



“If you’re not investing in the latest technology, you’re falling behind.”

— Greg Williams



Ken Williams – Founder of Southern Metalcraft, Inc. (left) and Greg Williams – President/COO

Increased Capacity Accelerates Growth.

Founded in 1974, Southern Metalcraft, Inc. has grown from a three person shop to a team of 35 highly-skilled sheet metal fabricators. In order to facilitate growth, keep pace with customers’ ever-increasing demands, and never compromise on quality, the family-owned and operated business partnered with AMADA. Today, SMI’s 42,500 ft² facility near Atlanta, GA is filled with highly-advanced machine tool solutions — enabling the company to become a premier sheet metal fabricator.

Company president, Greg Williams, reflects on the decision to partner with AMADA, “The addition of the LCG 3015 AJ, HG 1003 ATC and HG 2204 to our shop floor not only tripled our capacity but provided us with unprecedented speed and quality.” In fact, each machine quickly yielded substantial gains:

6kW LCG 3015 AJ Fiber Laser + Automated Material Handling and Storage: SMI gained a 70% increase in available laser cutting time with 24/7 capabilities in a full range of material types and thicknesses.

HG 1003 ATC Integrated Bending System: AMADA’s patented Automatic Tool Changer (ATC) enables SMI to achieve 25-40 setups per day compared to 8-15 prior to purchasing the HG 1003 ATC.

HG 2204 Press Brake: An AMNC 3i touchscreen control allows SMI’s operators to quickly verify tool setup, part data, and bending sequences in a 3D environment — increasing throughput by more than 25%.

240 tons of power and AMADA’s Bi-S (Bend indicator Sensor) technology enables the HG 2204 to maintain consistent accuracy in bend lengths up to 169”. The added capacity to efficiently bend longer parts in 11 Ga. materials and thicker, gives SMI the additional ability to successfully compete in a larger market arena.



The ATC is equipped with 18 stockers for dies and 15 for punches to ensure maximum bending versatility. High-speed, automated tool changes ensure precise and economical bending results even in lot sizes of less than ten — while also enabling the seamless introduction of rush jobs.



24/7 Productivity
The 6kW LCG 3015 AJ Fiber Laser is one of two lasers installed inside an AMS 3015 Automated Material Handling/Storage System which consists of a 10-shelf material storage tower and two unload carts.



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