

# Ensitech solutions to make money, save money

Created by R+K Studios LLC, and passivated using the TIG Brush, this 23' stainless steel sculpture is the centerpiece for the Osage Nation Veterans Memorial located in Pawhuska, Oklahoma.

## The TIG Brush



The TIG Brush offers a viable alternative to pickling paste for the cleaning of stainless steel welds. This small, powerful unit uses a unique carbon fiber brush, combined with a mild cleaning fluid to conduct electrical energy to the surface of stainless steel. This combination quickly removes weld discoloration and simultaneously passivates the stainless steel surface. The ergonomic PROPEL Torch™ design allows welds of all shapes and positions to be easily reached and cleaned. The business case for the TIG Brush system is such that it allows companies to reduce workplace hazards, save on labor costs and be kind to the environment. The range of industries using the TIG Brush is rapidly expanding. Applications include inside or outside stainless steel furniture (such as balustrading), fabrication for the food and wine industries, cleaning fittings in the marine industry, and general stainless steel weld cleaning. Ensitech offers a range of fluids including food-grade, NSF certified cleaning fluids.

will save them time and money while streamlining their work processes.”

### Growing Chicago team

Zach initially joined Ensitech Inc. as a consultant to assist the Australian company in adapting to the US market. “My initial focus was on localizing content and recruiting the right people. When Covid stopped international travel, the difficulty of managing the US market from the other side of the world soon became apparent.”

Given his background working with international companies, Zach took on the role of General Manager. “The company was already performing very well, so my initial focus was on strengthening internal operations and processes, laying the foundations for the next stage of growth. I knew that a key element was to get the right people in place and give them the best training and tools. We’ve recruited a great team with lots of experience and great attitudes. They see the value and the benefit of the product, which allows us to deliver solutions to our customers, not just products.”



The markings visible at the top and specific to golden eagle feathers where applied to the sculpture post passivation, using the TIG Brush branding function and TB-90 printing fluid.



The success of Ensitech’s unique weld-cleaning system, the TIG Brush, is growing in the international market, with distributors selling the ground-breaking technology across Europe and the United States. Headquartered in Australia, Ensitech’s global operations are powering ahead, and in the US, its success is driven by a steadily growing team of experts in the Chicago office. Stainless Steel World spoke to Zach Person, General Manager, Ensitech Inc. USA, and company Founder and CEO Clive White, about the company’s focus on customer service and how technology can provide personal contact, even in these challenging times.

By Joanne McIntyre

Removing the unsightly black heat tint caused by welding stainless steel used to be difficult to achieve without damaging the steel’s finish. Clumsy, slow solutions such as toxic pickling past or buffing pads offered partial solutions that were time-consuming and not particularly effective. Enter the TIG Brush, a compact, portable tool that combines electricity, safe chemistry and heat to rapidly clean and passivate stainless steel welds. Simply brushing the fluid over the heat tint removes

the tint, keeps the stainless steel finish intact and puts the “stainless” back in the stainless steel weld. The elegant solution is not only fast, but it’s also safe for the operator, the environment, and the steel.

“TIG Brush is the easiest product I’ve ever sold because it pretty much sells itself,” smiles Zach Person from his office in Chicago. “People can hardly believe how quick and easy it is to use; they immediately understand that this is game-changing technology which



A welded pipe before (left) and after treatment by the TIG Brush.

**Delivering solutions**

Zach is keen to explain how the Ensitech team actively partners with customers. “We help customers solve problems by talking to their process engineers, welders, and everybody in their production systems. We need to know what they do, the challenges they face, and any problems they have. It’s essential to understand the nuts and bolts of their business to determine how our system can help them to make money and save money.” Zach’s also keen to emphasize the importance of team spirit at Ensitech.

“Together, we are growing the business and solving customer’s problems. This sense of team work helps everyone feel good about what’s happening and spills over to customer and distributor relationships, making it uplifting for them too.” Zach’s fine-tuning of the Chicago operations is ongoing. “We are carefully growing the US office by gradually expanding our sales team. The onboarding process is very important to maintain our level of service; we want to grow our foundation as fast as we grow our customer base.”

**Technology brings customers closer**

The global pandemic saw the Ensitech team turn to technology to reach their customers. “As a society, we’ve all become very technically savvy and adept at doing business on Zoom. It didn’t take long for us to set up virtual demonstrations, which allows our company to be in several places at once. The TV studio in our Chicago workshop has a green screen and multiple cameras, and our professional cameraman has all the right tools to put on a good show. Our live Zoom demonstrations provide close up views



The TIG Brush is simple to use and results in shiny clean welds.



