

Where Lasers Matter

LASER S.O.S. GROUP

Best Laser Spares Supplier 2018

Global
Excellence
awards

Best Laser Spares Supplier 2018

To celebrate the firm's win in our 2018 LUX Global Excellence Awards we offer a fascinating history of the group and how it came to be one of the top laser providers in the world

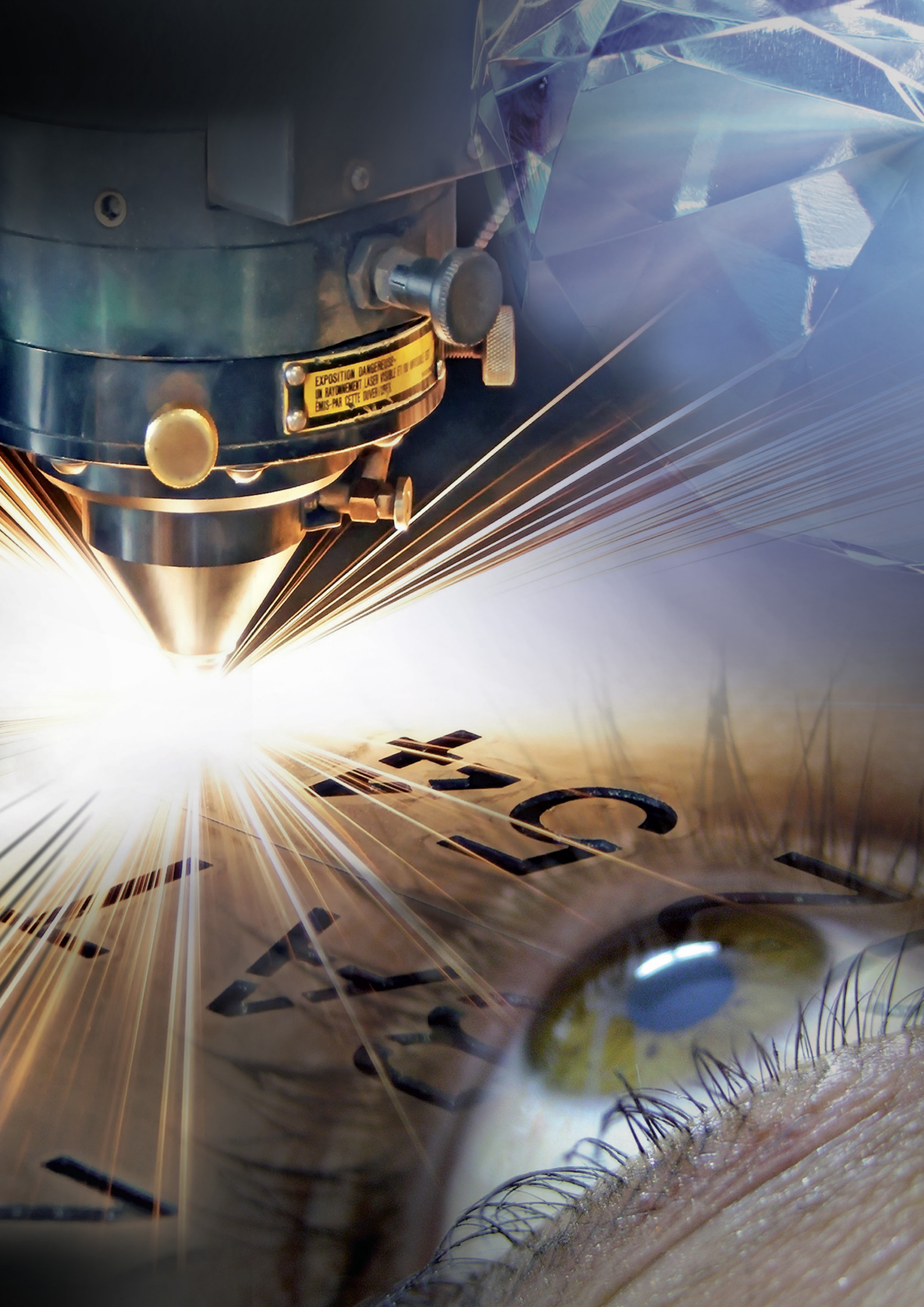


FREYWILLE
PURE ART

Best Luxury Jewellery
Boutique 2018 - The Balkans

Hair Care
Specialists of
the Year 2018
- New York

the **LOOK** *spa salon*
american culture premiere institute



Laser S.O.S Ltd Best Laser Spares Supplier 2018

Drawing on over three decades worth of expertise, Laser S.O.S. Group provides innovative laser solutions to clients across a vast array of industries for a variety of applications. To celebrate the firm's win in our 2018 LUX Global Excellence Awards we offer a fascinating history of the group and how it came to be one of the top laser providers in the world.



