

# AWISA THE MAGAZINE

FOR THE CABINET, JOINERY, FURNITURE, TIMBER AND PANEL INDUSTRIES



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Published by the Australian  
Woodworking Industry Suppliers  
Association Limited  
ABN 44 134 548 253

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Suppliers Association Ltd is a trade  
association that represents the interests of  
suppliers to the cabinet, kitchen, joinery,  
furniture, fit-out, and other wood, timber,  
aluminium, plastic, stone and panel  
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software and services. Membership and  
advertising enquiries are welcome.

## DEAR READER,

The theme of this edition of the magazine seems to be about awards. Not just companies and individuals who have actually won awards, but also about some companies and organisations who certainly deserve to win awards.

In the first category we feature the winning kitchen designers at the Kitchen and Bathroom Designers Institute's annual awards. We also feature the winner of five awards at the recent Housing Industry Association awards.

In every edition of AWISA-The Magazine, we try and find an example of woodworking that is a little different from what most cabinetmakers and joiners manufacture. This edition features a boatbuilding success that should win an award – the construction of a traditional all wooden boat at the Wooden Boat Centre near Hobart, for Sydney restaurateur Tetsuya Wakada. And another story is about a South Australian success story, Pfitzner Furniture, a company that should win awards for succeeding as an Australian manufacturer of solid wood furniture.

Whatever you manufacture, you have to market the product. Even though I am a marketing person I have difficulty with the concept of using Facebook and Twitter as marketing tools. I know I'm showing my age by saying this. However, Simon Hodgson's article on the use of social media as a promotional tool has helped me. I hope it will help others.

No issue of AWISA-The Magazine would be complete without Martin Lewis of FIAA Ltd expressing his strong views on a major issue. Read his opinion piece that starts on page 54. I don't think Martin will be handing out many awards when he is next in Canberra.

## GEOFF HOLLAND

General Manager  
Australian Woodworking Industry  
Suppliers Association Limited

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## Social media – fad or fact?

# blog link web

**BY ALL ACCOUNTS** I am a moderate user of Facebook, I see what is posted, I occasionally comment, and I get moderately upset for some reason when my son has more friends on line, than I have friends. When three close colleagues recently started showing their kitchens and bathrooms on Facebook, I was astounded. When I saw they were also connected to Twitter, I really started to wonder what had got into them, and then came LinkedIn, and I lost it completely.

How timely then, was the KBDi National Conference in July, where one of the key business sessions was on this phenomenon taking place before my very eyes. Social media and its impact on the businesses you own and operate drew more commentary on any business session I have ever attended. Adam Franklin from Bluewire Media in Sydney guided members superbly through the maize that is social media and its impact on the consumer. Back to Adam later, but first some things you need to know about social media and related facts:-

- 50% of the world's population is under 30
- 96% of Millennials (an abbreviation for millennial generation, is a term used by demographers to describe a segment of the population born between 1980 and 2000 (approximately) and sometimes referred to in the media as "Generation Y") have joined a social network
- Facebook beats Google in weekly traffic
- 1 of every 8 married couples in the USA met via social media
- The time it took for 50 million people to be involved in radio – 38 years, TV – 13 years, internet – 4

years, iPod – 3 Years, yet Facebook got 200 million in less than a year!

- iPod application downloads – 1 billion in 9 months
- If Facebook was a country it would be the third largest, behind China and India
- 80% of recruitment companies use social media for recruitment
- The fastest growing segment of Facebook is 55 – 65 year olds
- 50% of the UK's mobile internet traffic is Facebook, imagine what that means for a bad customer experience? As the saying goes -what happens in Vegas stays on Facebook!
- Wiki is Hawaiian for "quick" – Wikipedia has 15 million articles, is as accurate as Encyclopedia Britannica and 78% of its articles aren't in English
- 34% of bloggers post opinions about brands – do you like what they are saying about your brand?
- People care more about their social graph ranks product and services than how Google ranks them
- 78% of consumers trust peer recommendations – only 4% trust advertisements
- Only 18% of traditional TV campaigns generate a positive return on investment (ROI)
- 90% of people now skip TV advertisements via their DVR or Foxtel remote
- Kindle and E books outsold paperbacks at Christmas in 2010
- 24 out of the 25 largest newspapers are experiencing record declines in circulation

- There are 60 million status updates on Facebook – daily
- 90% of customer conversations never touch the organisation that they are discussing

### Got your attention??

Social media is good for a lot of things: building relationships, finding and spreading news, marketing, a good laugh, keeping up with your friends and family and a host of other things, but there is another aspect of social media that most businesses aren't using. In fact I could argue and you could argue that it's the most powerful part of social media that most businesses aren't using. It's this missing piece that could be the difference your business has been looking for, the competitive edge that could push you over the top and allow you to grab market share.

Since the onset of marketing, marketers have looked at it as a way to get their product or service seen or heard but unfortunately have completely ignored the real reason why marketing works or doesn't work... it's people! Granted, marketing is a way to build awareness but it's the dialogue that's happening between people that will dictate whether or not your marketing efforts work or don't work. In other words, the real marketing gold here is mined from the people of your community, are you listening to what they are saying?

One of the most impressive benefits I have recently found from social media has come from making powerful connections with my idols, mentors, and people I looked up to and respect. We live in a remarkable time where the barriers to reaching those people are now lower than ever.



# like tweet site

As I said at the start, Adam Franklin is marketing manager at Bluewire Media, the web strategy company he co-founded. His blog is one of the Top 25 Business Blogs in Australia. He was named in Smart Company's Hot under 30 and Dynamic Business's 2010 Young Guns list of young entrepreneurs. He loves seeing companies making the most of the web – in particular email marketing, social media and search engine optimisation.

Learning the facts as outlined above about social media (SM), I started by asking Adam whether a small marketing budget affects ones involvement with social media? "Not at all. In fact the beauty of social media is that it levels the playing field with the big boys. You can't just outspend your competitors, like you could with traditional marketing. Social media takes time and practice, but doesn't require much money. This is great news for marketers with small budgets!"

But what about the concern that interacting with SM could take someone outside of their traditional geographical area?

"The fact that you can interact with people all over the globe with social media is great because you can broaden your reputation as a thought leader and market expert. Plus you can develop relationships with people all over the world - peers, colleagues and industry experts. The stronger the relationships in your 'online community', the better!"

Time is always an issue in any business, what is the best way to time manage the challenges before us, and where do you start?

"The way to manage the challenges of social media is set your organization's social media guidelines - so that all the staff know how best to use the 'tools'.

Then to get the best results you should empower your staff to use social media at work and at home because your staff are most likely going to be your biggest advocates. Plus they have their own networks of contacts that can represent a big opportunity. And to start, four very important steps.

1. Start by setting up a Google Alert for your company name, any products you sell, your CEO's name and your own name.
2. Set up your company's blog, Facebook, Twitter, You Tube and LinkedIn pages.
3. Secure your custom URLs for each of these. e.g. www.facebook.com/yourcompany, www.Twitter.com/YourCompany -- even if you don't intend to use them yet, secure the name so that other people can't. Remember there could be another company with the same name overseas and you'd prefer to get the name first!
4. Then start publishing remarkable content!

Having had responsibility for the "marketing spend" in two organisations spanning fifteen years the return on investment has always been a healthy topic and a contentious debate. I asked Adam Franklin what level of "ROI" should you expect once involved? "ROI is always a difficult calculation for a communication tool like social media. After all, what is the ROI of your blackberry, email, phone system or even a conversation at networking event? These are all tools to communicate with people. That said, it is 'how' you use the tools that counts."

"You'll get an ROI if you are investing in your web strategy by publishing remarkable content on your blog and YouTube channel. As you start to amass a

'bank' of valuable content, you will reap rewards because your twitter followers, facebook fans and email subscribers will grow. And these people who enjoy your content, will tweet it, share it on facebook, forward to their friends and so on."

"This in turn attracts high search engines ranking so even more people will discover your remarkable content via Google! Gradually, you'll earn trust with these people who ideally go on to become your customers. This strategy builds momentum over time, so just like developing strong relationships offline, don't rush things and your ROI will be there in the long term."

And on regularity of content, versus quality of content? "Always publish quality, regardless of the frequency. Some companies are able to publish remarkable content everyday. If this is you, go for it! If you can only produce something remarkable every fortnight, that's OK too. Just remember don't settle for mediocre content, because you are only ever one click away from losing someone if they hit un-follow, unsubscribe or unlike!"

Elissa Greer is the marketing manager at Interiors by Darren James. A Brisbane based boutique design house that specialises in kitchens, outdoor kitchens, bathrooms, offices, custom furniture pieces and full residential interior fit-outs. I spoke to Elissa following the KBDi conference, aware that as a business, their use of social media was well known. I started by asking Elissa when did she first become aware that Social Media could help your business?

"We first decided to use social media and create a presence on each of the platforms (Facebook / Twitter / YouTube / LinkedIn) after receiving advice from some SEO (search engine optimisation) professionals about the benefits of

# blog like site tweet web link

“links” and “likes” on social media platforms and blogs for our current website page rankings. As Google highly values these social media elements, initially we got on board as we thought it would be a great way to drive growth and engagement back to our website.”

So how long did it take for you to enter this marketing sector and were you skeptical about the path you were taking? “Setting up profiles on each of the platforms literally takes less than 5 minutes. The step by step process is pretty quick and simple. Obviously you can spend as much time as you like customizing your page, profile and applications but the basic setup takes only minutes. Even if you are not quite ready to start using these mediums regularly it’s important to at least secure your business page on each of the platforms as you want to ensure you (and only you) own and control your own social media graph and online reputation.”

Sceptical? “Not really, anyone can see the use of social media is growing at a sharp rate so for us, not getting on board simply meant that we would be left behind. Of course there are always concerns about possibly hurting the brand as social media is often a conversational medium that is

in ‘real time’ and in many ways you are placing your brand in other peoples (consumers) hands. This can be scary but by putting the right monitoring controls in place it is definitely manageable. Another issue (facing many small to medium businesses) is the investment of time. Updating your Facebook profile, tweeting and writing blog articles etc takes time and as a small business I know this can be very time consuming and costly. In addition to that, it’s also hard to directly measure ROI, how much am I really getting out of it? But from our personal experience the return is worth the time spent.”

So what has the response been and where has it come from? “Facebook, Twitter and YouTube have become another marketing opportunity for us and a new way to interact with our customers, suppliers, colleges etc by spreading the word about our business and brand. It’s opened us up to a larger market and we now have followers all over the globe. We are currently working for clients who reside in USA, Malaysia and Singapore and after speaking with them about how they heard about us, most of them have said that they reviewed not only our website but Facebook and social media page etc. And I think this is the key, when people are making

purchasing decisions they are looking beyond magazines and websites. They are looking at a company’s overall online reputation and this includes reviews, forums, blogs and posts on Facebook / Twitter / YouTube etc. So for us it’s really important to have a strong and dynamic presence in these elements and platforms.”

