



serious.
engineering



**where absolute reliability
is the rule. not the exception.**

you can contact serious engineering in the following ways:

You can find us at: Unit 1, Balliol Business Park West, Longbenton Rd, Newcastle. NE12 8EW. Reg No. 07579351

You can email us at: enquiries@seriousengineering.co.uk

You can call us on: 0843 487 4088

You can keep up with Serious Engineering at: blog.seriousengineering.co.uk

www.seriousengineering.co.uk

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reliability.

serious engineering - leaders in reliability.

Serious Engineering is redefining expectations, by introducing new standards to an established industry.

As a forward thinking company, we recognise that technological advancements mean nothing without the skilled people to implement them. This is why everyone who works for Serious Engineering is trained to the highest degree and has their skills continuously updated. This commitment to our staff allows us to maintain our competitive edge in an ever changing and increasingly demanding industry.

From our reception to our shop floor, 'absolute' is a key standard. We will absolutely treat each customer as unique by offering bespoke solutions and we will absolutely deliver on time and to the quality dictated by your requirements.

Today, the general perception of the engineering industry is that, over time, something could go wrong – we simply do not accept this. **With Serious Engineering, absolute reliability is our rule.** This clear adjustment in mindset raises our standards, our quality and our delivery. Every single time.

We are supporting our unique philosophy by developing a number of both internal and external customer service performance models. From dealing with your initial enquiry, through to an annually published Reliability Report, Serious Engineering offer full transparency when it comes to every aspect of our businesses performance.





yesterday.

serious engineering - the confidence of aspiration.

Our firm desire to grow beyond the expectations of the industry is what sets us apart, decade after decade.

Serious Engineering can trace its heritage back to 1772 when George Haden was Foreman of the machine shop where James Watt perfected his first steam engine. Haden's sons, George and James, were both apprentices to James Watt and eventually started their own company - through Haden Building Management, Balfour Beatty, Romec Enterprises Ltd and now Serious Engineering; this historic pedigree influences everything we stand for today.

These established values, plus our pro-active thinking, allows Serious Engineering to hold an incredibly solid position in the minds of our customer base.

Our parent company, Romec Enterprises Ltd, has worked tirelessly to establish a reputation as a leading manufacturer of precision sheet metal components, assemblies and fabrications, ranging from general engineering to complete automated equipment solutions. From design to delivery, the key principle of absolute reliability is firmly embedded into every aspect of the service you will receive. With our customer focused approach, we've been delivering with confidence since 1989.



today.

serious engineering – we don't just meet your expectations, we exceed them.

We will work with you to develop your project in an innovative, progressive partnership that lasts as long as you need us. Our pro-active thinking means that we invariably move ahead of industry requirements - and we're more than happy to take our customers with us.

When a customer commissions Serious Engineering to solve a problem, we will always deliver, without exception... but we will also think beyond your request by looking for additional issues that may arise. This means our customers always get more than they expect - absolutely.

We combine modern technologies with traditional manufacturing techniques to offer a truly world class service. This is not something we take for granted however, nor do we assume that today's methods will be suitable for tomorrow; therefore, our processes will always evolve to suit our customers' requirements.



tomorrow.

serious engineering - why meet established standards, when we can push beyond them?

Serious Engineering not only exceeds reliability standards on a regular basis, we actually help to set them. This is because we're never complacent: our natural desire to analyse, innovate and create pushes us beyond what the industry currently understands as being acceptable.

What if we could do this? What if we could develop that? What if? – questions lead to progress, so Serious Engineering is not a company who waits for others to ask. We endeavour to pre-empt problems that may arise in the future, then we deliver practical, cost effective solutions today.

We're not just an engineering company; we're a new way of thinking.



our capability.

- production workshop 47,000 square feet
- warehousing facility 23,000 square feet
- assembly plant, 30,000 square feet
- full in house design service supported by qualified engineers using:-
 - autodesk inventor pro
 - autoCAD
 - RADAN
 - freehand conceptual design where required.
- laser cutting
 - mild steel from 0.5mm - 20mm
 - stainless steels and alloys from 0.5mm – 12mm
 - aluminium from 0.5mm – 8mm
- CNC punch presses
 - 16 station tool facilities/360 degree rotation on every tool
 - materials from 0.5mm – 6.5mm thick
 - Materials from 300mm x 300mm – 1250mm – 2500mm
- CNC press brakes
 - products up to 5 meters at 8mm thick
- robotic CNC welding
- manual welding facilities including MMA, MIG & TIG
- large scale fabrication capability
- CNC tube bending
- powder coatings
- electro mechanical assembly area