Recognised as one of the top 10 technical inventions of the twentieth century, lasers are generally recognised to have been invented by Maiman in May 1960. Laser stands for Light Amplification by Stimulated Emission of Radiation. Many people relate lasers to "James Bond" type applications but today lasers are used in almost all manufacturing and a significant number of medical applications across the globe. In essence, not only do laser systems provide a cutting, marking and rejuvenating capability on everything from diamonds to skin but manages this without direct physical contact.

There are a wide range of lasers types ranging from CO2, excimer, fibre and solid state in manufacturing, marking, medical and military applications. In essence, lasers use a relatively simple concept to deliver their "capability" but in turn require significant technology to safely manage the use of this incredibly powerful and flexible tool and on-going replacement of a wide range of consumable components.

Over the past 40 years the use of lasers has grown exponentially. However, in the initial years of introduction their market share of processing, cutting and marking etc was limited by the relatively expensive cost of both the equipment and consumable components.

Lasers use a combination of key components such as crystals, mirrors, filters, head blocks, and lamps. These "consumables" items

require on-going and regular replacement due to intense energy and heat inherent in the laser process.

The requirement for on-going maintenance of lasers created a serious restriction in the adoption of lasers in their initial years of introduction post 1960. This was due primarily to the premiums charged by the system's manufacturers for these critical consumables/key components. This limited the growth in their use.

Foreseeing a growth in the consumption of lasers, Tony Koszykowski founded LaserSOS over 30 years ago just outside of Cambridge, UK. His involvement with lasers came through the sales of high-tech thick film inks used to print circuits. Solid state lasers were used to "trim" these circuits to the correct electrical specification. Tony recognised the problems end-users were having with the availability and cost of laser consumables and considered how he could address and support a growing global market.

Since inception LaserSOS has disrupted the market status quo by combining an innovative marketing approach with the introduction of a comprehensive range of consumable laser products from new sources of supply.

In the absence of the internet, which is generally accepted to have become "main stream" circa 2000, Tony was faced with the challenge of communicating his laser support

services to multi language clients across the globe using a wide range of laser systems in an effective and clear manner. Addressing the customers using these relatively complex and diverse systems, was a major challenge.

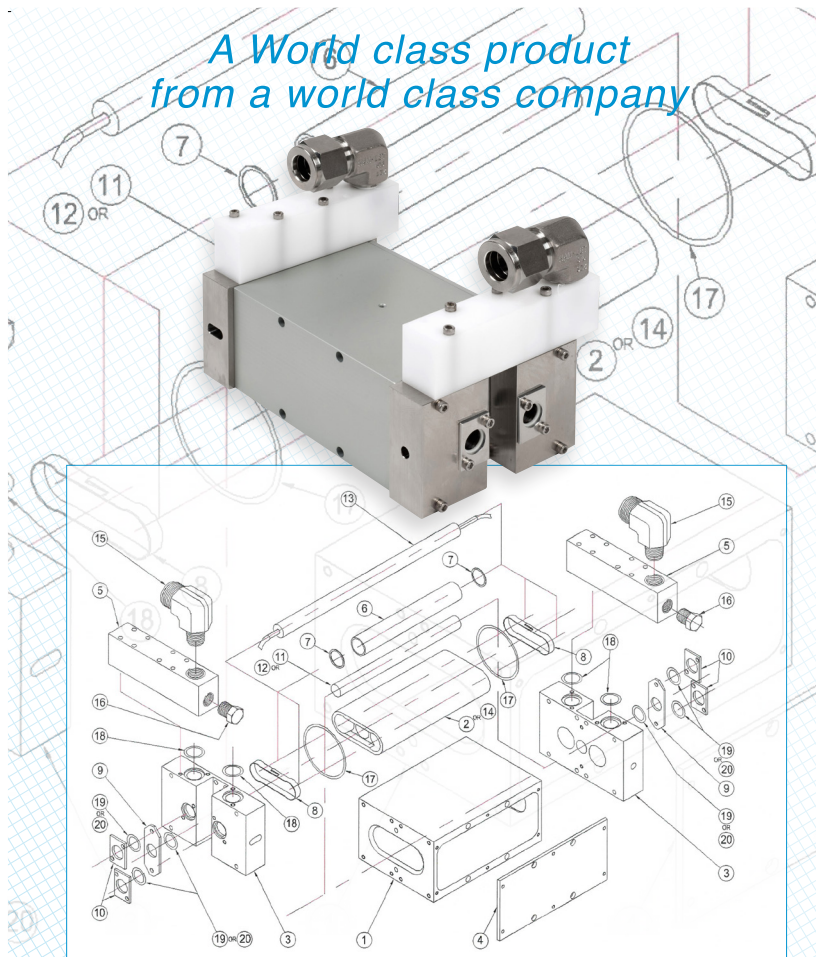
His solution was to adopt a "picture tells a thousand words" approach. Tony developed clear and simple diagrams that illustrated all the key consumable parts for a broad range of solid-state laser systems and combined them into a single publication that did not require significant technical or language skills to understand and utilise. This A4 document, easily sent around the world by post allowed end users to easily identify which parts they required, their price and availability.