And lastly I asked Elissa how long she spent each week on average and what’s next? “Time wise it’s probably 4-5 hours a week. I could definitely invest more time and plan on doing so in the future. We are currently redesigning our website and social media is playing a major role in the redesign. One of the things we will be doing, is integrating feeds from our blog and other social media accounts into both our website and face book pages. Obviously, this streamlines the process and gives us a consistent and uniform presence online.

By listening to your customers and increasing the total customer experience in your business you create an environment for rampant word of mouth. If the point of sale experience matches how you portray yourself on social networks and in traditional advertising then you have the beginnings of a truly great customer experience and which increases your chance of effectiveness and frequency at creating influential brand ambassadors. But, it all starts with listening to your customers and assimilating that knowledge into your business operations to make an even better customer experience.

So, fad or fact? Well a fad is a fashion that is taken up with great enthusiasm for a “brief” period of time – this will not be brief, this is fact. ■

*My thanks to David Johnson of Persuasive Concepts in the USA, Adam Franklin, Bluewire Media in Sydney and Elissa Greer, Interiors by Darren James, Brisbane.*



A stunning kitchen by Interiors by Darren James – the client saw them on Facebook

# Regional responsibility forms the cornerstone of Altendorf restructure

Altendorf Australia has become Altendorf Asia Pacific in a move that recognises the important strategic position of Australia in the Asia Pacific region. In recent years, global marketing has broken down the age-old borders between nations, traditionally based on local geographic markets. For international trading companies such as Altendorf, all local markets were managed through a centralised head office, which often resulted in a fragmented approach to market requirements. Communications technology has drastically changed the dynamics of world trade making it possible to conduct business across the globe using very different business structures.

Australia is uniquely placed to serve Asia and the Pacific markets. The newly established Altendorf Asia Pacific will take responsibility for these markets to maximise the growth potential in a coordinated market approach. "We see a huge opportunity in the region for Altendorf to expand its potential in growing markets," said Rick Lee, managing director of Altendorf Asia Pacific. "The team in Australia has a wealth of expertise that can be utilised to assist local markets, helping them optimise opportunities. Establishing sound distribution networks in the region is a priority for the new business format."

The expanded scope of business does not mean Australian clients will receive less attention. "On the contrary," Rick Lee said. "New developments at Altendorf have expanded our product range significantly. There are at least two new machine formats coming to Australia in the near future and more exciting products on the drawing board. We have always been leaders in panel sizing and have a reputation as specialists in this field. In light of this we have made a decision to go back to our core in order to do justice to the expanded product range and to service our clients more effectively."

From July 1st Altendorf Australia became Altendorf Asia Pacific. In conjunction with this the company ceased its cooperation with Holz-Her in Australia. From that date Holz-Her is be sold and serviced through Michael Weinig Australia Pty Ltd. Weinig has taken over all warranty obligations for Holz-Her machines as well as providing sales and service for both machines and spare parts. "Holz-Her has been our strategic partner for the last ten years in Australia and we have had a very successful collaboration," Rick Lee said. "Good relations between the two companies will mean a smooth transition for our clients and a minimum impact on their business. Some Altendorf staff have moved over to the Weinig organisation ensuring the skills are available for continuous customer service."

The new company structure marks an exciting change in the way Altendorf does business in Australia and the Asia Pacific region. It's a change that will benefit clients and Altendorf alike.

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Above: from left, sales manager Jackie Cheng, Altendorf Malaysia; and general manager Vit Kafka, Altendorf Asia Pacific.




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Below: from left, sales manager Randy Wong, Altendorf China; general manager Vit Kafka, Altendorf Asia Pacific; sales manager Wenhua Bai, Altendorf China; and managing director Rick Lee, Altendorf Asia Pacific.

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by Eric Lytton

## Classic boatbuilding alive and well in Tasmania

**TASMANIA IS WELL KNOWN** for its magnificent temperate rain forests, featuring species such as Huon pine, celery top pine, blackwood, sassafras, myrtle and Tasmanian oak to name a few. These and other Tasmanian timber species have been central to Tasmania's heritage as both a source of cabinet making timber and the backbone of a thriving bespoke furniture manufacturing industry.

What is not commonly known is that Tasmania has an extensive history of wooden boat building, dating back to the convict period. As early as the mid 1820's substantial wooden vessels were being built at the Sarah Island penal colony (on the Tasmanian west coast). This tradition has been maintained and is now being carried on by the enthusiastic and dedicated staff at the Wooden Boat Centre located in Franklin, a small town on the Huon River 48km south west of Hobart.

The Wooden Boat Centre was established to teach traditional wooden boat building techniques and offers a variety of short and long term courses with each course completing a project boat. The Centre has been turning out traditionally built timber vessels for approximately two and a half decades, building a

variety of craft from plywood dinghies to larger carvel planked vessels. The pride of the fleet built at the Centre is the 'Belle', its largest construction to date.

Belle is a french word meaning beautiful or lovely and as such is a perfect name for prominent Sydney based restaurateur Tetsuya Wakada's new boat. Hand built over a two year period and launched on June 1, 2011, Belle is a purely recreational vessel designed along the lines of a traditional Tasmanian professional fishing boat and is stunningly beautiful.

Measuring 38' in length, with a 13'2" beam, 4'8" draft and with a total displacement of 10.2 tonnes Belle is an outstanding example of traditional craftsmanship using a number of Tasmania's unique timbers, in particular Huon pine and celery top pine whose characteristics of durability and workability making them ideally suited to timber boat construction.

Huon pine is the predominant timber used in Belle's construction, with its rich golden colour being a feature of the varnished cabin sides and despite having been drying for several years the perfume of the natural oil in its timber still fills the boat. Huon pine has long been regarded as a prime timber for boat building





## Today's cabinet makers would be astonished at the minimal amount of machinery at the Centre.

as due to its natural oils it has exceptional water resistance qualities. These oils also are very effective in repelling borers, an important factor in an all wood boat.

Huon pine is an extremely slow growing tree, taking at least 2,000 years to reach maturity and remarkably some of the Huon Pine used in her could be up to 3,000 years old. Huon pine is no longer being cut and the small amount of timber available today is largely salvaged from the forest floor. Other Tasmanian timbers used in the build include King Billy pine, celery top pine, blue gum, stringybark, myrtle, and blackwood.

Celery top pine was used to construct Belle's centre line (keel, stem, stern post and horn), while the ribs are predominantly blue gum, with stringybark, a more 'flexible' timber, being used in the more curved areas of the hull. The hull has 24 planks 1 <sup>3</sup>/<sub>16</sub> inch thickness on either side, with the majority of the hull planking being Huon pine. Because of its capacity to hold fastenings, celery top pine was used for the bottom seven and top two planks. Where planks needed to be twisted they were made more pliable by boiling rather than steaming. The planks were then copper riveted to the ribs.

To ensure the hull's integrity and that it remains watertight, planks were bevelled on one edge to allow for caulking and 'splining'. The planks were 'butted' up to each other and cotton caulking was then rammed into the 'V'. Slender Huon pine splines, machined to match the angle of the bevel on the planks were then glued and hammered into position on each of the joins. The splines were then dressed to create a smooth, almost invisible join between the planks.

The deck is constructed of two <sup>3</sup>/<sub>8</sub> inch layers of laminated marine ply glued and screwed together then overlaid with a layer of fibreglass and epoxy. Finally, <sup>5</sup>/<sub>8</sub> inch thickness teak planks were glued to the marine ply.

The upper cabin sides and front have been constructed from Huon pine, with the roof of the cabin being laminated marine ply fibre glassed and painted. The internal fit-out was carried out using <sup>3</sup>/<sub>4</sub> inch marine ply with 5mm Huon pine cladding. The cabin soles (floors) are <sup>5</sup>/<sub>8</sub> inch marine plywood overlaid with <sup>1</sup>/<sub>2</sub> inch myrtle planks which were oiled and buffed.

Considerable thought has been given to the interior layout. The spacious accommodation area is located under the lengthy foredeck, and features a queen-size bunk and a beautiful writing desk. The head and hand basin are located on the port side of the companionway with the shower being on the starboard side. Steps lead up to the upper cabin which features the helm seat and a saloon with a divan and a large drop-sided dining table.

The galley, located on the port side, features an induction cook-top, under-bench freezer and a deep double sink. The galley cabinets are made from <sup>1</sup>/<sub>2</sub> inch ply, again clad with 5mm Huon pine panels and solid Huon pine trim. The cabinet doors feature solid Huon pine frames with ply inserts pressed up with birdseye Huon pine veneer. Double Huon pine framed and Huon pine veneer panelled doors open on to the afterdeck.

Belle is an outstanding example of the shipwright's craft and testament to what can be achieved utilising old technology and tools. Traditional cabinet making tools such as hand planes, spoke shaves and a variety of hand saws feature prominently in the tool shop.

The Belle is powered by a 100hp John Deere marine diesel engine and combined with the outstanding design and craftsmanship this makes her ideally suited for cruising and recreational fishing. Tetsuya frequently travels to Tasmania to source product for his restaurants and is especially enthusiastic about the state's seafood. Now Tetsuya can enjoy catching his own fish in complete comfort and safety. ■



by Dr Bernard Carey

# Legal

## Making your mark: registering trade marks



### Does your company protect its intellectual property?

One of the defining differences between a developed and a developing country is the level of recognition given to intellectual property (IP). Such things as trade marks, copyrights, patents, and plant breeder's rights (there are others) make up the IP legal domain. The one of these we focus on here is the trade mark.

Many directors and senior managers think that registering a business name is the same thing as registering a trade mark. Wrong! Your business name, registered or not, gives you no legal protection against those who want to use or register a mark similar to yours. The only real legal protection is registration of your mark or brand as a trade mark with Intellectual Property Australia (IPA).

### Trade marks

According to Jill McKeough and others in their superb book *Intellectual Property in Australia*, trade marks "are signs (including devices, labels, names, etc) which indicate that goods or services originate from a particular trader" (page 9). The governing legislation is the Trade Marks Act 1995 (Cth). This Act allows registration, and gives protection against unregistered marks that are "substantially identical or deceptively similar." In recent times, even some shapes, sounds, smells and colours have been registered. Last year, the courts decided that a particular shade of purple, developed to advertise a brand of cat food, could be registered (*Mars v Nestle*) bringing the total of colours registered as trade marks to around 250.

### Registration

The process for registering a mark in Australia is to make an application to IP Australia (IPA). Included in this process are paying the application fee, detailing the mark in words and artwork, and

selecting the class in which you wish to register your mark. There are over 40 choices of class.

IPA does its assessment to see if anyone or any company has beaten you to the punch. If not, your mark will pass the examination phase and will be advertised in IPA's Gazette for three months in case there are any objections lurking in the community. If clear, the mark will be registered on payment of the registration fee.

