

Engraving Crew brings collaboration core value



Janice Evan

Collaboration and reliability are core values for The Engraving Crew, a newly migrant business set up in South Australia by South African entrepreneurs.

The firm offers branding, marking and cutting services through a range of laser and scratch/rotary engraving machines from one offs to volume quantities.

"We are an established family business offering engraving services, including artwork services, designing and solution based problem solving on engraving and cutting applications," says principal, Janice Evan.

"We supply into the industrial, corporate, promotional and end user markets. Our client base is diverse and includes military, mining, décor, events, refurbishing, engineering, medical and most business sectors. One day we may be engraving on toast and the next into titanium."

Janice says the "customer centric" business model developed in South Africa while looking for applications after buying an engraving laser.

"We knew beforehand that the laser had huge potential, it just needed to be exploited," Janice says. "We applied ourselves and created awareness of our machinery adaptability. Our research and trials lead us to applications through a wide spectrum of business sectors and applications. Our capabilities are extensive and we don't say no to anything without exploring the possibility of a successful outcome.

"Through our accumulated experience, sticking with this game plan, we became known as the engraving company best equipped to take on work that no other engravers would tackle. We expanded our offering over the years and grew a nucleus of sub-contractors/skilled crafters, from our local area who specialized in various substrates we also worked into.

"From this nucleus we create, design, manufacture

and supply custom items for product launches, special occasions, promotions, etc. We want to continue our business model here in Adelaide with the same ethos."

Janice knows the challenge of being "new kids on the block" is to get the Engraving Crew service offering and the people behind it known in Adelaide and throughout SA, initially.

"We have a positive contribution to make in the business community and we have started to network with people who are decision makers and sourcing agents for our services," she says.

"We have a basic website up which we are updating continually. We want to engage with similar businesses where we can offer an extension to their business.

"We are offering a sampling opportunity to potential new clients who may not be familiar with our process or its effects but who are keen to explore with us for solutions in their production and branding.

Business planning emphasizes reliability in a volatile environment.

"As local and international markets are a very fluid environments we feel there is always a place for solid, reliable business partners, be they clients or suppliers," Janice says.

"Our policy is to create and encourage strong relationships in our business dealings. Stick to the basics, of quality, reliability, service. Adelaide in itself is perhaps smaller than other regions however there is a lot of potential to service in-state, and also to contribute to Adelaide becoming stronger in supplying out-of-state to the rest of Australia.

"By helping to create working hubs who produce finished product, designed, produced and packaged in Adelaide we aim to add value and enable Adelaide and SA to have a bigger business footprint in Australia."



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