This innovative approach to supplying parts to a high-tech solution was revolutionary for laser users who had historically relied on limited and relatively costly supplies from monopoly system manufacturers.

The end result of this initiative has been a significant reduction in the cost of laser consumables, a major expansion in their availability across the globe and a substantial acceleration in the overall use of lasers.

As the business developed LaserSOS began manufacturing a growing number of key components, sourcing other items from recognised suppliers across the globe. Starting out in the areas of medical & scientific research, it has expanded and

*A World class product
from a world class company*



COMPREHENSIVE RANGE OF PARTS AND SERVICE
CONSUMABLES CATALOGUE AVAILABLE.

LASER SOS AESTHETICS

Tel: +44 1480 409962 Fax: +44 1480 498860 Web: www.lasersosaesthetics.com

become one of the leading global suppliers of solid state laser sources, retrofit laser parts, consumables and associated products for many hundreds of different systems.

Additionally, Laser S.O.S. Group has expanded its product range into the beauty, aesthetics and medical sectors, producing its own Intense Pulse Light (I.P.L.) system for hair reduction and skin rejuvenation which also includes an extensive range of retrofit I.P.L. and medical components for most leading brands.

Over time, from a broad range of in house and international producers, LaserSOS has been able to develop into one of the leading suppliers of consumable items. In parallel with this growth and driven by international demand LaserSOS has used its skills and expertise to develop and build subassemblies used in the processes employed by a range of industries. Quality standards have been recognised and maintained through the award of ISO 9001.

With the introduction of the internet at the turn of the century, LaserSOS has been able to utilise the same successful principles for illustrating its growing products and service range but avoiding the need to use hard copy. The digitalisation of information required to identify components has facilitated the growth of the company's product range and now over 500 separate laser systems are supported across the globe.



LASER S.O.S. GROUP

Outside of its UK operations the company has established both sales, supply and manufacturing operations in such locations as Germany, the USA, India and Poland.

In close co-operation with its customers, LaserSOS has developed some leading-edge technologies to improve both their productivity and efficiency. A classic example of this process can be seen in the development of the "green" laser used in the diamond cutting industry. Although lasers have been used for cutting diamonds for some time, the green laser technology uses a much smaller diameter cutting beam and consequently significantly reduces the wastage in the cutting process. As the cost of diamonds is incredibly high, these savings have been substantial.

With the rapid expansion of lasers in both medical and beauty/aesthetics applications, the use of lasers has spread to the high street of most towns and cities. Consequently, the demand for consumables has changed by degree and now there is a need to supply relatively lower value orders to a wide geographic market, typically on a next day basis.

In recent years it has been necessary to develop the company's systems and processes to deliver laser consumables across the globe in hours rather than days, allowing clients to re-instate key processes in record time.

Thanks to this forward thinking, innovative approach, LaserSOS has grown to be one of the leading global suppliers of solid-state laser components. Its growing in-house capabilities have become a recognised international centre of excellence.

The company's international growth has been achieved by providing not only outstanding service and technical support, but also intelligent solutions based on in-house manufacturing capabilities and development activities. The customer support expertise is always based on technically feasible and cost-effective solutions. Today, Laser S.O.S. Group's core business sectors are industrial, diamond, jewellery, medical, beauty, aesthetics and the scientific community.

Ultimately, with its focus on innovation and constant development, the Laser S.O.S. GROUP have become the market leader by way of providing laser users with the world's largest range of retrofit parts, consumables and devices at the highest quality and at an affordable price. Looking ahead the group will continue to work alongside its customers and industry peers to ensure its ongoing success in this competitive and exciting market.

Company: Laser S.O.S Ltd
Contact: Toni Koszykowski
Website: www.lasersos.com