



C2C BUSINESS STRATEGIES LLC

Financial Research & Publications Group

Specializing in Comprehensive Financial Reports for Public and Private
Lower Middle Market Companies

Strategic Risk & Opportunity Assessment Report



US Metal Crafters LLC

Prepared by:
C2C Business Strategies LLC
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Investment Risk Notice:

Investments in small-cap companies involve a high degree of risk, which can vary significantly

1. Executive Summary

Company Name: US Metal Crafters

Legal Name: US Metal Crafters, LLC

Core Business: US Metal Crafters is a full-service metal crafting and fabrication company that provides a diverse range of services, including laser cutting, metal stamping, fabrication, and assembly for industrial and consumer applications.

Key Highlights:

- **Comprehensive Service Offering:** The company's key competitive advantage is its ability to provide multiple metal crafting services under one roof, from laser cutting to powder coating, which streamlines production for its clients.
 - **Strategic Acquisition:** In 2018, the company acquired the assets of Speed Metal, returning the business to American ownership and focusing on serving large original equipment manufacturers (OEMs).
 - **ISO 9001:2015 Certified:** The company's commitment to quality is underscored by its ISO 9001:2015 certification, which is a key selling point to customers.
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2. Company Overview

Legal Name: US Metal Crafters, LLC

Headquarters: Archdale, North Carolina

Website: www.us-metalcrafters.com

Founded: 2018 (rebranded and acquired the assets of Speed Metal)

Industry: Metal Fabrication and Stamping

Business Model: US Metal Crafters operates as a contract manufacturer, providing a wide array of metal crafting services to other businesses. The model is based on offering a comprehensive, "one-stop-shop" solution to streamline the supply chain for clients, particularly large OEMs.

Key Markets: The company's primary focus is on serving original equipment manufacturers (OEMs), particularly in the Southeast United States.

Employees: Approximately 32 employees.

Market Position: The company positions itself as a full-service, American-owned metal crafting partner for OEMs, differentiated by its diverse service offering and quality certifications.

3. Leadership and Founding Team

Key Executives:

- **Steve McDaniel:** Local business developer who acquired the assets of Speed Metal in 2018 to form US Metal Crafters. His role was instrumental in the company's founding and strategic direction.
- **Meredith Barnes:** Marketing Manager. Barnes has provided insights into the company's operational improvements and use of new technology for quality assurance and sales.
- **Dustin Canter:** Business Development Manager.

Founder's Background: US Metal Crafters was formed by local business developer Steve McDaniel, who saw an opportunity to acquire the assets of the former Speed Metal and return the business to American ownership. His motivation was to create a streamlined, American-based metal fabrication service provider for large manufacturing OEMs.

4. Product/Service Portfolio

Product Categories:

- Laser Cutting
- Metal Stamping
- Fabrication (Bending, Forming, Welding)
- Assembly
- Powder Coating & Metal Finishing
- Tool and Die

Clients: The company primarily serves original equipment manufacturers (OEMs) in various industries, including industrial and consumer applications.

Peers: While specific competitors are not publicly named by the company, general industry peers would include other regional and national metal fabrication companies.

Differentiator: The company's primary competitive advantage is its ability to offer a complete suite of metal crafting services, from initial cutting to final finishing, all under one roof. This simplifies the supply chain for customers and reduces lead times.

5. Financial Performance, Valuation & Benchmarking

Estimated Revenue Trend (2018–2023): Not publicly disclosed.

Estimated Revenue (USD Millions): As a private company, specific financial data is not publicly available. However, a source from Thomasnet in late 2022 estimated their annual sales to be in the \$1-4.9 million range.

Revenue per employee: Specific data is not available. Based on the estimated revenue range and employee count, the revenue per employee would fall between approximately \$31,250 and \$153,125.

Benchmarking: In comparison to major industry players, US Metal Crafters operates on a smaller, regional scale. Its strength lies in its comprehensive service offering and strategic focus on local and regional OEMs, rather than competing on the massive scale of national or international firms.

Valuation: Not publicly disclosed.

6. M&A and Intellectual Property Strategy

Growth Strategy: The company's growth is driven by both organic expansion and strategic actions. The initial formation of the company was through the acquisition of Speed Metal's assets. A key part of its strategy is attracting new customers by offering a full-service solution and investing in advanced equipment and facilities.

IP Protection: Not publicly disclosed. The company likely protects its intellectual property through a combination of trade secrets related to its manufacturing processes and operational efficiency. Given the nature of their business, which involves producing parts for clients, patent protection on specific products is likely not a primary focus, but rather protecting their internal methods.

