



Dealing with LST on a daily basis is great. They are so accommodating. They understand what a client needs. They've never left me stuck, even sharing their own stock of materials because I needed some urgently. LST is fantastic to work with.

Price just can't be the only arbiter, the values a supplier subscribes to are equally if not more important. The attitude toward the client has a price and more importantly a value that shouldn't be underestimated.

I wholeheartedly recommend LST to anyone in my industry – they get a 10/10 from me.

**James Ballas**

Award Winning Jeweller, [Steven James Jewellers](#)

I've been in the jewellery business for many years and the time was up for me to make some major changes in the way I run my business in the 21st century.

This not only meant investing in new technology, machinery and software but equally importantly up skilling myself to be able to use these "new world" tools effectively and efficiently. I am a bit of a dinosaur and at the time I didn't have a lot of computer designing experience.

I did a great deal of research before I was ready to make these significant investments.

In 2010 I attended a tradeshow where I visited the stand of LST Group. I had a long conversation with Chris Hill. The software that LST was presenting caught my eye and I ended up buying it.

I mastered the (CAD) design software and I must stress that LST and Chris in particular were great in helping and guiding me. The next step was to invest in the manufacturing (CAM) software. Once again LST and their team were there for me all the way.

I realised that I needed a 3D printer and because of the outstanding customer service I've experienced I was more than happy to buy it from LST.

All of this could have turned out to be a really steep learning curve ahead of me but it turned out to be a mere "speed hump" because I had the right people around me. It is amazing what one can achieve in four short years when supported by knowledgeable people committed to make their clients succeed.

LST are not the cheapest distributor in Australia but they're there for their clients at any time. I'm willing to pay more for outstanding customer service and reliable professional support which I get all the time.

My business looks dramatically different to four years ago. Here's a list of some of the changes:

- **Profitability** increased by 20-30%
- **Productivity** increase is dramatic:
  - I created a \$100K diamond butterfly necklace with 970 diamonds to enter in the Australian Diamond Guild's 2013 red carpet award.
  - Using traditional methods the design and build would have taken around six months with a team of 10 jewellers.
  - My CAD/CAM system built the necklace in 2.5 months with just me.
  - The necklace design won the Australian competition and has now been accepted in an international competition.
  - A three part wedding ring, engagement, wedding and eternity ring, from creation to delivery took all of four working days.
- **Cost reduction and cost control**

The software is capable of calculating exactly how much material will be needed to create the piece and how much this will cost me and what the selling price is.
- Because I can create the piece in 3D my clients get a far better understanding as to what their new piece will look like. This results in almost no changes or amendments. To make this process even more tangible for my clients, for \$1.40 per piece I can create the model and show the customer exactly what it is they get.
- **My entire investment had been paid for in less than six months** due to less waste of time, money and materials.

This technology helps me to safeguard my business and potentially extends the length of time I can be a jeweller. Good and healthy eyes are vitally important in my profession. Being able to "blow" up a picture on my monitor lowers the strain on my eyes dramatically. The difference is remarkable.

All these new learnings, the experiences I can share with my clients, the level of creativity and the support I continually get from LST has reinvigorated me. It also shows that an "old dog" can learn new tricks.

I'm seriously considering spreading my wings into becoming even more creative and independent. There are opportunities opening up for me to be less dependent on suppliers and be more creative in-house. Because of the increased productivity, my professional future looks really good. I'm looking at expanding my business and possibly opening up another shop in a couple of years.

Dealing with LST on a daily basis is great. They are so accommodating. They understand what a client needs. They've never left me stuck, even sharing their own stock of materials because I needed some urgently. LST is fantastic to work with.

Price just can't be the only arbiter, the values a supplier subscribes to are equally if not more important. The attitude toward the client has a price and more importantly a value that shouldn't be under estimated.

I wholeheartedly recommend LST to anyone in my industry – they get a 10/10 from me.

**James Ballas**

Award Winning Jeweller, [Steven James Jewellers](#)