

A SINGLE PLAYER FOR THE ENTIRE TUBE SUPPLY CHAIN



Ferros Planes was founded by Jordi Planes in 1985 in Martorelles, near Barcelona. The company started as a wholesale warehouse for tubes, selling retail metal bars to small customers in Spain. As time went by, Jordi realizes that the only way to stand out and differentiate himself from his competitors was to provide added value to his services. For this reason, in 1994, he purchased his first sawing machines and began offering cut-to-size as a new service. With sales volume increasing substantially, Ferros Planes inaugurated its new 6,000 m2 headquarters in 2000 which included the installation of its first Lasertube by BLM GROUP:

an efficient and high-performance system for laser cutting of metal profiles. Thanks to the Lasertube system, even tubes unable to be cut to size on a saw machine could now be and at high speed and without the need to refine the cut later. Ferros Planes was one of the pioneers in Spain to introduce this state-of-the-art technology into their factories. In 2015, a partnership began with José María Bereciartu (JMB), a third generation Pamplona-based company specialized in tube fabrication. A synergy immediately emerged between the companies, which brought advantages to both: JMB benefits from customers that deal with large tube volumes and

Ferros Planes found a strategic supplier and partner, able to supply them with tubes. This partnership helped the companies to emerge as both a very competitive tube manufacturer and laser service supplier. In 2023, Ferros Planes expanded their partnership with José María Bereciartu breaking ground on an additional 6,000 m2 facility where there will be space for two tube production lines and several Lasertube machines. Currently there are 10,000 m2 available between Ferros Planes and JMB and over 40 employees, making Ferros Planes a unique player capable of covering the entire tube supply chain.

Who is your typical customer?

"We usually work for the solar, logistics, agricultural, construction and furniture sectors, however, we also fulfill requests for the automotive industry," says Marc Planes, deputy manager, who continues: "customers come to us not only for the quality of our products but also for the high flexibility that we can provide them. Our regular customer is someone who needs large volumes of tube and at the same time short delivery terms. For us, knowing customers' needs and having the tube manufacturing process in-house allows us to work with high reactivity. Sometimes we process orders from coil to finished parts in less than one week. This is only possible thanks to our high specialized condition and our equipment, such as Lasertubes. Not many companies can offer such a short time from order to delivery, without compromising quality and service. Additionally, we work hand in hand with

specialized partners that can offer services that we can't guarantee today, such as robotic welding, different coatings, or tube bending. We want customers not to worry about anything during the whole process, we will manage it and offer the product with the maximum added value possible." Ferros Planes has positioned itself as the single point of contact for the entire tube supply chain: from the purchase of raw material from the main steelmakers on the market, to processing steel and finally producing and cutting tubes to offer all the services their customers need.

What distinguishes you from your competitors?

"Before the partnership with José María Bereciartu, we could only buy tubes from the factories, whereas now we can make them in-house, which has the advantage of being more competitive, but not only that, now we have greater control over the entire supply chain, which

allows us to grant customers the quality of the material they are looking for and also meet special requests such as certain welding thicknesses, tight delivery times, control on radius, welding position, etc. This gives us a lot of leeway and allows us to adapt to multiple needs: some customers require very low tolerances in terms of millimeters in cutting (although the tolerance guaranteed by Lasertubes is always better than what customers ask for), others ask us for a perfect aesthetic finish, without scratches. Having a tube manufacturing unit enables us to control and adapt to all those requirements. Moreover, having our Lasertubes next to the tube manufacturing line make our costs practically unbeatable," Marc Planes tells us.

A flexibility that also comes from the fleet of machines in their possession, as Marc says: "We currently have seven Lasertube systems by BLM GROUP to perform cutting and machining on tubes or

other metal profiles. The ability to process a wide range of diameters, on different machines, allows us to have great production flexibility and respond to the customer in a short time and with the best conditions. Also, with the latest generation of machines we can produce in two shifts what we used to do in three

shifts. We are really happy with the technological leap BLM GROUP has made throughout the years and the upgrades that there have been in the Lasertubes, compared to the first models we bought in the early 2000s. The machines are faster and more reliable than ever. By reducing the production shifts

from three to two we have less maintenance costs and we can deploy our employees more effectively on other processes. However, as flexibility is key, we are always open to meet our customers' requests so if a third shift is needed, we will be there finding solutions."

10,000
tons of tubes
produced per year

16,000
m² production facilities

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WE CAN PRODUCE IN TWO SHIFTS WHAT WE
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Why keep choosing BLM GROUP?

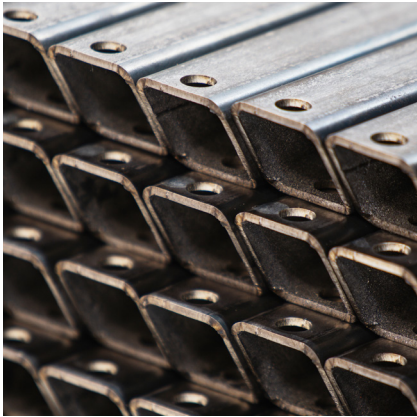
"Our first Lasertube arrived in 2001, and since then we have continued to upgrade our fleet with more Lasertube systems. Through the years we have maintained a very good relationship not only with the sales department, but also with the training technicians and even the canteen staff! They remember us and it is always a pleasure to greet them when we visit Italy. We know that we can count on an experienced partner who has been involved in tube machining for more than 50 years and who is able to accompany us in our growth, with more and more performing and reliable solutions. We can only thank the sales staff of BLM GROUP for all the help they have always given to us, especially during the difficult period of the economic crisis back in 2012. When we buy a machine, we want to achieve maximum productivity and automation. Compared to the first machines we bought more than 20 years ago, there is no comparison in terms of both performance and electric consumption; many processes

have become fully automatic: for example, if it used to take us 15-20 seconds per cut to ensure the centering of geometries on the tubes, now with Active Scan it takes less than 1 second. This allows us to offer more quality at a more competitive price. In BLM GROUP there is a lot of focus on improving the product to make it faster and more efficient, and for us who work on constant production changes, it is important to have the best machines on the market, which can process multiple metal profiles and different diameters. In the end, the more competitive the machine is, the more competitive prices we can offer to customers."

What plans do you have for the future?

"Right now, we process approximately 12,000 tons of tubes per year, but with the new facility that we are building we could exceed 30,000 tons in 2-3 years. We are also considering expanding the diameter of the tubes we manufacture in-house, to be able to offer a wider range of

products to our customers. Another thing in which we are aware and active for the near future is the green economy. We are working with a continuous improvement mindset to be more efficient every day. We think the next big issue to face globally speaking is how companies will reduce their carbon footprint. Five years ago, we implemented a 400 kW photovoltaic facility on our roof which allows us to be more efficient energy-wise. Thanks to this investment, we have installed an air-conditioning system on the whole productive facility of Martorelles (6,000 m2) so we can improve the working environment and work all the year under sustainable temperature conditions. We believe this is the way forward for the new facilities we will be opening in Pamplona in 2024 as well," Marc concludes. A positive relationship that has lasted for more than 20 years and allows both companies to grow and be at the forefront of the metal processing industry.



FOR US WHO
WORK ON
CONSTANT
PRODUCTION CHANGES,
*THE MORE COMPETITIVE
THE MACHINE IS,
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OUR PRICES*

