



Unfortunately, many web sites relating to laser cutting and laser marking technology are full of misleading information designed with the sole objective to sell you something as fast as possible.

*At Lotus we take a different approach.*

Our company ethos is built around forming long-term customer relationships out of which we consequently sell machines, often over a period of many years.



# 7 TIPS

## to help you avoid making the wrong choice of laser marking or laser cutting machine:

### 1) Work with a true laser specialist

Is the company a true specialist in the field of laser marking and cutting technology? If the supplier provides other forms of technology such as cnc routers, 3d printers, etc, then this is OK but unless their staff are dedicated to one type of technology then it's inevitable that the depth of experience they have will be diluted.

### 2) Verify authentication of the build standards

Good build quality and high build standards are essential for the safe and reliable operation of any form of laser marking or laser cutting machine. First look for accreditations such as ISO9001:2015, CE, RoHS, WEEE, FDA and TUV but don't take the advertising of these certifications on face value. Ask for copies of the certification and most importantly a written statement from the SUPPLIER that they accept liability in the event of non-conformity. Under EU law the supplier is liable anyway but asking for a written statement will usually frighten-off the less responsible suppliers. Ultimately, if your investment will be considerable in value then ask to inspect the products Technical File, which will be held by the manufacturer.

### 3) Visit the factory

Visiting the factory to inspect the build process is a sure-fire way to find out if what you are being told is true. All too commonly "Made in the UK" for example, is sometimes to say "we put our labels on Chinese machines". If visiting the factory is not practical then the next best thing is to ask for a video showing your intended make/model of machine being made at several stages. Check these images against the marketing material that you are being shown and look-out for dissimilarities.

### 4) Look 'under the hood'

Take nothing on face value; ask to look inside the machine in particular at the wiring, cable terminations, the types and quality of the components being used. A good sign for the layman to see will be efficient and tidy cabling and strong and secure terminations as this will indicate a good attention to detail has been applied during assembly. Another good sign will be branded components such as power supplies from Meanwell, PLC from Siemens and circuit boards that are branded with the name or logo of the supplier. Check the labelling on the machine matches the user guide.

### 5) Speak to a salesperson; ideally face to face

Listen carefully to the first few minutes of what the sales person is saying to you. If the salesperson is mostly proposing a solution for you to buy without asking at least half a dozen questions inside the first 5-10 minutes then you know that the person you are speaking to does not understand what you are looking for. In such case your chances of buying the wrong machine are too high. The more questions the salesperson asks you the better indication it is that he/she is trying to work-out what is the best solution specific to your circumstances.

### 6) Only believe what you see

Assuming that your relationship with the supplier is new, only base your decision on what you see. Where a live demonstration is not practical the next best thing is a webcast or a demonstration video. Be sure that whatever form of presentation you receive, the salesperson is demonstrating the exact make/model that he/she is proposing and that he/she is using your artwork files and your materials during the demonstration.

### 7) Ask to speak to the MD of the manufacturer

If after all is said and done, if you are still not sure then ask to speak to the Managing Director of the MANUFACTURER of the machine you are considering to buy and ask him/her for answers to your remaining questions. No matter what the size of the manufacturing company or if there are time zone differences, language barriers, etc, any Managing Director of a company that truly has a good trading ethos will value all of his/her customers enough to speak to them no matter how big or small they are.