If the examination phase reveals other owners of the words (this is usually the problem) or artwork design, difficulties and expense can begin. It could be that the words (for example, McDonalds) are registered, but if your McDonalds is a kitchen manufacturer or the manufacturer of non-porous surfaces, then it is highly unlikely that you would be seeking to register in the class covering food production. So, as long as your artwork is nothing like the golden arches, it may be possible to convince the IPA to allow registration.

If you want to register a mark that is already registered in the same class or classes that you seek to register your mark, your chances of success are diminished, but not destroyed. You may be able to modify the classes you want, and if you do have differentiating factors, your lawyers may be able to extract a consent agreement from the mark holder to let your mark coexist so both of you have a mark in the market place. Champion Legal arranged a consent agreement of this nature for a multinational company recently. It was a long but fruitful process.

### Advantages

There are several legal and commercial advantages in registering your mark.

First, the process of registration is so thorough that you will be aware if someone else has legal rights in your intended area of registration. You have the certainty to decide whether to

proceed and challenge or whether to back away.

Secondly, you can deter potential imitators. The very fact that you have registered a mark makes your intentions clearly known – you have staked your claim. Accordingly, if someone else tries to register or use a similar mark, you have legal rights to enforce.

In the area of e-commerce many of the websites support trade mark holders without recourse to the courts. Proof of registration is enough to elicit their support.

Finally, when you decide to sell your business, having valuable marks with up to date registrations will make your business more valuable.

In sum, your trade mark, representing (in most cases) your brand, is valuable. If you have a business that you wish to promote with your own mark and, at the same time you wish to warn off imitators or companies that want to piggy-back on your success, register a trade mark. ■

This article is provided for information only, and does not constitute legal advice. It is not intended to be a substitute for legal advice and should not be relied upon as such.

For more information about the content in this article, contact Mr. Geoffrey Roberson or Dr. Bernard Carey at Champion Legal, specialists in the provision of legal services to the woodworking industry.

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by John Halkett

# Secret

## The secret recipe of survival and growth in today's furniture industry

**YOU ALMOST NEED** to have a secret recipe to survive in domestic furniture manufacturing. An avalanche of cheap imports; a strong Aussie dollar, and relatively high labour and other costs have squeezed the life out of many long-established solid timber furniture manufacturing businesses. The tombstones in the furniture manufacturing cemetery have a Western Front feel and stand testament to the ferocity of the battle for survival in Australia's furniture manufacturing industry today.

So you have to have something very special and be doing something right to survive, much less grow in today's global business environment. To get an insight into one of today's great furniture manufacturing success stories you need to head up into the scenic Adelaide Hills and visit Pfitzner Furniture in the charming hamlet of Littlehampton. A visit is a real mission of discovery and a pointer to how the fallen might be resurrected and the standing strengthened.

Contributing to the rich colour and texture of South Australia, the

name Pfitzner harks back to images of German settlers to the fledgling colony, of Barossa Valley wineries and Lutheran Church missionaries. Now in its 38th year Pfitzner Furniture director Andrew Pfitzner said sales were up 15 per cent, compared with the same six-month period last year.

"Before the global economic crisis, the domestic furniture industry was already taking a huge hit in the number of people it employed because of cheaper imports," he says.

"About ten years ago, we saw that to have a future we needed to be able to control the supply chain, so we opened our own shop in Adelaide."

With his brother David, Andrew now manages company founded by his father. "Dad, David and I share the same kind of feelings about how to operate the business."

Our family continues to be our greatest asset says Andrew. "We each have our role to play. David is responsible for the manufacturing and Dad is the one we look to for guidance on everything from design to retail."

A leading veteran and master craftsman of Australia's solid wood furniture industry, company founder John Pfitzner has been making furniture for 55 years. "Techniques have changed dramatically in that time, but to remain competitive we have had to embrace new technology. Because we work mostly in solid timber we still apply traditional methods."

With the help of his interior designer wife, John started the company in 1972. Starting out from a workshop on their Mt Barker Springs property, they were driven by a passion for making high-quality, custom furniture designs. As demand grew the manufacturing operations for the business shifted to Littlehampton in 1981 before settling in a 600-square metre workshop complex in 1984.

Andrew says customers are continually astonished by the design and quality of the furniture at Pfitzner, but believes it is more than this that gives Pfitzner its edge. "We combine old-world craftsmanship with modern technology in hardware and machinery to create furniture that stands the test of time and offers outstanding value for money."

John says that while much of their work is now with contemporary designs: "We also create many antique styles and exquisitely detailed modern pieces. Our eye-catching designs are hand-carved and hand-finished. For over thirty years we have been designing and making furniture from solid timbers. Each piece is crafted individually - not mass produced."

"We still do what we started out doing - working directly with our customers and making beautiful furniture that we would be proud to put in our own homes. We have also had a keen eye on market trends and adapted our designs and manufacturing to market demands - so now it's a more modern, contemporary, minimalist style," says John.

Family – a great business asset.  
John, Andrew and David Pfitzner.



Today Pfizner furniture is sold in speciality furniture shops across Australia, as well as in the own three shown rooms - one at Littlehampton, another in Adelaide and a new showroom in Cremorne on Sydney's North Shore.

So what then are the lessons to be learnt from a visit to this remarkable furniture making enterprise - not only of survival but of growth? Perhaps they can be summarised as:

- Don't stint on quality and tradition.
- Don't even attempt to compete with imports. Identify, promote and defend your own market niche.
- Use quality iconic Australia and imported timbers.
- Develop some level of control and influence over the supply chain, especially at the retail end.
- See marketing as a business investment and not as a cost. ■




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Furniture that doesn't stint on quality and tradition, uses quality iconic timbers and doesn't attempt to compete with imports.

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Below: Following market trends towards more modern, contemporary, minimalist style furniture.



client as a partner,  
not just a customer

## Colloyd - big enough to cope but small enough to care



Leaders in the Victorian cabinet-making and joinery scene - Colloyd's founders Colin Yong and Lloyd Jones.

**BIG ENOUGH** to cope but small enough to care is the catch phrase behind the success of Colloyd Cabinet and Display Manufacturing that operates from Braeside in Melbourne.

Built on a carefully crafted reputation for performance and delivery Colloyd now has established relationships with a number of builders and concentrates on new house kitchen, design, manufacture and fit-out, plus other home-based cabinetry and joinery work.

Formed in 1990 by Colin Young and Lloyd Jones, Colloyd has been strengthened by the volatility of the housing industry. According to Colin these challenges have instilled in the company the drive, perseverance and tenacity to build their business into a highly respected operation.

"So today we are able to offer a complete cabinetry and joinery service from the initial briefing to design, manufacture and final installation," says Colin.

He adds that he and founding partner Lloyd both believe in maintaining a high degree of business integrity and valuing staff and clients. "Colloyd's success comes from a genuine desire to produce the best custom-made cabinetry and joinery we can."

"We think our point of difference revolves around sitting down with clients and stepping through the entire project - from go to whoa. If the client is completely happy then we are happy," he says.

"We take pride in what we do, consistently producing quality work in a range of styles that spans from classic to the contemporary, to cutting edge. We also only work with top quality hardware and materials."

Inventiveness, combined with a willingness to adopt new and innovative manufacturing techniques has also been pivotal in enabling Colloyd to become a leader in the Victorian cabinet-making and joinery scene.

Colin says twenty years of experience allows Colloyd to offer valuable advice and find the right solution for every project. "Working closely with architects, interior designers, builders, project managers and homeowners, we believe in treating a client as a partner, not just a customer."

"Our total focus is on achieving our client's specific needs quickly, cost effectively and to the best of our ability," he says.

Colin adds that the company is proud to have a highly skilled, happy work team. "Our tradesmen are a group of superb craftspeople most of whom have been with us since the company opened its doors in 1990."

"Their loyalty is a result of the company's philosophy of quality training and providing each individual with interesting, challenging projects that they can be personally involved with from start to finish. This creates a great sense of ownership and results that everyone can be proud of."



Colloyd has continued to be attentive to the value of investment and regularly upgrades machinery and equipment to keep up with trends in technology and cabinet-making fashions. "Doing so also permits us to optimise production turn-around times and minimise the cost to our clients."

Colloyd has established partnerships with quality brands of material and hardware accessories. In particular the company works closely with leading hardware supplier Wilson & Bradley. "They supply the bulk of our kitchen and other hardware needs. We really value our relationship with Wilson & Bradley – it works very well for us," concludes Colin. ■

From classic to contemporary - design with an edge utilising new and innovative manufacturing techniques.

Colloyd offers a complete cabinetry and joinery service from initial briefing to design, manufacture and installation.

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## WA kitchen manufacturer scoops HIA awards prize pool

**PERTH-BASED** kitchen designer and manufacturer, Western Cabinets has won an impressive five awards in the kitchens category at the recent Housing Industry Association Awards.

Western Cabinets won HIA Kitchen Showroom of the Year, Best Renovated Kitchen in the \$30,000-\$40,000 category, Best Renovated Kitchen in the \$40,000-\$50,000 category, and Best Renovated Kitchen in the \$50,000 and over category. Kia Douglas from Western Cabinets also won the Kitchen Design of the Year Award.

“We absolutely nailed it and we’re ecstatic at receiving this recognition after a year of hard work” said Western Cabinets Design and Sales Manager, Simon Cox.

Winning the HIA Excellence in Showroom Display follows a major expansion the Western Cabinets Osborne Park facility by 30-year veterans of the Perth cabinet making industry, Tony and Dominic Caccamo and features no less than six stunning kitchen designs.

The state-of-the-art Western Cabinets showroom has also won accreditation from one of the world’s leading cabinetry technology suppliers as a “Hettich Endorsed Showroom”.

All Hettich Endorsed Showrooms help project owners and their advisors transform kitchens, bathrooms, bedrooms and living rooms from the ordinary to the exceptional by providing all the magical bits and pieces of cabinetry hardware and lighting that make living spaces work beautifully.

“As local employers and manufacturers, we pride ourselves on efficiently managing kitchen projects from the initial consultation and the design phase right through to completion including coordination of all the trades. That’s why we are so thrilled to have won the top prizes

across three different renovation budget categories,” explains Western Cabinets Director, Tony Caccamo.

The award-winning project designer, Simon Cox, says each one of the six different kitchens draws extensively upon 100 plus years of know-how the German technology innovator Hettich has in cabinetry hardware and lighting.

“Basically we’ve filled it with every Hettich product we could think of. We’ve used all their space and time saving organisers.

When you open a drawer the lights come on, lift up doors and the cupboard space lights internally. We have Hettich strip lighting underneath quite a few of the kitchen cabinets,” Simon Cox enthuses.

Perhaps the boldest design statement in the showroom is a bright lime green kitchen cabinet with multi-changing lights beneath that really grab attention. ■

Western Cabinets is located at Unit 1 / 9 Sundercombe Street Osborne Park.

Phone (08) 9445 2677 or visit [www.westerncabinets.com.au](http://www.westerncabinets.com.au)





# InnoTech drawer system

## for freedom of function and design

InnoTech is a versatile soft close drawer system designed for kitchens, bathrooms, living rooms and commercial fit outs.

