

American Laser Enterprises LLC

Background Information

American Laser Enterprises (ALE) is an engineering/services organization providing technical and manufacturing services to laser equipment OEMs, system integrators, distributors, and end users. ALE market segments are alternative energy, defense, medical and transportation.

Donald E. Sprentall, a veteran of the laser equipment industry, who is primarily known for his technical expertise developing beam delivery systems, founded the firm in 1996. As the firm's senior consultant and engineer, Sprentall is actively involved in the firm's product development and has provided guidance to a number of organizations looking to enter and grow in the laser equipment industry, and advance the technology through product development as well as unique applications.

Through ALE, Sprentall's approach to consulting and problem solving is to apply his years of learning about and helping define the laser cutting and welding industry into value-added solutions that are actionable and affordable.

Susan Land Sprentall is the sole proprietor and managing member who actively promotes the firm while overseeing its day-to-day operations. Land-Sprentall joined American Laser Spares in 1999 launching the laser consumable market through distribution. In 2001, she launched a marketing company and acted as an advertising agency for laser industry companies. During this time, Land-Sprentall was instrumental in forming what is now known as the Industrial Laser Community at the Society of Manufacturing Engineers.

Land-Sprentall utilized her EET and business education combined with 20+ years of selling and management experiences to expand the foundation of ALE's engineering expertise. Focusing on the customer and current market conditions generates new opportunity to compete with ALE's established competitors.

The firm operates with ERP software and utilizes Solidworks 3-D cad design, analysis and product data management software maximizing operations while keeping flexibility to meet ALE's individual customer needs.

For further information visit the website: www.a-l-e.net or phone 248-449-3714.