



## CASE STUDY:

### ***“CUSTOMIZING IN COLORADO WITH AN AUTOMEK CNC BACKGAUGE”***

#### *Introduction*

Automec, Inc. has added another satisfied customer to their extensive customer list. Colorado Custom Coachworks (CCC) specializes in custom fabricated coach buses- cool right?? At the end of 2019, CCC purchased an Automec CNC backgauge system to help increase their press brake productivity. The system has added significant value to their customized business. Chris Caton, CEO and Owner of Colorado Custom Coachworks had a virtual meeting with Automec giving us the scoop of how the Automec backgauge system is aiding his work.

#### *The Buyer*

Chris, an ambitious craftsman and a New England native, moved out to Denver to start his custom shop. Colorado Custom Coachworks is the result of his ambitions. With Chris’s knowledge and expertise in metal fabrication, woodworking, upholstery, and other customizations, he has driven the company from the ground up. Chris mentioned “Being the only ‘SKOOLIE’ build shop with career experience in the Specialty Vehicle Industry has given CCC an edge in creating products and vehicles that not only look good but satisfy a clear need in a niche market”. Chris oversees a team of seven (7), which includes contractors. Chris’s experience comes from 15 years in the street rod, motorsports and off-road fabrication industry from around the United States.



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*“The Custom world is so different, but working with Automec has made prototyping so easy each time.”*

*“We got it nailed down with the Automec backgauge!”*

*“Working with Chris brought us excitement, knowing the impact our CNC Backgauge system would have with his custom fabrication work. We wanted to help ease the financial burden by offering an interest-free financing solution. We felt it was a great gesture from one small business to another and we couldn't be happier about it”.*

*-Bill Helinski,  
President at Automec, Inc.*



### *The Purchase*



Back in December of 2019, Chris and company decided on Automec's CNC150 HD backgauge system. He purchased his machine with a pinch point switch for additional functionality and flexibility with his special parts. Chris, the company's CEO, knew a backgauge system was needed to simplify their workflow. Previously, the business was manually gauging their bend dimensions, without any form of automation. This poses accuracy and repeatability threats as well as a major time killer. Chris decided on Automec through a referral from a friend in the MFG world. As the ultimate decision maker, Chris trusted an outstanding reference and chose Automec's system for his shop. Automec worked closely with Chris to create a finance plan that worked with his small business. A gentleman's agreement between Automec and Colorado Custom Coach Works had Chris set up with a brand-new backgauge system in no time.

### *The Production*



After the decision to purchase from Automec, Chris received the product within a week. Well ahead of the quoted two (2) week turnaround time for the order, showing Automec's production team always pushes to exceed expectations. Chris mentioned to us, "my main concern was simplicity, and Automec delivered 100%." Chris and his team did not purchase factory installation, because he felt comfortable with configuring machinery. Without any training, the Automec system was so easy to install and run that Chris was bending parts again within the same day.

### *The End Product*



"Working with Chris brought us excitement, knowing the major impact our CNC system would have within his niche business" says our new President, Bill Helinski. As a result. Chris and the CCC team added a great investment and growth opportunity, saving Chris time to focus more on his next innovative



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products and vehicle designs. His parts are being produced faster and more accurately, while eliminating the headaches of manual gauging.

### *Current Status*

The company is currently working on its next exciting push forward during the current events with its growth plans and expects to be 100% set up in their new location by first of the year which will allow them to increase their prototyping and production work flow. With the current COVID-19 situation, Chris, along with many companies, has seen a struggle generating orders. "We were completing a good number of part orders a month, now were below average a month." Chris is confident the increase in custom orders will return after the move when buyer confidence increases. He also hopes to resume work on their concept vehicle line which includes a 1959 Dodge and 1951 Chevy school buses.

### *About Automec*

Automec, Inc., located in Waltham, Massachusetts, was founded in 1969. Automec manufactures and sells computerized gauging systems primarily for the Metal Fabrication Industry. The gauging systems attached to primary fabricating machines like press brakes and shears to increase operator productivity. Automec also offers servo-electric press brakes and hydraulic press brakes. We have carefully selected (2) companies to represent: CoastOne and Standard Industrial. We offer excellent support and service for these products throughout the United States. Automec has over 15,000 systems throughout America and acts as a one-stop-shop for press brake solutions!

### *About Colorado Custom Coachworks*

"Colorado Custom Coachworks is a one-off build shop, catering to any custom build platform you can think of. From roof raised school buses to 4x4 converted off grid adventure rigs! Going above and beyond your basic conversion company, we offer the widest range of abilities and in house services to tackle any custom job. We are passionate about what we design and build. No job is too big or crazy to handle. We live this life-style, we love this lifestyle and we look forward to building the adventure rig of your dreams!"

[www.coloradocustomcoachworks.com](http://www.coloradocustomcoachworks.com)



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*"Our main concern was simplicity and Automec delivered 100%!"*

*-Chris Caton-  
CEO & Owner of  
Colorado Custom Coachworks*

