

Throwing down the Challenge to industry

Challenge Engineering is a new force in manufacturing.

Officially launched in October this year, Challenge is the next generation of manufacturing engineers specialising in CNC machining.

Based in South Granville, Western Sydney, Challenge Engineering offers two key services.

Firstly, CNC machining – its versatile CNC lathes can produce parts within 0.01mm consistently.

Secondly, engineering – providing a broad range of engineering solutions.

Parramatta City Mayor, Councillor Paul Garrard who officially unveiled the new brand, said: "Manufacturing is a key driver of both productivity and innovation in the Australian knowledge economy.

"For manufacturing to be more competitive in Australia, manufacturers need to think smarter and be more innovative – particularly during the current economic downturn."

The launch was attended by guests from all facets of manufacturing.

Guest speaker Dr John Blakemore, chairman of the Australian Manufacturing Society, delivered a presentation on Lean Thinking: Innovative Ways to Improve your Bottom Line.

Dr Blakemore told guests rather than using a traditional push system or manufacturing to stock, producers should consider a pull system – manufacturing to order.

This means manufacturers should reduce the capital they have tied up in stock and the waste generated through unnecessary setups.

Dr Blakemore has had great success with numerous Australian companies including Hazard Systems, Pirelli, and Geelong Cement with productivity gains from 25 per cent over

six months up to 800 per cent over 18 months.

Challenge managing director James Abbott, who has had more than 20 years' experience in manufacturing, believes smart, innovative thinking is the key to improving manufacturing in Australia.

"On many occasions we have provided solutions for our customers that have not only delivered significant savings, but also helped get their product into the market place," he said.

"To achieve this goal, Challenge Engineering has invested in multi tasking CNC machines. These machines can turn and mill in the same setup, which means cycle times can be reduced and lead times can be improved. This also reduces the opportunity for error which means customers can be assured of consistency and reliability."

As far as technique is concerned Challenge Engineering is viewed as a trail blazer for the next generation of Australian manufacturing engineers. Their mission is to challenge the way manufacturing has been traditionally done by applying innovative thinking and new technology to traditional processes to create superior Australian products.

Challenge Engineering

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Rising to the challenge ... Councillor Paul Garrard (left) congratulates James Abbott