

8/25/2010 Wixom, Michigan: [American Laser Enterprises, LLC](#) (ALE) is excited to announce the implementation of the first phase of its strategic growth plan. This phase of plan implementation includes the recent relocation to a larger more modern facility at 28221 Beck Road, Suite A-4, Wixom, Michigan 48393 inside the Beck Industrial Business Complex. This move was necessary in order to accommodate ALE's growing, diverse customer base. The new facility features 50% more office space and 100% more production capacity utilizing ergonomic workflow technology.

"The implementation of workflow technology will allow us to greatly increase our efficiency when building our cladding, cutting, welding, drilling, and surface treatment laser process systems" said [Don Sprentall](#), Director of Engineering and Sales. "In addition ALE's other products such as Process Control Systems, [Automatic Laser Alignment System™](#) (A-Las™), [ArmorDillo™](#) Sensor and Instrumentation Cables will be produced much faster allowing us to dramatically shorten our lead times."

Concurrent with the implementation, all ALE employees have completed the first segment of business development and operations training consistent with ISO standards and Good Manufacturing Practices (GMP) as prescribed by the National Institute of Standards and Technology (NIST). This training included strategic market planning, corporate messaging and customer service sensitivity.

American Laser Enterprises is a beneficiary of grants made available by the Michigan Economic Development Corporation (MEDC), which played a key role in the development of our strategic development. Susan Land Sprentall, owner of ALE commented, "MEDC was a great help in our growth from just a [laser consumables](#) and beam delivery company to what we do today; expanding our traditional core business by identifying and developing new, emerging markets for laser technologies."

To learn more about American Laser Enterprises and its developments, visit www.a-l-e.net or contact [Susan Land Sprentall](#) at 248-449-3714.

[About American Laser Enterprises LLC](#): ALE is a woman owned engineering organization with 40+ years of industry experience and knowledge providing technical design and manufacturing services for laser equipment OEM's, system integrators, government projects, industrial supply distributors, welding supply distributors and end users. In addition to new process application development, ALE provides consumable spare parts, repair services, and turnkey retrofit and/or upgrade solutions for existing laser systems .