- InnoTech's platform concept allows cabinet makers to customise the drawer for a number of applications
- Options include internal drawers as well as drawers for pots and pans, crockery and cutlery
- Four finishes: white, silver, anthracite, stainless steel
- Design customisation: various options of side panels including glass
- Quadro runners with soft close, full and part extension and load capacity from 30kg to 70kg

## A strong foundation for the future of Australia's joinery industry.

*"When it comes to panel saws....my pick would be reliability, accuracy and ease of use. Our old Altendorf served us very well."*



While the global financial crisis and the corresponding reductions in construction and housing made their impact only not so long ago, there is promising outlook for Australia's cabinet making and joinery industry with a work force 150,000 strong and solid growth projected for the next five years according to the latest ABS Labour Force Survey. Supporting the demand for skilled professionals in light of this positive recovery are the various educational institutions across Australia, and when it comes to the basics, the right equipment procured as educational tools can play as much a role as the teachers involved when it comes to the quality of our future cabinet making work force.

Undeniably, the first and foremost factor influencing the quality of training programs across Australia are the teachers facilitating these courses. Usually time served industry veterans themselves at some stage, these individuals contribute practical knowledge from their own professional experiences along with well structured regimes for teaching effective cabinet making practices. "I've been involved in the joinery profession since I was 15... at one time when I ran a joinery business as the foreman for almost 9 years," responded Steve Forbes-Taber when asked about his own joinery background. Steve is one of the shopfitting and joinery teachers for Riverina Institute of TAFE. "Under our close supervision, we teach students the essential

principles, safe practices and doing things the correct way right from the beginning. As joiners ourselves, the training environment here is very much like your typical workplace and the skills transferred to the students in our curriculum are just as applicable in the real world."

The second element in the proficiency of our future joiners is the equipment on which they're trained. While perhaps a less reliable machine may still have its place in the training environment, whether it be providing lessons of repair, maintenance and trouble shooting of the machines, most industry teaching professionals would whole heartedly agree that that is not the main objective of cabinet making and joinery training. Conceivably more suited for the classrooms of mechanical students, unreliable machines represent largely an inconvenience and disruption over the course of a student's training. "Students attend day in, day out, and if a machine breaks down, we might need to reschedule the student's training." As Steve pointed out, "It isn't too dissimilar to joinery businesses where you lose valuable time when machines fail. The reliability of the machines is quite an important factor."

"When it comes to panel saws, my pick would be reliability, accuracy and ease of use." Steve commented, "Our old Altendorf served us very well. Over 10 years the only

issues we've experienced can be resolved right here and by ourselves with ease. Apart from that, the accuracy of the machine has always been very good, the cuts are square and the machine is very easy to set up."

Equipment suppliers such as Altendorf Asia Pacific also recognise the need for quality machinery for training institutions. "As part of our corporate principles we strongly encourage the development and training for the future of this industry. We have proud, longstanding relationships with many educational institutions across Australia," says Vit Kafka, Altendorf Asia Pacific general manager. "It is very encouraging to see the cabinet makers and joiners of tomorrow building a solid foundation with such a widely recognised panel saw system. I believe it allows for a smooth transition when these future joiners settle into the workforce or start their own business as they are already familiar with Altendorf's technology."

Beyond the educational environment, Altendorf panel saws are also among one of the most prominent in the industry with well over 130,000 businesses relying on the proven systems.

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## Under the spotlight - Malaysian timber

**MALAYSIAN TIMBER** imports have been under the spotlight with the recent visit of a high-level trade delegation to Australia. Led by the Malaysian Minister of Plantation Industries and Commodities, The Hon. Tan Sri Bernard Dompok, the delegation included leading timber business executives such as the chief executive of the Malaysian Timber Council, Cheah Kam Huan.

The minister said the trade mission underscored the interest and commitment of the Malaysian government and the private sector to seek closer ties and mutually beneficial economic and trade relations with Australia.

"I would like to highlight that the timber industry in Malaysia is one of the key sectors of the country's economy. The industry's contribution to the country gross domestic product in 2010 is about four per cent. Furthermore, the forestry and timber sector provides employment opportunities to over 177,000 people. The major export markets for Malaysian timber products are Japan, USA, India, Taiwan, Korea, United Kingdom, China and Australia."

"Timber exports to Australia amounted to \$258.5 million in 2010. Major items exported were wooden furniture, mouldings, joinery and sawn timber," Mr Dompok said.

"I am confident that the bilateral trade between Malaysia and Australia will

continue to flourish. It is my hope that both governments and business communities will continue to work together for the mutual benefit of both our countries."

"While trading has been the traditional business activity between the timber-based sectors of Malaysia and Australia, I believe that other initiatives, such as joint-ventures in the manufacturing of timber products, establishment of tree plantations and even carbon-trading could also be explored."

According to the Malaysian Timber Council's Mr Cheah, timber industry seminars held in Melbourne and Sydney provided an opportunity to update the Australian timber industry on policy and business development in the Malaysian timber industry and included presentations on initiatives in Malaysia to advance sustainable forestry practices; forest certification and product chain-of-custody, and product innovation.

Leading Australian timber industry expert John Bagley stated that Malaysia has become a leader in tropical timber production, innovation and compliance. "The country is increasingly regarded globally as leading the tropical forestry industry in areas like third party forest and product certification, building standards compliance and products sophistication."

Mr Bagley noted that Malaysia was the first tropical country to implement

a forest certification and a full chain of custody system that has been accredited by the Programme for the Endorsement of Forest Certification. "This has set the bench-mark for others."

He added that Malaysia was able to offer Australian importers and manufacturers a wide range of sophisticated, fit-for-purpose timber products. "Malaysia recognises the importance of the Australian market and is able to provide strong and ongoing support for the timber supply chain here."

While in Australia the Malaysian minister reinforced actions being taken by Malaysia to control illegal logging. "Malaysian legislation imposes heavy penalties on illegal logging and this empowers local police and armed forces to carry out surveillance of forestry activities to help curb illegal logging and the encroachment of forest areas."

"I am proud to say that today Malaysia has 55 per cent of its land area or 18.2 million hectares under natural forest cover. About 14.5 million hectares of the total forested area have been gazetted as Permanent Reserved Forest managed under sustainable forest management principles."

"The International Tropical Timber Organisation in its Status of Tropical Forest Management 2011 has reported that Malaysia has made notable progress towards sustainable forest management in the last five years apart from having progressive forest related policies, laws and regulations," Minister Dompok concluded. ■

The Hon. Tan Sri Bernard Dompok Malaysian Minister of Plantation Industries and Commodities: headed high-level trade delegation to Australia.



Cheah Kam Huan, Chief Executive, Malaysian Timber Council: seminars provided an opportunity to update Australian timber industry on policy and business development in the Malaysian timber industry.



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# Leitz precision tools increase productivity and quality in the furniture industry

5  
100  
100

Designed with the leading machine producers, the expanded tooling program for efficient furniture production is compatible with all wood-working machines worldwide.

Leitz's objectives are the quality, productivity and efficiency of its precision tools for both manual and industrial furniture production. At Ligna, the Leitz Group presented its significantly extended furniture tooling program to suit all machines. The high efficiency of Leitz precision tools is the result of close co-operation between Leitz Research & Development – Leitz as producing service provider - and the production engineers at the international furniture companies and machinery manufacturers. The knowledge of all parties and a common objective has resulted in pioneering innovations.

Efficient furniture production today has both

economic constraints plus the expectation of sustainable production, a major issue when marketing the products. Using efficient machines and tools are important success factors in furniture production. At Ligna in Hanover, new solutions were displayed combining customers' requirements with the most efficient cutting methods under the Leitz slogan "We accelerate your processes".

For example under the Ligna topic "Lightweight construction technology", Leitz presents a complete standard tooling program for processing a variety of materials / material combinations with special production technologies. Also the growing worldwide awareness of the need for efficient use of resources is of increasing interest. Complete solutions demonstrating application variety with the optimum combination of design and lightness in furniture production were on display.



As a producing service provider, process accelerator and leading innovator, Leitz presents new concepts and offers individual solutions for applications for precision machine tools in furniture production, internal fittings and solid timber. Ways for significant noise reduction and effective chip collection are among the other innovations from the Leitz Group.

Significant examples of practical developments and application technology in tools for the furniture industry are:

**Whispering Diamaster WhisperCut**

A highlight amongst low noise products is the Leitz Diamaster WhisperCut diamond jointing tool for edge banding machines. This tool with half the weight of a conventional tool reduces noise by up to 5 dB(A). Besides a more pleasant working environment, this low weight tool benefits the machine motors and improves the processed quality. But more important is it has low running costs as the diamond edges are resharpenable, replacable and the tool body can be reused many times. The Diamaster WhisperCut utilises the proven DFC technology, characterised by a chip collection performance of over 95% efficiency. In all a resource saving highly efficient edge jointing tool.

**Solid tungsten carbide hinge boring bit**

The high shear cut spur cutting geometry is designed for maximum boring quality and productivity in all the usual materials. When new these boring bits can run at feed speeds of up to 3.5 m/min at 6.000 min<sup>-1</sup> and up to 5 m/min with 9.000 min<sup>-1</sup>. Conventional

hinge boring bits have a lower performance and often require clearance strokes in deep holes so reducing productivity. As these boring bits are solid one-piece tungsten rather than brazed tip tungsten tools, it is possible to use high performance tungsten carbide with a considerably higher tool life so reducing set up times. Life time of these solid tungsten carbide hinge boring bits is three times that of a conventional design and combined with 50% higher feed speeds significantly increases productivity. Another advantage of the solid tungsten carbide hinge boring bit is a design not unlike a propeller. This design ejects the chips much better than a traditional hinge boring bit.

**ThermoGrip® clamping chuck for shank tools**

HSC (High Speed Cutting) and HPC (High Performance Cutting) demand rigid and centric high precision chucks - for example the Leitz shrink fit chuck ThermoGrip® to use their complete performance at maximum RPMs. The Leitz shrink fit chuck ThermoGrip® is the high precision tool adaptor for shank and profile cutters that increases clamping system rigidity and reduces the centric run out tolerance of conventional tool clamping systems by 50 % - doubling the tool lifetime and increasing product quality and productivity. ThermoGrip® clamping cutter marks and is the short, slim precise tool adaptor for the high performance cutting at RPMs of 36,000 per minute. The advantages of this high running accuracy ThermoGrip® are also evident in solid wood processing (e.g. in stair manufacture) where there are high cutting forces and long tools.

The result is precise sizing – even in five-axis processing.

**Low noise sawblades AS OptiCut**

Leitz showed a new generation of AS OptiCut sawblades offering improved cut quality and reduced noise levels for sizing panel material on table and vertical panel sizing saws.

Maintenance of these saws is important for a consistent quality and the Leitz service stations worldwide have been equipped and the staff trained to maximise the life of these saws.

