

# FINELINE & PYTHONX SUCCESS STORY

“FineLine cut quality and hole cutting capability is so dang sharp, it looks like drilled holes.”



## Parsons Steel Strong Since 1972

Parsons Steel Erectors, Inc. was founded in Tucson, Arizona in 1972 by Charlie Parsons as a structural steel erection company. In 1983, Charlie and his son, Joe Parsons, along with Tom Glenn, expanded the company by adding a steel fabrication shop. This made Parsons Steel a full-service structural steel company with the ability to both fabricate and erect structural steel. Parsons Steel regularly completes all types of structural steel projects such as healthcare facilities, theaters, hotels, retail centers, office buildings and more. **“We will make a plate washer or build a high-rise, whatever the customer needs,”** Joe said.

Similar to 1983, Joe knew he wanted to continue expanding the business. He noticed that most successful businesses within the industry were becoming more automated. Recently, Parsons Steel **took the leap toward automation** by adding many new machines. They acquired a PythonX Structural and a CNC plate cutting table and equipped each with FineLine high definition plasma cutters. Since purchasing the new equipment, the growth of the business has been exponential.



## Automating a Half-Century Old Business

As Parsons Steel continues to implement automation into their business practices, they experience first-hand how difficult the transition can be. After 52 years in business, progressing from manual fabrication to forms of automated fabrication can be challenging. Joe has been a loyal Lincoln Electric customer for nearly 40 years. He knew he could trust our products and our service and support. After our training crew taught Joe and his employees how to use the FineLine and PythonX machines, they were confident they could use the new equipment to increase the company’s capabilities.

Joe chose FineLine and PythonX over other brands because he knew the machines were all built by Lincoln Electric. “I only have one phone number to call,” Joe said. He decided to start adding automation to Parsons Steel because he wanted to increase quality, production and capabilities all while saving on costs. The small diameter torch on the FineLine plasma cutter allowed Parsons Steel to do jobs that they used to have to turn down. Joe said, “We can now do **bevel cuts, cut thicker material and our consumables last about 40% longer** with FineLine. Also, the cut quality FineLine achieves is so sharp. When cutting holes with the FineLine, the holes looks just like they were drilled.”

“It can be intimidating transitioning to automated machinery for companies who have been manually fabricating, but automation will take you to the next level. Automation was the next step for us to stay competitive and we have to remain competitive to stay in business,” said Joel Munns, Superintendent at Parsons Steel.

## FineLine and PythonX Doubled Business

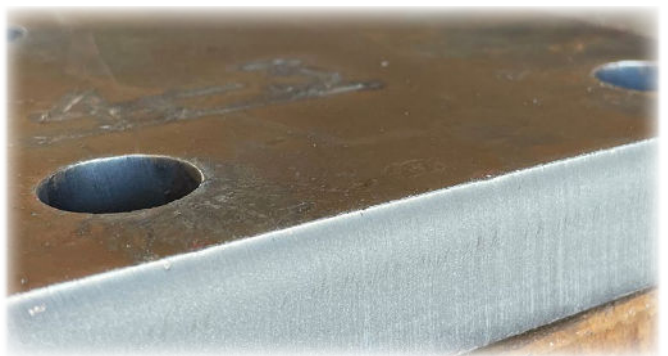
“Parsons Steel has nearly doubled in the last few years. At least 50 percent of the reason for the growth has been because of the PythonX and FineLine machines. Those machines have opened up new markets for the business and have allowed us to take on new customers we were previously not able to. We now fabricate for other steel competitors in different markets.

**We run 40-75 pieces of steel through the PythonX per day** and our FineLine equipped to the Messer table runs 30-45 hours per week with no issue. We increased our sales by roughly 7 million dollars just last year because of the PythonX. We were able to fully complete a 500,000 pound job in under 6 weeks because of the PythonX. Even with all of the new growth, our man hours and labor costs are only slightly up,” Joe said. Parsons Steel now has over 50 employees and two large shop locations, including a 30,000 square foot facility in Marana, Arizona.

Another reason for Parsons Steel’s rapid growth is the quality of work and service they provide their customers. The business is American Institute of Steel (AISC) certified. This certification separates them from many competitors and is a representation of the level of quality and service they provide. Parsons Steel also has an excellent safety record and workplace culture. “We sell service and meet deadlines,” said Joe.

Lead PythonX Operator, Dennis Johnson, said, “The PythonX has been a game changer for the business. Parts that previously took us an **hour to fabricate by hand, are now cut in less than 5 minutes** with the PythonX.”

Thank you to Parsons Steel and Joe Parsons for telling their story. On behalf of everyone at Lincoln Electric, we are thankful for each of our customers’ business and are happy to be contributing to your successes.



Check out Parsons Steel’s social channels. On their website, they display a wide variety of their steel fabrication and erection projects. Customers can browse through Parsons Steel’s portfolio and even read about the history of the business. Additionally, Parsons Steel posts new content on their Facebook page.

Visitors will find behind the scenes photos and videos about how the company completes small and large projects. To view their social content, place an order, or for more information about the business, please visit their [Facebook](#) & [Website](#) pages.



For more information on FineLine or PythonX technology: Call +1 905 689 7771

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