Recent Expansions: The company has invested over \$1.5 million in its facility, equipment, and software since its formation. This includes advanced machinery like Mazak fiber lasers, an automatic press brake, and a 2D and 3D combined quality assurance system.

M&A Activity: The company's foundation is built on the acquisition of Speed Metal's assets in 2018. No other M&A activities are publicly known.

7. SWOT Analysis

Strengths:

- **Comprehensive Capabilities:** Offers a wide range of services in-house, from laser cutting to powder coating.
- **Quality & Technology:** ISO 9001:2015 certified with investments in advanced machinery and QA systems.
- **Strategic Location:** Geographically positioned to serve a large manufacturing base in the Southeast.
- **American-Owned:** Appeals to companies seeking to "reshore" their supply chains.

Weaknesses:

- **Scale:** Smaller operational size compared to major national competitors.
- **Financial Opacity:** As a private company, lack of public financial data can be a barrier for external analysis or investment.
- **Brand Awareness:** May have a smaller brand footprint outside of its key regional market.

Opportunities:

- **Reshoring Trend:** The national trend of companies bringing manufacturing back to the U.S. presents a significant opportunity.
- **Technology Adoption:** Further investment in automation and advanced manufacturing technologies can increase efficiency and competitiveness.
- **Market Expansion:** Opportunities to expand services or target new industries beyond the current OEM base.
- **Strategic Partnerships:** Forming alliances with larger companies to become a preferred vendor.

Threats:

- **Economic Downturns:** Dependent on the health of the manufacturing sector.
- **Raw Material Costs:** Fluctuating costs of steel and other metals can impact profitability.
- **Skilled Labor Shortage:** The industry faces a general shortage of skilled welders, fabricators, and machine operators.
- **Competition:** Intense competition from other regional and national fabrication companies.

8. Strategic Recommendations

- **Expand Marketing & Sales Focus:** Develop a robust digital marketing strategy to highlight the company's full-service capabilities and ISO certification to a wider audience of potential OEM clients.
 - **Invest in Workforce Development:** Implement internal training programs and partner with local technical schools to secure a steady pipeline of skilled talent, mitigating talent risk.
 - **Targeted Vertical Expansion:** Identify and actively pursue specific high-growth verticals (e.g., medical devices, renewable energy components) that value the company's quality and precision capabilities.
 - **Operational Integration:** Further integrate and automate processes between different service lines (e.g., laser cutting to press brake) to maximize efficiency and reduce turnaround times, strengthening the core differentiator.
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9. Customer Segmentation & Deep Dive

Key segments:

- **Large Manufacturing OEMs:** These clients require complex, multi-stage parts in both short and long runs. They prioritize a streamlined supply chain and a single point of contact.
- **Consumer Product Manufacturers:** These companies need precise, aesthetically-finished components, often with powder coating, for their final products.
- **Prototype & Small-Batch Clients:** Customers who need a few unique parts for testing or small production runs value the company's agility and broad capabilities without the commitment of large-scale production.

Their needs:

- **OEMs:** Value quality (ISO certification is key), efficiency, fast delivery, and a partner who can manage the entire production process from start to finish.
 - **Consumer Product Manufacturers:** Require high-quality surface finishes, precise dimensions, and reliability for their brand reputation.
 - **Prototype Clients:** Seek responsive communication, quick turnaround on design changes, and a partner with the flexibility to handle non-standard jobs.
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10. Sales & Distribution Strategy Analysis

Sales Channels: The company's sales are likely a mix of direct sales teams targeting OEMs and a robust online presence through its website and industry directories like Thomasnet. The company's quality assurance system is also marketed as a sales tool to build customer credibility.

Key Markets: The company's primary focus is on the Southeast United States, with its facility in North Carolina serving as a central hub.

Strategic Partnerships: No specific strategic partnerships are publicly disclosed. The company's focus appears to be on serving its customers directly rather than operating through a network of partners.

Global Presence: Not available. The company's strategy is focused on being a domestic, American-owned manufacturer to capitalize on reshoring trends.

11. Operational Efficiency Metrics

Production Efficiency: The company has invested in advanced machinery, such as CNC fiber lasers and automatic press brakes, to increase speed and accuracy. The implementation of a new 2D and 3D inspection system has reduced manual inspection time from 20-45 minutes to 5-10 minutes per part, significantly improving QA efficiency.