**The company**

The Leitz Group of companies sees itself as a professional and complete problem solver and one of the worlds leading producers of precision tools for industrial processing of solid wood, wood derived materials, plastics and non-ferrous metals such as aluminium. The product range covers the complete range of automatic precision tools. As a producing service provider, Leitz supplies its products and services to over 150 countries, is present in more than 100 countries, has 14 production factories and 37 sales and service companies and a worldwide network of about 200 service stations near its customers. Furthermore, Leitz has comprehensive advising services giving its customers the benefits of its 135 years' experience.

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## Blum brings perfect motion to wall cabinets

Handle-less wall cabinets are in great demand. They are not only the latest design trend but also improve user convenience and thanks to Blum's Tip-on Aventos HK they can be opened without handles.

Kitchens are becoming the hub of the home and are often integrated into dining and living areas. Exacting demands are made on design, function and convenience to create a more spacious modern looking environment. Wall cabinets with lift systems without handles are the latest trend and it's here that Blum's innovative fittings solutions provide enhanced user convenience.

"Furniture with handle-less fronts is entering more and more homes to create harmonious streamlined design. Users love the effortless motion and beautiful design," says Alicia Draper, Blum marketing communications manager.

A single touch suffices and lift systems will glide up and out of the user's way. Once open users have a full view of interiors and direct access to stored items. The lift system stays in any position

thanks to the variable stop. To close the user simply presses lightly on the door front.

Blum's Tip-on mechanical opening support system can be used for all important applications in the kitchen and ensures that Aventos HK can be opened comfortably and easily. Tip-on is also available for pull-outs and doors. Whether in kitchen, living room or bathroom, handle-less furniture has become an established feature of modern furniture.

Blum turns the opening and closing of furniture into a graceful and enhanced kitchen experience. For over 50 years, quality has been the highest principle for the development and manufacture of Blum products. The company's fitting systems epitomise excellent quality with their well thought out function, recognised design and durability.

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by Geoff Bills

# Share prices

# investing



## Geoff Bills

Geoff Bills is an independent economist with long experience analysing and forecasting economic activity in Australia.

**AUSTRALIAN SHARE PRICES** peaked in October 2007 and over the following sixteen months lost half of their value.

By the end of July 2011 they had recovered about a third of that loss but, as Chart 1 shows, they have fallen sharply in the first eleven days of August.



So where do they go from here? Are shares, on average, expensive, cheap, or appropriately priced?

In search of an answer, let us apply some time-honoured tests of value.

First, how does the earnings yield on shares (earnings per share as a percentage of the share price) compare with the largely risk-free yield on long-term government bonds? Favourably. The earnings yield on the S&P/ASX 200 shares at the end of July was 6.7 per cent: higher than the yield of 5 per cent on 10-year government bonds.

Chart 2 illustrates this. Over the last twenty years, the average ratio of earnings yield to bond yield has been 0.82. We could therefore say that when the ratio is higher than this is a good time to buy; when it is lower than this is a good time to sell.



To be more definite, we construct lines 20 per cent above and 20 per cent below the average to

indicate times when shares might best be held, bought or sold.

The chart is not meant to be an automatic prompt to action: merely a guide to whether shares are reasonably priced, relatively dear or relatively cheap.

Second, is the earnings yield itself (or, more commonly, its reciprocal, the price/earnings ratio) reasonable in the light of past history? Yes. As Chart 3 shows, the ratio of price to historical earnings was, at the end of July, 15 times: well below its average, over the past twenty years, of 21.3 times.



By these two criteria, shares seem relatively cheap.

A third test is: is the dividend yield on ordinary shares attractive compared with the rate of interest one could earn from a low-risk short-term investment in, say, a cash management account? Yes, it is. The dividend yield on shares, of 4.6 per cent, is higher than the 3.9 per cent available from a bank's cash management account.

Chart 4 shows how the ratio of dividend yield to short-term interest rate has varied over the past twenty years and also constructs lines 20 per cent above and 20 per cent below the average to indicate times when shares might best be held, bought or sold. It shows that shares are now in the buy area.



## The CMA & Hettich Tradeshow on again in Perth

The fact that all three tests suggest that shares are now relatively cheap does not mean they will not go lower.

Many are now afraid that sovereign debt problems in Europe and the United States will tip the world into recession again or, at least, result in very slow growth in the advanced economies.

The Reserve Bank, well aware of these problems, nevertheless recently forecast that Australia's economic growth, dependent more on Asia than on the United States and Europe, would accelerate from 2 per cent in calendar 2011 to 4½ per cent in 2012.

For these reasons we will probably see continuing battles between fear and greed, with resultant sharp swings in market sentiment. So there may be times ahead when shares get even cheaper.

What these measures show to long-term holders, is that now is a better time to hold or buy than to sell.

The problems faced by investors were discussed interestingly by accountants Carthills recently in a message to clients.

'The headlines scream of billions lost and fear seems to have permeated the major stock markets of London and New York. Given the Australian market represents only 3 per cent of the world market, like all small players we've been swept along with the crowd.

'But wait a moment. What has changed, particularly here in Australia? Did the bottom fall out of coal and iron ore prices? Did trade cease with China? Has unemployment moved from 5 per cent to match the 9-10 per cent in the US and Europe? Is our debt-to-GDP ratio anywhere near the 120 per cent Italy "enjoys" or the looming 100 per cent facing the USA? Are our banks underfunded or failing stress tests? Is our credit rating facing a downgrade from AAA which the US has been hit with?'

Carthills goes on to examine some of the real problems in the US and Europe and some recent trends in the Australian economy and concludes:

'So hang on to your hat: and don't take your eyes off where you want to be and what you want to achieve.'

Not bad advice. ■

AWISA thanks Frank Hills, Partner, Carthills, for allowing AWISA to quote from the company's newsletter. Carthills can be contacted at 07 3849 6392.



**ON THE 27TH AND 28TH** of September the Cabinet Makers Association of WA will organise its annual tradeshow in collaboration with Hettich. This event has been running since the '80's and has grown into an exhibition with a wide variety of exhibitors displaying the best and latest in the industry. The 2011 edition is supported by Homag Australia and will offer an attractive mix of machinery, services, materials and hardware. Some of the exhibitors on display this year are Hettich, Homag Australia, Proform, Nessco, Qualiform, Marblo Australia, TekCad and others (see website for more information).

In addition to seeing the latest in machinery, materials and technology visitors will be able to witness 8 Western Australian apprentices battle during the regional edition of the WorldSkills competition. Another interesting aspect of the show is the exhibit of the Hand Tool Preservation Society displaying traditional and antique hand tools thereby offering a glimpse into the cabinet making industry prior to the advent of the CNC. Workshops provided by Enterprise Connect on the topic of lean manufacturing will provide participants with hands on tips and advice to enhance the competitiveness of their business.

Visitors who register online on [www.cmatradeshow.com.au](http://www.cmatradeshow.com.au) will be in the draw for one of two door prizes. Each package has airfare and accommodation for two to the AWISA 2012 exhibition and each package is worth \$1750. In addition to these door prizes there will be a host of tradeshow specials and other benefits on offer making a visit worthwhile.

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The CMA & Hettich Tradeshow  
27 - 28 September 2011  
Polytechnic West  
[www.cmatradeshow.com.au](http://www.cmatradeshow.com.au)

# Improved edge banding economy

The degree to which investment in plant or machinery can be classed as economical is not determined by the extent of the capital outlay but by the production piece costs occurring during the manufacturing process. Influencing factors here include edging material consumption, extraction performance, energy costs, space requirement, maintenance cycles and machine output. It is only by investing wisely to achieve market-beating piece costs and product quality that a company may be sure of generating long-term profit and so asserting its position in the marketplace.

The furniture market is increasingly being shaped by pricing pressure from consumers. Against this backdrop, only furniture manufacturers who place particular emphasis on production costs or who specialise in special- purpose or niche products will survive in the medium and long term. Edge banding machine manufacturer Homag Holzbearbeitungssysteme GmbH has set itself the target of helping its customers achieve reduced production costs.

Piece cost reduction through a longer machine service life This endeavour has resulted in machines encompassing a wide range of functions as standard features. One such example is the ability to ensure a constant glue temperature over the entire height of the workpiece edge. This facility allows furniture manufacturers to achieve a consistent standard of gluing quality over the whole height of the workpiece. This technology has also benefitted from experience gathered in floor manufacturing, a field which imposes stringent demands on the precision and wear properties of the transport chain when working at high production speeds. The precise part guidance and minimal

wear properties of the transport chain are prime examples of how furniture manufacturers can improve quality and reduce production costs as a result of a long machine service life.

## Reducing piece costs by cutting energy consumption

The importance of reducing piece costs by cutting energy consumption is illustrated clearly if we consider the savings possible through the consistent use of I-tools. I-tools can reduce the extraction speed and consequently the required extraction output by 50%. If a high proportion of the extraction output in a producing company is required by edge banding machines, for instance, and if all edge banding machines are equipped with I-tools, the energy requirement of the extraction system can be substantially reduced. Relative to annual energy costs, this represents a significant reduction of piece costs in production. For new investment projects, this also means that the required fan performance of the dust extraction system can be reduced accordingly, resulting in a lower connected load of the plant as a whole.

I-tools also improve chip disposal at the workpiece, resulting in improved processing quality.

## Reducing piece costs through high cyclical output

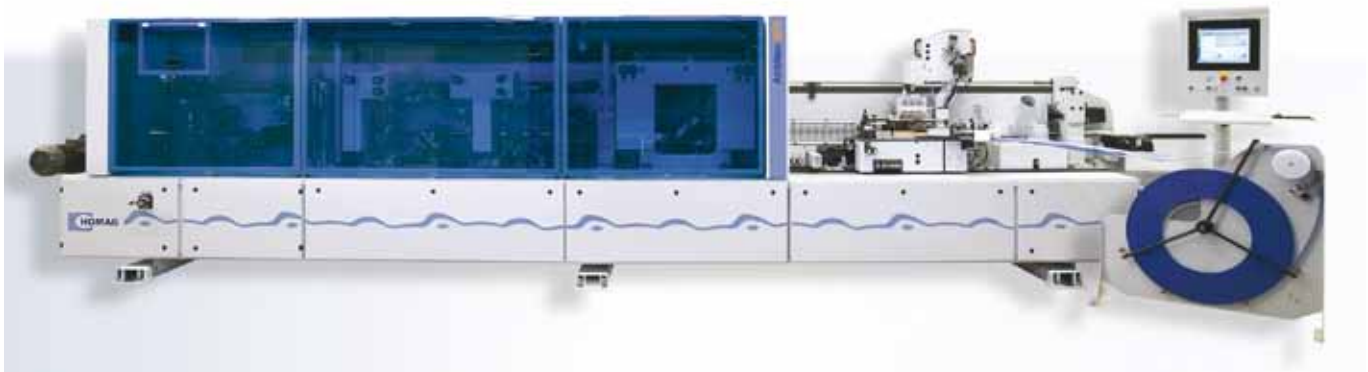
The most obvious factor determining piece costs is the production output of a machine. Homag sets an excellent standard here with a cyclical output of up to 50 workpieces per minute when banding 3 mm thick edges including profile sanding.

