

# RADIUS MACHINING

creators of impossible solutions in CNC-milling

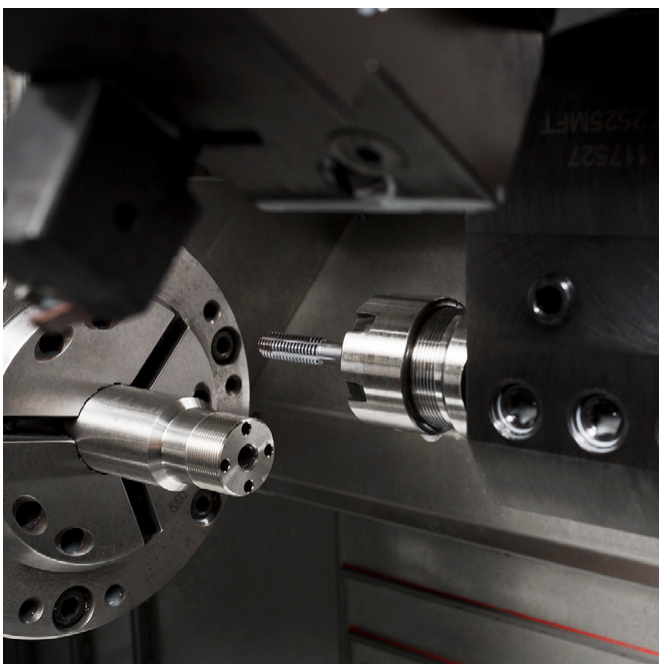


The production complex of Estonian metal machining company Radius Machining isn't just a simple turning and milling site, but a modern wonderland full of top-tier technology, where not a single move is made without computers or programming. The company's founder Veljo Konnimois says that their clients use almost all imaginable materials that are fit for cutting or shaving with aluminium assuming the bulk of production material in recent times. **Radius Machining are a key player in the field of CNC, where computer numerical control machines process pieces of material to meet specifications by following a coded programmed instruction and without a manual operator.**

Radius Machining consider the willingness to take on special projects and assignments as their core strength and unique selling point. **"We're not really that good at telling our customers "no" or that this particular task is impossible, because it's always possible to achieve the desired result somehow," explains Konnimois.** "In very simple terms, our advantage is the preparedness to invest in technological solutions when more clients are faced with a similar challenge. Otherwise they'd have to acquire the special equipment themselves, but if we can find 3-4 clients with similar demands, then it's feasible for ourselves to carry the burden of the investment."

## THE FAST & THE FLEXIBLE

**Speed and flexibility are major advantages on international markets** and thus Radius Machining exports over a half of its production overseas. "Our decision-making processes are very quick and we can solve all problems and challenges within a limited timeframe, sometimes even in just a few hours. This efficiency is immediately reflected in our delivery times, which are very short compared to our main competitors - while on some major markets it can take up to 12 weeks to deliver the product to the customer, we take pride in delivering the same result in just a few weeks," stresses Konnimois.



## CLIENTS FROM ALL WALKS OF LIFE

The company's client portfolio spans 360 degrees, ranging from the medical industry to the military and including sectors such as food processing, heavy machinery and even space. Konnimois explains that **Radius have made a conscious decision not to focus on any particular industries or sectors and this has granted the company a comfortable level of stability.** "We are not dependent on trends in different sectors and this widespread diversification gives us a degree of independence, because I personally believe that specialisation can pave the path to laziness," Konnimois explains his philosophy.

**Radius Machining's main clients are major international corporations with very high quality standards and demands,** such as Skeleton Technologies, Cleveron, ABB, Siemens and others. One of the more distinguished companies in the company's portfolio is the Japanese Bronto Skylift corporation, making the world's tallest lifts for rescue and high-altitude access and maintenance services. "Bronto Skylift has become one of our top clients, but it is the result of a 10-year effort and just goes to demonstrate that perseverance and dedication are the key qualities for achieving success on international markets. We also do subcontracting for Nordson and specifically for their Germany-based unit responsible for Procter & Gamble's production lines."

Scandinavia, the United Kingdom, Germany, Switzerland and the Czech Republic form the core of Radius Machining's focus markets. **While the delivery radius of metal processing companies is usually limited** to about 500-1000 kilometres due to transportation costs, then **Radius has successfully expanded its reach beyond this area,** supplying fine electronics components to the UK and partnering with Swiss and Swedish companies in serving the train industries in those markets.

"Client references and testimonials play a pivotal role in our industry - we were able to take on the Finnish market thanks to some kind words by ASSA ABLOY, who introduced us to their partners as the "crazy Estonians who are able to create feasible solutions to almost impossible problems". But often we're called in to fix issues and problems left behind by other suppliers," notes Konnimois.

### EVEN A MINUSCULE ORDER MATTERS

Besides providing quality subcontracting to other enterprises, **Radius Machining are eager to invest their time and know-how in projects that excite or inspire them.** "At least once every month we're approached by someone with a near-impossible mission to produce an important detail or component for a prototype still in development. Engaging in such projects and boosting innovation are a demonstration of our corporate responsibility to further develop the entire industry." Estonian prototype builders usually ask for 1-100 details for the development of their project, but the latest inquiry for prototype components came from an aerospace company, asking for 1 million non-critical aviation components - positive surprises such as this one keep Radius Machining in the prototype development game.

The company's milling and turning capacity is estimated to be at about 9000 hours per month, but in case of new and exciting orders it's possible to increase production volumes by 50 per cent without increasing staff numbers. "I am convinced that one value setting us apart from some competitors is our integrity and honesty, because we can afford to turn down client requests as well. We simply make it very clear from the beginning whether we are able to complete the requested task in time and on the terms stipulated by the client. **We stand by 99 per cent of the delivery times promised by us, thanks to our state-of-the-art manufacturing management software.**"

### ESTONIA – FROM IT TO HIGH-TECH

The Estonian machining industry is closely following the success of the Estonian IT sector and is quick to adopt new ideas and approaches from there. Konnimois claims that this is a trend that he hasn't witnessed anywhere else. "Our partners are dumbfounded by our white walls and clean floors when they come to visit us. **Industrial companies in Estonia are very cultured and high-tech and most importantly - incredibly conscious about the environment.** We simply need to be attractive to avoid losing the brightest minds to startups and other tech companies. That's why we work closely with schools and students to secure progeny in our field, to inspire young people to consider the machining industry as an employment opportunity. After all, we are witnessing another industrial revolution happening before our very eyes," stresses Konnimois.

Radius Machining is happy to host overseas customers at their Estonian facility for business travels. "Estonia is a unique place, where we have managed to seamlessly blend pristine nature with an unrivalled high-tech IT environment. Our international partners come to Estonia, have some meetings with professional people who don't like to waste time on small-talk, and then they are free to enjoy the peace and quiet of our beautiful nature," smiles Konnimois. **The whole economy of Estonia is moving towards digitalisation and Estonia's experience in e-governance plays a huge role in driving the entire country.** The majority of companies in Estonia got their start only in the early 90s and have developed faster than their international counterparts, skipping several development obstacles on the way. Respecting employees comes naturally for employers and this is evident in Estonia's very low ranking in international lists on the probability of strikes. "We hardly have any force majeure incidents, don't indulge ourselves in long summer holidays and keep working hard all year round. **We are open and honest in our communication with our clients, invest in product development and keep educating ourselves even further by engaging in prototype ventures.** This is why I believe that Estonia has great potential for becoming an industrial hub between Scandinavia and Central Europe," Konnimois is convinced.