R&D Agility: The company's R&D process is not publicly detailed. However, its willingness to invest in new technologies suggests a focus on continuous improvement and staying current with industry advancements.

Key Metrics: The company tracks key internal metrics related to production speed, accuracy, and quality assurance, as evidenced by its case study on the new inspection system.

12. Technology & IP Strategy

Key Technologies:

- **Mazak Fiber Lasers:** Advanced CNC lasers for fast, clean, and accurate cutting of various materials and gauges.
- **Automatic Press Brake:** A 100-ton press brake for efficient and precise metal forming.
- **InspecVision's Opti-Scan 3D:** A state-of-the-art 2D and 3D combined inspection system for quality assurance.

Flagship Innovations: The company's flagship "innovation" is its comprehensive service model, which allows a client to receive a finished part, from raw material to painted assembly, without needing to work with multiple vendors.

IP Protection: The company's IP strategy is not publicly disclosed. It is likely centered on protecting trade secrets related to its efficient operational processes and maintaining its ISO certification as a mark of quality.

13. Risk Heatmap

Risk Category	Level of Risk	Commentary
Talent Shortage	Medium-High	The metal fabrication industry faces a chronic shortage of skilled welders and machine operators, which could impact the company's ability to scale operations and meet demand.
Economic Fluctuations	Medium	The company's revenue is tied to the manufacturing sector,

		making it vulnerable to economic downturns that reduce demand for OEM parts.
Material Price Volatility	Medium	The cost of raw materials like steel and aluminum can be volatile. Rapid price increases could squeeze profit margins if they cannot be passed on to customers.
Operational & Safety Risks	Medium	As with any heavy manufacturing operation, there are inherent risks related to employee safety, equipment failure, and compliance with regulations like OSHA.

14. Talent & Culture Review

Leadership: The leadership team appears to be a mix of business development and operational expertise, with a focus on investment in technology and quality. The founder, Steve McDaniel, initiated the company's strategic direction to serve the OEM market.

Workforce Culture: The company's careers page highlights a culture focused on personal and professional growth, continuous improvement, and a "go-getter" attitude. They emphasize training, competitive pay, and employee appreciation events.

Talent Risk: The company's success is dependent on its ability to attract and retain skilled labor. Without a proactive strategy for talent acquisition and development, the company could face significant challenges as it grows.

15. Future Capital Strategy & Use of Proceeds

Use of Proceeds:

- **Further Capital Investment:** Acquiring more advanced machinery and automation technology to increase production capacity and efficiency.
- **Workforce Training:** Investing in programs to upskill current employees and train new hires to address the skilled labor gap.
- **Geographic Expansion:** Potentially opening a second facility in a different strategic location to serve new regional markets.
- **Strategic Acquisition:** Acquiring a smaller, complementary fabrication business to expand its service offerings or market reach.

Potential Strategic Options: Given its focus on serving OEMs, the company's long-term options could include a strategic partnership with a larger manufacturer, a recapitalization event, or a potential acquisition by a private equity firm specializing in the industrial sector.

CEO Strategic Supplement

Executive Focus Areas: The CEO's focus is on driving growth by leveraging the company's "one-stop-shop" model, enhancing quality through technology, and capitalizing on the domestic reshoring trend.

12–24 Month Targets:

- Increase production capacity by X% through new equipment and process optimization.
- Expand the customer base by Y new OEM clients.
- Grow revenue by Z% through a combination of new business and increased share of wallet with existing customers.
- Implement a formalized talent development program to reduce turnover and build a pipeline of skilled workers.

Immediate Tactical Actions:

- Actively market the company's new quality assurance technology (InspecVision) as a key selling point.
- Engage with existing OEM clients to identify opportunities for additional work and cross-selling of services.
- Initiate a hiring push for key operational roles (e.g., welders, CNC operators).

3-Year Vision: To be recognized as the premier full-service metal crafting partner for OEMs in the Southeast, known for its quality, reliability, and advanced manufacturing capabilities.

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C2C Business Strategies Financial Publishing & Research Group:

C2C Business Strategies actively monitors hundreds of lower middle market companies. This includes privately held companies and publicly traded companies across NYSE, NASDAQ, and OTC Markets. Through periodic Strategic Financial & Operational Analysis Reports, we highlight emerging opportunities—while also identifying material risks that could impact performance, valuation, or investor confidence. These insights help stakeholders better understand both the upside potential and the structural vulnerabilities of public micro- and small-cap enterprises.

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