## Reducing piece costs by postponing new investment

Even after many years of use in production, it is no problem to retrofit units onto machines as a way of increasing output, or to convert machines to use new technologies. In some cases, this kind of upgrade is performed in order to postpone the need for new investment by a number of years. This aspect also exerts an influence on production piece costs.

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## Machines with the ability to reduce piece costs



# New and exclusive to Wilson & Bradley

## LED Down Lights



■ 3-step dimmer touch down light



■ Round stainless steel look – warm and cool contrast lights



■ Square stainless steel look

### LED down lights

- Available in polished chrome & stainless steel look
  - Square and round lights
  - Range includes:
    - 3-step dimmer touch down light
    - On and off touch down light
    - Standard down light
- (On and off, and standard lights can be used with 3-step dimmer)*
- Warm and cool contrast lighting

Melbourne P. 03 9495 8900 F. 03 9416 8878	Sydney P. 02 9737 0255 F. 02 9647 2474	Hobart P. 03 6272 9400 F. 03 6272 9600	Brisbane P. 07 3890 8611 F. 07 3890 3375	Perth P. 08 9303 2644 F. 08 9303 9788	Adelaide P. 08 8276 3800 F. 08 8276 3755
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### Reducing piece costs through lower material costs

Another factor to take into consideration is the cost of edging materials. The leading and trailing edge overhang is cut off and disposed of as waste. Reducing the amount of edging waste produced in this way is becoming an ever more important factor in the face of rising material costs. Two aspects are of particular importance here:

- The edge overhang at the workpiece must be reduced in order to decrease the amount of waste. This is carried out by precisely positioned edge banding with tolerances of up to +/- 1 mm at the leading and trailing edge of the workpiece.
- The minimum edging material length which can be processed when producing with short workpieces must be reduced. When edge banding onto workpieces with a length of 120 mm using what is customary "shortest" available edge band length of 200 mm, 80 mm of edging is wasted. Homag edge banding machines are capable of working with a shortest edge of 120 mm – allowing edging waste to be reduced to almost zero.

### Greater value added by using new materials

Techniques such as banding aluminium edges, banding edges onto honeycomb panels and achieving acrylic edge finishes requiring no mechanical aftertreatment in a single pass all offer today's furniture manufacturer the opportunity to add more value. Homag offers a range of opportunities here using tried and tested processing unit technology.

### Greater value added with Homag LaserTec

Workpieces of a higher quality standard generate more orders. An ever greater number of users are profiting from the unique benefits of an almost invisible edge banding joint (so-called zero joint) made possible using the LaserTec process. In the face of constant sales prices, these users continue to benefit from a rising market share.

Taken overall, a widely varied spectrum of approaches can be employed to reduce piece cost and ensure even more economical machine deployment. The important conclusion to be drawn here is that the purchase price of the machine alone should not be the focal

issue when considering a new investment. Equally important as a point of consideration are the achievable piece costs.

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## A great template for small cabinet making shops

### Right prescription for chemist shop fit outs

The clever cabinet making operation of Tailormade Cabinets at Lilydale on the south-western outskirts of Melbourne provides a great example for cabinet making proponents of the small can be both beautiful and profitable adage.

Owned and operated over the past twelve years by Robert Gislingham, Tailormade Cabinets only has one employee, although Robert is quick to point out that his wife Melanie does all the clever IT design and accounting work. "Make sure you write that down," he says.

With the exception of some home renovations work, Tailormade Cabinets is focussed solely on manufacturing and assembling of fit outs for a major national retail chemist chain. "So we do everything from supplied plans - design, machining, assembly and delivery - right across Australia," says Robert.

According to Peter Hutson of the Melbourne office of The Wood Tech Group, one of the secrets behind the success of the smart Tailormade Cabinets operation is an Anderson Genesis 48 flat bed CNC router teamed up with a Hebrock edgebander, both supplied by The Wood Tech Group.

"This operation provides a great template for small cabinet making shops. The coupling of the

Anderson router and Hebrock edgebander is a perfect example of how to run a small operation efficiently and to optimise both throughput and quality," says Peter.

"The Anderson Genesis is an entry-level, trouble-free CNC nesting router that is more than price competitive," he says.

"Coupled up with the Hebrock 'bullet-proof' edgebander Robert has a fool-proof, highly effective business set up."

Robert adds that the Anderson router has been in continuous operation for the six months since its purchase and has performed well beyond expectations. "We did have a couple of initial problems getting to grips with the software, but now it's all good."

"The Anderson has been completely reliable, and with Wood Tech having already supplied the edgebander, they are our one-stop-shop that looks after whatever technical and service support we need across-the-board - no dramas," he concludes.

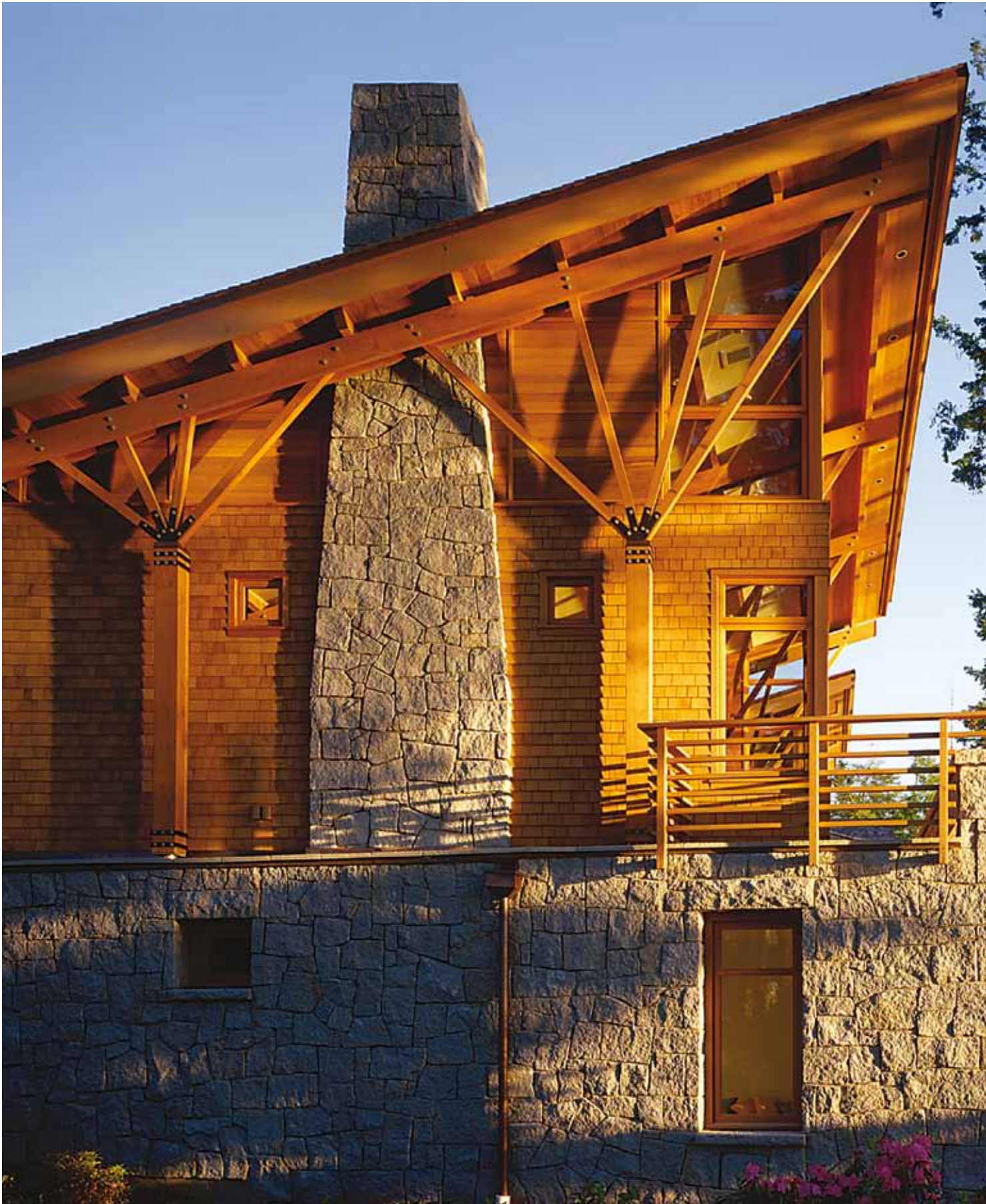
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Peter Hutson: Anderson Genesis is an entry-level, trouble-free nesting CNC router that is more than price competitive.

The team behind the clever chemist shop fit-out business: Wood Tech's Peter Hutson; Tailormade Cabinets owner Robert Gislingham, and machinist Cameron Carmody.





by John Halkett



## Signature American softwood timbers showcased in Sydney

**SIGNATURE SOFTWOOD** timber species from the US were showcased at the recent DesignBuild exhibition in Sydney. Western red cedar, Douglas fir and Western hemlock lead the promotion of American timbers by the Softwood Export Council (SEC) and US timber companies.

According to SEC board member Mike Parr, Western red cedar, Douglas fir and other US softwoods have impeccable environmental credentials. "They are harvested from sustainably managed regrowth forests, comply with US environmental laws and conform to relevant Australia building standards and codes."

SEC international marketing manager Natalie Macias says the export council coordinates overseas market development activities for the American softwood industry and helps exports of timber products by providing information and assistance to agents, importers, designers and users of these timber products in importing countries.

"We represent softwood exporters of lumber, veneer, mouldings, millwork and component products to Australia and elsewhere," she says.

Mike says the SEC also provides market information and trade leads to American softwood timber companies; undertakes market research on emerging products markets, and mounts trade missions and other forums for international market education.

However, he was quick to acknowledge that in relation to the Australia market more promotional effort was needed by American softwood timber producers to assist architects, specifiers, builders and homeowners to better appreciate the outstanding attributes of iconic US species like Western red cedar and Douglas fir.

"Yes - we need to do more here to maintain market share here and to expand the opportunities for the use of these timber species in appropriate applications in Australian building and construction industries," concludes Mike. ■

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Exterior use of American Western red cedar – more needs to be done by American producers to promote the use of American softwood timbers in the Australian market.



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# Panel Saws

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## EWPAAs takes lead industry role as an international testing body



Susanne Steiger, technical officer at the Engineered Wood Products Association in Brisbane looks over the Shimadzu testing instrument in Brisbane operated by laboratory technician Andrew McLaughlin.

**THE** Engineered Wood Products Association of Australasia is taking a more powerful role as a lead industry organisation for certification and product analysis following a start-up of new timber testing and laboratory facilities in Queensland.

EWPAAs has commissioned a Japanese Shimadzu 100 kN testing instrument in Brisbane which will be used primarily to assess 'fitness for use' criteria, including modulus of elasticity (MoE) and bending, compression and bearing strengths of timber.

