



## FROM COWSHED TO CNC POWERHOUSE: HOW G23 ENGINEERING SCALED WITH PSL DATATRACK

From humble beginnings in a small Northamptonshire farm unit, G23 Engineering Limited has grown into a high-performing subcontract precision engineering business, expanding six times in just ten years.

Central to this growth has been PSL Datatrack, modular production control software that has allowed the ISO 9001-certified company to streamline quoting, job tracking, inventory management and shop floor operations.



Today, G23 operates a large, modern machine shop with a wide range of milling and turning capabilities, delivering high-quality components to clients across the motorsport, luxury automotive, aerospace, defence, medical and marine sectors.

Adam Green, owner of G23, recalls the early days: “I sold absolutely everything I owned to get started. We scraped together about £11,000 and bought our first machine at auction – probably the worst decision I ever made! We had to put the roofing on ourselves. When people say ‘started from the bottom,’ we really did.”

Initially, G23 produced small batches of their own products for modified cars, but within three years Adam was approaching larger clients and the business began to snowball. Managing growth manually, however, soon became a challenge.

“We were running with an iPad, pen, paper and calculator. It worked for a while, but as soon as we started working with bigger clients it became clear that we needed to up our game,” comments Adam.

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An ISO 9001 auditor recommended PSL Datatrack, and Adam quickly realised it was the solution they had been looking for. “We tried other software demos,” Adam says, “but they were either baffling or boring. PSL Datatrack is designed for engineers. I can teach anyone the system quickly, and near enough every member of the team uses it. No long courses, no downtime – the shop keeps turning.”

The impact was immediate. Quoting, once a slow process, became almost instantaneous. Adam explains: “We have customers that rely on extremely fast quotes. Now, we can respond in 20-30 minutes. On a ‘bad’ day, I might produce 30 quotes! It’s won us a lot of work – often before competitors have even submitted their quotations.”

Crucially, the system’s consistent, template-based structure meant that as the team grew, new staff could be brought up to speed quickly. Rather than relying on one person to manage the software, PSL Datatrack became embedded across the business – allowing Adam to focus on strategic growth instead of day-to-day administration.

PSL Datatrack also helped G23 present themselves as a larger, professional organisation from the outset. “The documentation generated by PSL Datatrack made us look and operate like a big company, even when it was just me on the shop floor,” says Adam.

The modular software has grown alongside the business, with additional modules such as Gauge Calibration and Tool Definitions added as capacity increased, giving the team greater traceability and control at every stage.

Investment in machinery has kept pace with business growth. G23 now runs a robust mix of milling and turning equipment, including several Haas vertical machining centres and Doosan live tooling lathes. These are supported by CAD/CAM software and tool vending systems to ensure efficiency and availability. The business is also exploring automation options with Matsuura.

“It’s a big, busy place now,” Adam comments. “Air-conditioned, inspection room, CAD seats – it’s a serious operation, but PSL Datatrack keeps it all manageable!”

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The results speak for themselves. From a single machine in a farm unit to a multi-building operation with 12 machines and eight staff, the transformation over 14 years has been remarkable. Adam no longer spends time on the shop floor except for special personal projects like trophies for car shows. He can take business trips and holidays, confident the business runs smoothly in his absence.

“We wouldn’t be where we are today without PSL Datatrack, 100% not. It was a gamechanger – getting our foot in the door, tying all the paperwork together and allowing us to scale rapidly,” continues Adam. “With every step traceable and organised, clients and auditors alike can have confidence in what we do.”

Geoff Gartland, Managing Director of PSL Datatrack, reflects on the collaboration: “Adam’s growth shows what’s possible when you combine ambition with the right tools. PSL Datatrack is designed for subcontract precision engineers, giving them control over production from quotation to invoice, with full traceability and real-time data. Seeing G23 flourish has been incredibly rewarding.”

Looking to the future, Adam is focused on further growth and refinement. “We’re always looking to expand capacity, improve processes and invest in new machines. PSL Datatrack gives us the flexibility to add users or modules as we need, without locking us into anything unnecessary. It saves time, reduces errors and gives us confidence in every aspect of the business.”

Unlike many subscription-based systems, PSL Datatrack’s licence model has provided long-term cost certainty and full control over historic data – something Adam believes is critical for any growing engineering business.

“When you’re making an investment like this, you shouldn’t just look at the initial cost – look at the return over years. PSL Datatrack has paid dividends massively. We’ve grown faster, worked smarter and presented ourselves professionally from day one. It’s simple, powerful and it works for engineers,” he concludes.

G23 Engineering Limited’s story therefore demonstrates how careful investment in the right systems, combined with ambition and engineering expertise, can transform a small start-up into a high-performing precision engineering business.

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By integrating PSL Datatrack's production management software, the company has achieved not only operational efficiency but also the credibility, traceability and growth to thrive across multiple sectors.

