



AEI FABRICATION

*Built On Customer Satisfaction And Precisely What
You Need*



The AEI Management Team, With Combined 70 Years At The Company

Advanced Energy Ideas, based in Mesa, Arizona, is the parent company of two dynamic enterprises that are shaping the categories in which they do business.

Celebrating nearly 20 years in business, AEI Lighting is AEI's lighting subsidiary, a multi-faceted manufacturer and full-service solutions provider of industrial, commercial and residential energy-saving lighting products that include LED, T5/T8/T5HO fluorescent, induction and natural light skylights for applications such as distribution centers, warehouses, production floors, retail, grocery, commercial buildings and office parks. With a focus on sustainable practices, responsible manufacturing and unparalleled creativity in product design, AEI Lighting's 200-plus lighting fixture models are now found in all 50 states in the U.S. The company has also serviced most of the Fortune 2000 in industries ranging from logistics to warehousing to cold storage to big-box retail to high-tech to entertainment and is proud to serve those that serve our country, calling all of the U.S. Military branches and NASA clients.

AEI's metal fabrication subsidiary, AEI Fabrication, is less than two years old and now provides its high-quality, precision metal fabrication services to all industrial categories. The company has quickly become a 'go-to' source for customers in trucking, transport, semiconductor, solar, automotive, communications and utility.

When asked about AEI Fabrication, owner and founder Ron Kotloff, says, "AEI Fabrication just kind of happened. At AEI, we are such perfectionists at manufacturing our own products, we knew we could make high-quality parts outside of our industry as well." He continued, "The culture we have created here at AEI is that every part we





produce is a potential first impression. For example, in the lighting industry when a company is asked for a sample of their fixture, that sample is usually gone through with a fine tooth comb, wires organized and cleaned up so it looks perfect. Then what is shipped is entirely different. The attitude we have here at AEI is if we build a thousand fixtures, we never know which one they are going to pull off the stack to look at, so every one of those thousand fixtures needs to be perfect—like it was the one sample.”

Over the course of the past year and a half, AEI began to get requests to fabricate parts from other companies. Ron says, “These weren’t lighting companies, they were just companies who heard that we were meticulous with our fabrication process and dedication to quality. The parts they wanted were architectural panels that were delicate and needed to be pristine. The reputation we had working with pre-painted materials without scratching them (both of their Amada turrets are brush tables, so there is no marking on the parts) is what brought them to us.” He continued, “We had the right equipment, and the right employees, so we agreed to do these one-off jobs. This spurred us to open a new side of our business, called AEI Fabrication, a company that fabricates parts as a job shop. While we still have yet to begin advertising, our customer base is growing quickly.”

The company is quickly building a reputation for cost-saving, high-speed, precision laser cutting combined with efficient, full-service metal fabrication capabilities that deliver a turn-key metal fabrication solution for customers in a wide range of industries. Kotloff says, “We are smaller and more nimble than our competitors, and this allows us to consistently innovate and bring the latest technology to our customers ahead of others.” He adds, “Our tenets of success start with a ‘can-do’ attitude that permeates every member of the company (there are 35 team members today). This attitude is the catalyst for the growth of AEI and it’s departments, such as Design & Engineering,



who use the latest in CAD/CAM, including: SolidWorks, ProE, FabriWIN, MetaCAM, and other modeling and process software to design, develop and prototype any product in the most cost-efficient manner. We are known for working closely with our clients throughout the entire product development and production process to ensure the utmost in cost-efficiencies and customer satisfaction.”

The team at AEI Fabrication shares the philosophy of consistently building the best products possible, and taking pride in their workmanship and the physical surroundings in which they work. “We recently had a new fabrication customer tour our facility and as I was discussing our quality process, he stopped me and said that he knew the products we would fabricate for him would be outstanding. When I asked him why, he added “it’s because our facility is so clean and well cared for. He said, ‘If you take this good care of your facility, machines and floors, you will clearly pay attention to the quality of our products’,” Kotloff commented.

Another customer came to AEI Fabrication when its





current supplier was quoting four weeks delivery time for their aluminum architectural panels. The company needed them in two weeks. AEI Fabrication took on the project and had the panels completed in 3 days! Not only was the delivery schedule outstanding, but the customer commented that AEI's panels were the best parts he ever received and arrived in the best packaging. They added that our attention to detail was unmatched.

AEI didn't always do its own fabrication. Years ago, they designed their lighting fixtures in-house, sent the designs to sheet metal companies who would cut and bend the parts, and then they were shipped to AEI for final assembly. As volumes continued to grow, it was time for the company to take fabrication in-house. Ron says, "Of all the shops we sent our parts out to, the best results invariably came from shops that owned Amada equipment." He went on, "When we made the decision nine years ago to open our own sheet metal fabrication shop, I evaluated a number of sheet metal equipment manufacturers, but ultimately I selected Amada."

Today AEI / AEI Fabrication is exclusively an Amada shop. The company offers precision laser cutting, punching and stamping, bending and forming, all with state-of-the-art superior Amada machines. In addition, they offer certified welding (MIG and TIG), assembly, product finishing, logistics and controls, design and engineering, and quality assurance, all perfected over the 20 years that AEI has been in business.

Just as AEI and its employees built its business on superior customer satisfaction, Ron based his machine tool purchase on the customer support Amada offered. "Some of



Amada's competitors guaranteed that a service person would come within 24-48 hours if we had a problem." He continued, "We can't meet our customers schedules if a machine is down for 2 days. Amada has local service support, so in the few times we've needed them, we've gotten immediate support. Our Amada sales person Mike Decono is also very knowledgeable and easy to work with." AEI's oldest Amada machine is 9 years old and Ron says it stills runs like it did the first day it was hooked up. If you look at this machine, or any other machine in the shop, you would make the assumption that they were all new. Ron says that his sheet metal team treats the machinery like it was their first car, and keeps them in tip-top shape, just as they do the parts and products they make. Pride shows.

AEI Fabrication's newest addition to its line-up of Amada machines is the LC3015 F1-NT 6000 watt laser cutter, which is the only 6,000 watt Amada laser in Arizona. It can cut up to 1.25" steel and up to .75" stainless or aluminum. Ron says if you are currently water jetting parts of this thickness, AEI Fabrication can offer you cost and time efficiencies. Ron finishes, "We're a young, growing job shop. If you need metal fab, come take a tour of AEI with me personally. You won't regret it and you'll find that we want to help you any way we can."

Come see what AEI Fabrication can do for your business. For more information, contact AEI at 480-733-6594 or visit AEI Fabrication.com to reserve your AEI tour.