The association now speaks for a notable proportion of the timber industry, representing plywood, LVL, wood panel, particleboard and MDF manufacturers and services in Australia, New Zealand, Fiji and Papua New Guinea.

Valued at well over \$1 billion, the industry in Australia and New Zealand supports more than 5000 jobs.

### *one of only two accredited laboratories in Australia*

The association now has one of only two industry laboratories in Australia accredited by the National Association of Testing Authorities (NATA). Facilities in Brisbane and the Gold Coast test for a full range of structural and physical

properties and for formaldehyde emissions and bond quality.

Samples from member plywood and LVL mills are tested daily with other properties tested on a monthly basis. The schemes are accredited by the Joint Accreditation System of Australian and New Zealand (JAS-ANZ).

An audit this month will extend EWPAAs JAS-ANZ accreditation.

EWPAAs general manager Simon Dorries said the new Shimadzu testing and measuring unit, purchased from the now defunct NSW State Forests timber engineering division, dovetailed well with equipment at the Gold Coast wood panels laboratory and the recent take-over of A3P's quality certification scheme for sawn timber.

He said EWPAAs was positioned to test plywood, LVL, particleboard, MDF, sawn timber, and glue-laminated wood.

"Our investment in high-technology equipment and services now allows us to put emphasis on commercial testing," Mr Dorries said.

The EWPAAs laboratory in Brisbane became a registered NATA laboratory in 1969. In 1994, the quality control program was registered by NATA as a quality managed system under ISO 9002.

The highest level of independence and credibility, however, was achieved in 1996 when the EWPAAs quality control program and product certification scheme were directly accredited by the joint accreditation

The Gold Coast test centre laboratory, a NATA-accredited facility, carries out most of the wood panel tests specified in AS/NZS, EN and JIS.

Meanwhile, EWPAAs has joined forces with the Soil Association Woodmark program. Woodmark offers Australian businesses FSC certification and has subcontracted the EWPAAs quality control manager Ewan Brown as an external auditor. ■

# polytec



**new**

Contemporary door profile

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# Hettich handles new additions beautifully

Hettich has expanded its stunning ProDecor handle range, making customising cabinetry to suit individual designs and decors even easier.

"Hettich has expanded its comprehensive ProDecor range, ensuring everyone can find a handle design that reflects their personality and complements their home.

While handles are only a small part of the overall look they can make a powerful impact on the overall aesthetic of a room."

"A person's home is arguably the single most important place that reflects their approach to life," says Dave Angus, Marketing Manager, Hettich Australia/ NZ.

This was a key insight from Hettich's design team's intensive research into market trends and consumer preferences before developing the new "Inspired by Life" designs within each collection.

"The ProDecor range uses design trends and consumer preferences as its inspiration," says Dave Angus.

As a design element, a furniture handle can immediately update a look or introduce a current trend into a space.

"Handles can be used to draw different elements of a room together to make a cohesive mood," says Angus.

Hettich's ProDecor handles fall within four key ranges each of which have specific design cues: Deluxe, New Modern, Folk and Organic. Each collection features stunning new designs.

The New Modern collection projects clear, defined shapes, inspired by technology and structure that define contemporary life. These structured, sleek handles add a modern sense of style to the home.

The Deluxe range epitomises a sense of luxury and opulence. New Deluxe designs combine metals, including colour combinations of black, white

or gold as well as linear or dynamic shapes.

Inspired by nature the Organic designs aim to add a calm and a sense of relaxation to any room. The new handles feature curved, untreated or rough surfaces, soft shapes and a range of natural colours.

For the Folk handle collection, traditional shapes and colours, opulent patterns and styles were all inspirations. Designs play with a colourful combination of styles and materials to give the home a unique, personal touch.

Additionally, ProDecor also boasts the Touch In range for those consumers who like the aesthetic of a handle but prefer a design flush with the cabinetry frontage. Touch In's ingenious but simple design conceals the handle function via a spring loaded panel which moves back when touched to reveal the handle recess behind.

Touch In's trim panel can be coated in the colour of the furniture front or covered with laminate to suit individual colour preferences.

"What's unique about Hettich's handles is they surpass purely practical aspects and are perfect blend of form and function, becoming a focal point for design trends to come," says Dave Angus.

The new ProDecor handle range with detailed specifications can be viewed in the new catalogue, or on the Hettich Online Catalogue at [www.hettich.com.au](http://www.hettich.com.au).

To complement the new range Hettich has created an online interactive handle selector, on its website, using the latest technology.

This tool provides tremendous design flexibility, allowing users to pick and choose different handles against a variety of cabinetry styles and colours to quickly assess the most desirable look for the job.



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# AWARDS

## KBDi Kitchen and Bathroom Designer Award winners 2011

This edition of AWISA – The Magazine features the winning kitchen designers announced at the Kitchen and Bathroom Designers Institute’s recent DESIGN20eleven Awards Gala Dinner held on the Gold Coast. The next edition of the magazine will feature the winning bathroom designers.



### MAL CORBOY

DESIGNER - MEDIUM KITCHENS VIC / TAS 2011  
KITCHEN DESIGNER OF THE YEAR 2011 VIC  
AUSTRALIAN CERTIFIED DESIGNER OF THE YEAR 2011

By using high quality materials and incorporating clever lighting solutions, the designer has created a kitchen that is both glamorous and stylish. Pewter coloured glass reflects the view, bringing the outside in. This kitchen is clean, uncluttered and blends well with adjacent living spaces.

Above: Mal Corboy second entry.

**LEE HARDCASTLE**

DESIGNER SMALL / MEDIUM KITCHENS QLD 2011

The judges commented that this was a stunning contemporary design showing skilful flair and innovation as well as being a benchmark kitchen project utilising Carbon-fibre and Kevlar materials. From the flush fitting bench top cooking modules to the precise integration of refrigeration, this kitchen oozes masculinity and style and boasts seamless lines and precise calculations.



**GEOFF LITTLE**

DESIGNER SMALL KITCHENS NSW 2011

The clients wanted a seamless approach, for example no handles on the cabinetry and an overall design and layout that is sleek and sophisticated but also modern and functional. The result is clean and uncluttered and the bold use of red makes a dramatic colour statement



**ELIZABETH LUKE**

DESIGNER - MEDIUM KITCHENS NSW 2011

Moving the kitchen to a different area of the home was part of a very clever solution to create more open living space in this design. Texture was achieved in this lovely classic styled kitchen by using a copper splash-back tile with timber veneer on the open shelves and interesting lighting adds the final effect.

**JUSTIN PUTRIC** (centre right)

DESIGNER - MEDIUM KITCHENS SA 2011

KITCHEN DESIGNER OF THE YEAR 2011 SA  
This kitchen design uses bold colour, texture, shape and form to maximum effect. The result is a functional kitchen that capitalizes on spectacular views and celebrates the client's profession as a structural engineer.

**LINDSAY WILLIAMS**

DESIGNER SMALL KITCHENS VIC/TAS 2011

This delightful kitchen meets the design brief to create a stylish and contemporary space that complements the architectural elements of the home and meets the demands of a young family. By working around some challenging design limitations, the designer has created a space that is now the focal point of the living areas.



**KIM DUFFIN**

DESIGNER LARGE KITCHENS QLD 2011

KITCHEN DESIGNER OF THE YEAR 2011 QLD

**AUSTRALIAN KITCHEN DESIGNER OF THE YEAR**

Above: The judges commented on the excellence of this design, featuring perfect balance of form, function, and contemporary styling. For its inspiration, the design relied on the natural bushland that surrounds the home and a glass splashback effectively brings the outside in. A key feature, the island, houses a bespoke stainless steel sink and integrated dishwasher.

**DARREN GENNER**

DESIGNER LARGE KITCHENS NSW 2011

KITCHEN DESIGNER OF THE YEAR 2011 NSW

Right: The total integration of this kitchen/living space has created a highly successful outcome and the design fulfilled the clients' brief. For a small apartment, the space has all the mod cons the client requested and ample storage to accommodate a family of five.



**MAGGIE MILLIGAN**

DESIGNER - MEDIUM KITCHENS WA 2011  
KITCHEN DESIGNER OF THE YEAR 2011 WA

This judges commented on the beautiful detailing in this French-provincial style kitchen achieved by the inclusion of a farmhouse style oven and chimney breast which features the client's imported French farmhouse tile plaque and glass feature cabinets on either side.



**MIKE SCHIRMER**

DESIGNER - LARGE KITCHENS SA 2011

While the upfront look of this kitchen is all glitz and glamour, there is a functional, working kitchen behind the scene. Travertine Marble, Stainless Steel benchtops, Jarrah timber floors, metallic glass 2-pack doors and stunning Seadrift painted splashbacks, make this kitchen a visual masterpiece.



**LENKA**

DESIGNER - LARGE KITCHENS VIC /TAS 2011

This kitchen was an outstanding spatial resolve that has improved the owner's lifestyle and property value. The seamless design opens out to provide a fabulous view of the Derwent River. This state-of-the-art sophisticated space has created a functional, ergonomic and very practical result. ■

**RUSSELL KELLY**

DESIGNER - AUSTRALIAN UNIQUE PROJECT OF THE YEAR 2011

The judges agreed that this was a beautifully crafted, very individual design, inspired by a surf-board. The clients' brief to design a bar area that is functional and sociable, with a distinctive 'wow' factor and beach/surf theme, has been met. The bar includes a preparation sink, adjustable strip-shelving and a mirrored back wall. The bar top appears to float through the bi-fold window area creating an indoor/outdoor feel.

## 'A sliding table saw designed by a cabinetmaker'



Most owners of SCM Class panel saws describe them as being designed by a cabinetmaker.

This popular model has been around for some years now. However it has recently undergone an upgrade to include increased horsepower on the main motor, digital readouts on the crosscut fence, and SCM's unique full support mitering table.



The main benefit of this SCM Class machine is how easy it is to use. The overhead controller is located perfectly at the operator's eye level. From this controller the main functions such as the automatic rip fence, blade adjustment and blade tilt can all be entered. The movement on all these axes is automatic, ensuring accuracy every time.



With this automatic control, there is no need for the operator to be walking around the saw to access the rip fence or making final adjustments – just dial in the dimension required and press the 'go' button. Simple and accurate.

As always with a panel saw, one of the crucial elements is the sliding table. Accuracy and ease of slide is extremely important – particularly if the operator is standing in front of the machine all day.



SCM's patented slide system utilises twice as many rollers as most other tables in the market. This increased number of rollers allows the loads to be spread throughout the system, making the table feel lighter.

Another advantage to this system is that ongoing maintenance requirements are almost eliminated. SCM's system does away with complicated 'subroller' assemblies that are a high maintenance solution.

The full support mitering table is another area recently upgraded. Traditional mitre fences have always been bolt on 'aftermarket' affairs that invariably got lost in the workshop and tended to be inaccurate. SCM's new system incorporates the mitre fence into the whole cross cut table.

