

CASE STUDY

# How Williams Fabrication used RotAlign to Take One Plant's 6 Mills from Monthly Repairs to Zero Downtime

At Williams Fabrication & Industrial Services, precision alignment with RotAlign is not just a service — it's a commitment to excellence and building trust for long-term customer relationships.



At Williams Fabrication & Industrial Services — an industrial contractor based in North and South Carolina — doing right by customers drives the company's mission.

That's why, when customers require frequent repairs due to equipment misalignment, Williams Fabrication turns to the RotAlign Ultra to address these challenges head-on.

The results speak volumes: significant reductions in downtime, with one customer's plant seeing zero downtime for six months after precision alignment. Such outcomes have bolstered customer confidence and trust, further cemented by the professional measurement reports generated by RotAlign that attest to the quality of work carried out by the company.

Using RotAlign to do right by its customers has had powerful long-term effects for Williams Fabrication. While precise alignment means fewer jobs in the short term, high-quality results mean that customers know who to trust for repair and alignment challenges down the road.

- Using RotAlign, Williams Fabrication helped one plant go from needing monthly repairs for their six mills to none at all for six to eight months.
- Professional measurement reports generated by RotAlign have significantly increased customer trust in the company.
- Williams Fabrication's commitment to quality and precision using Prüftechnik tools has paved the way for repeat business from satisfied customers.

## BACKGROUND

Williams Fabrication & Industrial Services (WFIS), headquartered in Kershaw, SC, is a heavy industry and manufacturing contractor. WFIS provides millwright, welding, pipe, and industrial fabrication services to the heavy industry and light manufacturing sectors along the South and North Carolina border. The company serves municipalities and various private industries including pulp and paper, mining, water, and chemical.

The company prides itself on providing expert maintenance and service, with a focus on precision and a commitment to doing the right thing for its customers.

## CHALLENGES

Equipment misalignment frequently disrupted operations for WFIS customers, causing considerable downtime and requiring recurring maintenance.

The challenge was to enhance run ability and reduce the time equipment was out of service.



**IMPLEMENTATION**

To combat the challenge of equipment misalignment, WFIS relied on Prüftechnik's alignment tools. Shaun Williams, the founder and company owner, chose Prüftechnik due to a years-long appreciation for the company's world-class alignment tools.

Williams was already familiar with Prüftechnik, having learned to use OptAlign models and RotAlign at a job in a paper mill years earlier. "I was a young kid then but I loved using these tools, and really took to it", he says.

So when Williams launched WFIS in 2015, he rented the same high-quality equipment he knew well to tackle misalignment issues his customers faced. Two years ago, he jumped at the opportunity to purchase the RotAlign units that he had come to rely on and trained his team to use them to service a range of machinery, including direct-coupled pumps, motors, and gearboxes.

**RESULTS**

Using RotAlign devices, Williams Fabrication was able to realize these outcomes:

**Significant decrease in downtime for customers:**

Precision alignment with the RotAlign has been a game-changer for reducing equipment downtime and increasing operational efficiency for customers, says Williams. He shares an example: six mills at a customer's plant went from having frequent breakdowns and monthly repairs to experiencing zero downtime for half a year after.

"When our team arrived, the mills had a setup of motors, gearboxes, and pinion bearings that were haphazardly put together," Williams explains. "We changed that. After we aligned everything, from the pinions and jackshafts, the mills' uptime went through the roof."

**Improved customer confidence:**

The professional measurement reports produced by RotAlign have helped boost trust among WFIS customers. Williams includes these reports in the comprehensive precision maintenance documentation that he shares with customers to provide visibility into the service and attention to detail his team provides.

"It gives customers comfort and confidence that the job wasn't a quick money-grab for us, and that we took the time to ensure quality," he says.

**Repeat business thanks to quality and precision:**

You might think that nailing maintenance so effectively that further repairs aren't needed would be bad for business. But for WFIS, it's had the opposite effect.

"Customers take notice; we're committed to doing things the right way, even if it occasionally means less work for us in the short term," Williams says. "Using the RotAlign helps build trust in the quality of our work, so when we solve one of their problems long-term, it makes them think 'What else can these guys do for us?'"

Ultimately, RotAlign helped WFIS double down on its commitment to quality and customer care, resulting in lasting trust and repeat business.

*"Using the RotAlign for our precision maintenance work has really set us apart. The repeat business we've received speaks volumes about the value we have been able to provide for customers."*

— Shaun Williams,  
Founder, Williams Fabrication & Industrial Services



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