFDB-2500/B plate processor, Gaebler was able to offer new operations to their customers. “When we purchased the HSFDB and replaced our existing FDB, we were able to offer thread tapping, milling and more. This was not possible with our older machine. Of course, the machine is much faster than its predecessor so we are very happy with this new offering of ours” stated Andreas.

When it came to suppliers, Andreas explains why their firm continues to work with Peddinghaus, “We were referred to Peddinghaus in 2000. We have always been very happy with our relationship. Whether we are
speaking about the service, sales or the overall consulting services when it comes to our production, we are very satisfied. That is why there really wasn’t a question as to another manufacturer. Of course we took offers from other providers and researched their machinery but in the end we ultimately decided to go with Peddinghaus.”

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