

Press release:

First Cut's Bremsaw acquisition a springboard to the Mpumalanga sawmilling and timber industry

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Mpumalanga, and its capital Mbombela, is the centre of South Africa's sawmilling and timber industry. When the cutting equipment supplier and blade sharpener Bremsaw was up for sale, First Cut saw this as an ideal opportunity to further its presence in the Mpumalanga timber industry.

Since the acquisition of Bremsaw, First Cut has been focusing on consolidation and ensuring that all business processes are properly streamlined. "Though the company is doing well, there is always potential for more growth," explains First Cut Director Gary Willis, adding that he would like to see an expansion of the services which Bremsaw offers to the Mpumalanga region and the timber industry in particular.

First Cut is busy gearing up its Bremsaw branch with extra staff in anticipation of an upturn in 2020. While wood production in Mpumalanga embraces timber, paper and pulp, Bremsaw's overriding emphasis is on serving the timber industry. "We also carry out services such as collecting and re-sharpening blades," continues Willis.

The branch supplies its customers with a range of cutting implements including grinding wheels, planer blades, finger-joint cutters, crosscut saws, multi-ripping saws and paper knives. However, the most popular saw blade supplied by the Mbombela branch is the First Cut-manufactured Predator narrow band saw, which has proved very popular with the manufacturers of pallets among other industries.

Predator blades have been designed with hardened, tempered carbon steel tips to withstand the harsh usage encountered in the timber industry.

While the Bremsaw business is primarily focused on timber, Mbombela is a busy regional town with a population of some 59,000 with the need for cutting consumables and capital equipment. "We trust that in the future we will be able to use this branch as a springboard to service general industry in the area," he continues. "We would like to promote the use of our Starrett, Eclipse blades and particularly now, our new range of locally manufactured Messer welding rods – a top quality product at a very reasonable price," he asserts.

"By promoting both Bremsaw's timber services and supporting these with sales of general retail/industrial cutting equipment, I anticipate the branch will flourish in the near future," says Willis.

At First Cut, we look forward to even more efficiently serving the Mpumalanga region with our premium quality cutting equipment and consumables,” he concludes.

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400 words

Note to Editors

With 63 years of industry experience, First Cut is a leading South African distributor of a range of cutting consumables and capital equipment.

Since producing its first band saw blade in 1960, First Cut has grown its offering substantially over the years and is able to meet the needs of a vast range of industries through the supply of band saw blades, circular saw blades, hacksaw blades, and other cutting consumables.

First Cut’s merger with Alexander and Poole in 2001, an exclusive agent for the Starrett range of cutting tools, was a significant milestone in the company’s history, as was its acquisition in 2002 of Band Sawing Services, which meant that the company could expand its services into capital equipment.

Since then, First Cut’s capital equipment division has grown exponentially, thanks to its partnerships with some of the best-known brands globally. The company’s capital equipment division specializes in metal cutting, sheet metal processing, structural (such as CNC bending and punching), and tube and pipe processing. First Cut has also invested substantially in its service programme enabling the company to provide repairs and maintenance services for a wide range of machines, from entry level band saws to state-of-the-art CNC controlled drilling and cutting lines.

Employing 240 people, First Cut is based in Benrose, Gauteng but has a national footprint and distribution facilities across South Africa.

Quality is at the top of the agenda at First Cut and the company has achieved the ISO 9001:2015 certification and adheres to strict quality and safety regulations.

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