Utilising the TIG Brush means valuable welders can spend more time welding and less time cleaning.

of the technology in action with TIG, MIG and STIG stainless steel welds. It’s an essential service because sometimes people don’t believe how well the weld cleaning technology works until they see it in action! We will even pay to have them send us a piece of welded stainless steel, and then as they watch in real-time, we clean it and explain the entire process.”

“Virtual demonstrations will remain a valuable tool in the future because customers are short of time, and the TIG Brush is a technical product best explained by the manufacturer or a trained distributor partner. The distributor rep can join in the virtual end-user conversation if they like. This delivers very customer, process and product specific expertise in real time - making the business decisions process

*“When our units go into the field, they stay in the field, our reputation is built on their reliability. Our customers like this a lot.”*

a lot easier. This format has been so successful that we even do virtual demonstrations at trade shows. We have an actual TIG Brush unit present so people can pick it up and feel it, but the demonstration is carried out live via Zoom with a huge screen, cameras, etc. The technology enables us to make that personal connection, to do more and be more, even as a smaller company.”

**Rugged products, expert advice**

One of Ensitech’s key focuses has been on personalized customer service, and Zach is quick to explain how the company takes this to the next level. “Service is the key factor in every customer relationship. Today anyone can copy a product, but they won’t have the quality, reputation, or expertise demanded by customers. This equipment is a key part of their industrial process, so downtime means losing money. When our customers purchase a TIG Brush, it’s not an impulse buy; it’s a business decision to reduce production costs and make their lives safer and easier.” Zach continues: “We’ve been making this product for fifteen years and have



TIG Brush is a fast weld cleaning solution which is also safe for the operator, the environment, and the steel.

worked out all the kinks. Practically the entire machine is manufactured in-house in Australia, so we control the quality. It’s also the only product we make so it has to be good. “Work environments are rough; people don’t always take care of the equipment. That’s where the real depth of our service comes in. We’ve invested in a central USA Chicago location and have expert technicians on staff, ready to trouble shoot any issues and/or answer the most complex questions - in real time. Our repair shop can even deliver 24 hour turn around time if needed.”

**Tailoring solutions to the customer**

“Welders are increasingly hard to find, so if yours spends more time welding and less time cleaning, that’s a huge win. The TIG Brush fits into this time saving niche, explains Zach. For instance, some of our customers even employ a non-welder individual to focus on tasks like weld cleaning with the TIG brush instead of their much more expensive welder. These are the high level conversations our staff have with our customers every day. It’s not just about about selling a product, it’s about making sure our product delivers real value to the bottom line, every time. And if only physically doing is believing, we offer a Try Before You Buy program where the customer can try a TIG Brush in their facility for 3 days.”

**Why Systems Fab & Machine use TIG Brush to replace pickling and grinding**

As an AISC Certified Fabricator, Systems Fab & Machine have the experience and capabilities to handle all types of fabrication projects. Continual investments in their facility, technology, and team members, have enabled Systems Fab & Machine to grow significantly over the years. Their client list reads like a who’s who of commercial and industrial Fortune 500 companies. This growth has happened as the result of a long-standing commitment to high-end quality products and services. Systems Fab and Machine use a variety of MIG welding processes in their stainless production and a Roto-weld machine that utilizes MIG to drive pipe fabrication. Their customers require clean and passivated stainless welds with no discolouration. In the past, their finishing process was time-consuming and laborious. They had been hand cleaning welds, using grinders and brushes, then using pickling paste or acid washing to passivate and protect the welds from corrosion. This process required a lot of time, PPE and environmental precautions. With labour costs and availability at a premium, Elizabeth Nations, Vice President and General Manager of Systems Fab and Machine, started looking for a faster and safer way to clean and passivate welds while maintaining their customers’ high-quality standards.

Elizabeth had seen a video for a TIG Brush on LinkedIn and was blown away by the process. Shortly after, they had some rust bloom that they needed to resolve. One of their vendors suggested TIG Brush. In Elizabeth’s words, “it was as impressive in reality as it is in the video. The citrus-based cleaner resolved any environmental concerns, and the application is quick and simple. TIG Brush has allowed us to implement a quicker, more time-efficient, and environmentally friendly alternative to brush or grinder cleaning”.

“[The system] surpassed my expectations in ease of use and its capabilities to clean welds. The process cleans and passivates in one process, saving both time and money. The method of application and process to use mean any employee can complete the task. The end result is a stellar looking fabricated piece that meets our expectations and surpasses our customers expectations.” For more information on the TIG Brush weld cleaning and passivation system, please visit us at [www.tigbrush.com](http://www.tigbrush.com) or contact our Chicago office at 630-405-6440.