This gives two advantages – firstly the mitre fence is always fitted and ready to use, and secondly the whole cross cut table supports the panel. This does away with balancing large components on undersized fences – the large surface area makes mitering extremely easy.

But what's the best part about the SCM class automatic panel saw? The price. As is well known, the economic downturn throughout the world has seen some markets greatly affected – which in turn has opened a production slot in the SCM panel saw production line, allowing Gabbett Machinery to negotiate quick deliveries and unique pricing on the next shipment of machines into Australia. This pricing reflects a massive saving on the normal list price.

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# The “transparent factory” in Schopfloch: seeing things clearly at Homag

The spotlight will be on individuality when visitors visit Homag Holzbearbeitungssysteme GmbH in Schopfloch from September 27 – 30, 2011 to appraise the company’s complete portfolio from the woodworking shop through to industry. The 19th Homag Treff will offer visitors the opportunity to experience an extraordinary line-up of achievements in an exhibition area of over 10,000 sq. m. A total of seven LaserTec units operating on machines in production, several high-tech systems with single and double-sided work piece processing from series through to batch size 1 production, double-end tenoners, methods for laminating and postforming and a wide range of stand-alone machines for individual production will be available to experience at close quarters. The Treff will be centred around the new Homag Research

Homag KFL 624 for flexible production of furniture components

Centre with an exhibition area of over 1,200 sq.m.

Visitors to this annual get-together for members of the woodworking industry will have the chance to experience live production, appraise the standard of quality and user convenience at first hand and also glean individual advice from the experts. The Holzma Treff will be taking place simultaneously in Holzbronn

### WoodCAD CAM: reliable, fast, simple to use

Homag E-solution will be on hand at the in-house exhibition to talk about every aspect of innovative software solutions to optimize in-house processes. The new WoodCAD CAM product family is designed for ideal application not only by industrial but also woodworking shop customers. From the first sketch to the final product, from the cost estimation to the quotation, from the parametric design to the individual item of furniture, from the complex room plan to CNC data generation, this software provides speed and security throughout the order processing and production process. Operation is both simple and intuitive. Planning and design outputs are displayed in photorealistic quality, and the system also permits the visualization of individual furnishing ideas. At the same time, Wood CAD CAM generates drawings in two and three-dimensional views. Using data derived directly from the 3D design, the system automatically generates bills of material, dimensioned component drawings, cutting lists, barcodes, labels and CNC programs. The parameters are used directly to actuate Homag Group AG panel dividing saws, throughfeed machines and processing centres.

Design-to-machine: WoodCAD CAM from HOMAG E-Solution

### Individual solutions – perfectly tailored to suit every customer

Homag Group Engineering is revered by woodworking experts around the world for its expertise in the engineering of complex production processes with interlinked plants. Currently in the process of completion in the Homag production halls are orders for customers in countries as far flung as Japan, Brazil and Germany. Complete large-scale plants measuring up to 70 metres in length, for anything from series through to batch size 1 production of living room and office furniture, fitted kitchens and doors, are all waiting in the Homag production halls for the critical gaze of visitors to the in-house exhibition.

Also on show will be a plant for flexible entry-level batch size one production, configured for quantities from 400 parts per shift. This entry-level solution is equipped with an automatic work piece in feed system for producing the required measurements and angles. This plant also comes equipped with a LaserTec unit and an FK31 PowerTrim unit.

### Edge banding on shaped components: conventional and with laser

Unveiled at this year’s Ligna in operation on a processing centre, the LaserTec process certainly caused something of a stir. Several processing centres with LaserTec have since been sold, and the system is operating at an optimum standard of process reliability. One of these completed processing centres has now been settled into its new home in the production halls of German office furniture manufacturer Palmberg. Visitors to the Homag Treff will not only have another chance to experience the LaserTec method at first hand, but also to witness another intriguing highlight: Extension of the moving gantry machine to include the “classical” gluing method. The Homag BMG 512 will be taking centre stage



complete with PowerEdge gluing unit, providing the optimum symbiosis of high productivity with operating simplicity. The edge magazine and gluing unit are mounted at the front on the operator's side, making edge changeover and monitoring both efficient and ergonomic. Independent Y axes ensure high outputs. While the trimming spindle is operating, for instance, the gluing unit is already at work inserting the edge.

### Woodworking shops keen to invest in LaserTec

The optical zero joint is attracting a lot of interest from small and medium woodworking operations, particularly in throughfeed. A LaserTec which has already been sold to Tischlerei Posch, a joinery belonging to the Weiland Group, will be on show at the exhibition mounted on the Ambition 2272.

LaserTec is now not just about efficiency and quality but flexibility too. Whether stationary or throughfeed technology, woodworking shops or industry – every batch size and almost every kind of material can be simply and reliably processed using Homag LaserTec. Visitors to this year's Homag Treff will have the chance to witness the system live in action. All in all, the LaserTec method is not just a neat solution from the optical point of view, it is also highly efficient. Compared to traditional methods of edge banding, the patented diode laser-based LaserTec method from Homag cuts energy consumption by around 20 %.

### Big on performance: standalone machines from Homag

A KAL 330 machine engineered to produce work pieces for furniture manufacturer and interior fitter Groh & Thier will also be on show at the Treff. This model is capable of processing work piece thicknesses of up to 100 mm, making it ideally equipped to meet future challenges. The machine is designed to allow the use of both PU and EVA, and also offers facility for simple retrofitting of a LaserTec unit. The machine will be demonstrated at

LaserTec gluing unit for CNC processing ▶



▶ the exhibition working together with the ZHR 05 return conveyor from LigmaTech.

Catering specifically to woodworking shops and as an entry-level machine for industrial producers, Homag has developed a new KAL 211 edition range. Spanning the complete spectrum from the smallest model to the technically ultra-flexible fully automatic resetting edge bander, this series covers the complete range of requirements, from the cabinet shop to the industrial manufacturer. A particular highlight of the machine is the newly developed Homag QA 65 gluing unit with its array of impressive features such as shorter heating-up times and a higher melting output. In addition, the new PowerControl PC22 system provides user-oriented and intuitive graphic support for machine operation using the latest touchscreen technology.

Here too, the LaserTec method can be used or retrofitted without problems on practically all the individual machines.

**Venture 316: 5-axis technology for all**

The "smash hit for all": Based on the new BMG 300 platform, the Venture 316 raises the bar in terms of stability and precision in the 5-axis entry level machine category. This machine addresses practically every conceivable customer need in terms of furniture and door production and also interior fittings. A small number of standard tools covers practically every type of assignment without the need for non-standard units or tools, making this the ideal workhorse for producers who are not yet sure what their customers will be wanting tomorrow or the day after.

The Venture 316 is a machine to set whole new standards: just looking at its weight – around 30% higher than comparative products – and its large, stable mobile gantry leaves no doubt that this is an industrial standard machine on offer with a woodworking shop price tag.

**The transparent factory and the new Homag Research Centre**

Visitors will have the opportunity to take a rare peek at 70,000 square metres of production area manned by around 1,500 employees in the company's Schopfloch headquarters on a guided tour around the "transparent factory". As part of the presentation, visitors will also be shown around the new 1,200 square metre "Homag Research Centre" which houses twelve machines on permanent standby for demonstration purposes. Also on show will be the latest highlights from the world of processing units.

The offer of "transparent" production allows visitors a rare chance to experience almost every area of the Homag machine production process at first hand.

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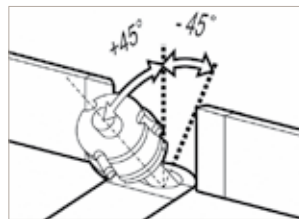
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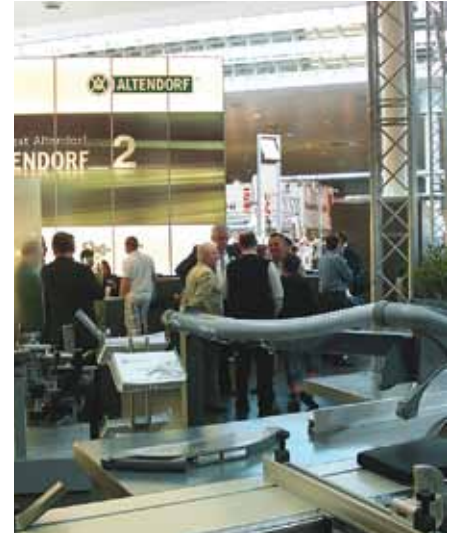
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# Altendorf's new developments shown at Ligna 2011



This year's Ligna exhibition in Hanover Germany, saw the world debut of Altendorf 2, the next generation of Altendorf saws.

Altendorf 2 has been billed as a new dimension in sawing for a new generation of users. The brand new concept remains familiar in so many ways because it is based on many of the principles of the ever-popular sliding table saw. It's an evolution rather than a revolution. Although it may not have a sliding table, the Altendorf 2 still does everything that all Altendorfs have done since 1906 and continue to do today: cutting solid wood and panels to perfection. Altendorf 2 is set for release in Australia in 2012.

Crowds at the Ligna exhibition showed up in good numbers throughout the show. Interest on the Altendorf stand reached new highs as visitors clamoured to see the new Altendorf 2. "It's always the case," said general manager, Vit Kafka. "When such a new concept is displayed for the first time, you expect to see a huge interest." Altendorf 2 was of particular interest to shopfitters who immediately saw the advantages. "We expect it to get the same interest when launched in Australia next year," Vit said. "It's exciting to have a really new concept to talk about."

There were many Australian visitors to the exhibition. Vit Kafka said it was encouraging

to see a strong Aussie turn out overseas. "It makes you realise how strong our own market is when you see so many Australian visitors making the effort to travel so far," he said. "It's also been a great opportunity to take the first steps in our new role as Altendorf Asia Pacific. We met with clients and colleagues from all over the region and gained a valuable insight to these important markets."

The next Ligna exhibition will be held in 2013.

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# Elumatec looks to the future

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Due to a worldwide increase in demand for CNC machining centres, the technology has advanced considerably and it is fair to say that prices have fallen. Elumatec has naturally kept abreast of developments and now offers a new generation of its well proven SBZ122 range with new models incorporating windows based user friendly software, semi enclosed and fully enclosed variations and extended base versions with up to 6.8 metre working length.

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# The machine that combines cutting with shaping

Felder has an answer for those who deal with solid timber as well as panel work. The Felder KF700 SP combines a high end panel saw with a high end spindle moulder at substantially less than the cost of two machines.

This, combined with no fuss change over - even during a process - is an ideal solution for those machinists who demand the most from their machines. The KF700 SP features solid chassis construction with cast iron tables. The format sliding table, machine milled aluminium fences and uncomplicated handling elements with electronic features come together to form a harmonious unit.

The sliding table is fitted with the X-Roll guiding system patented by Felder. The arrangement of the roller bearings in the form of an X (X-Roll) distributes the pressure load on the sliding table to all sides in an optimal way. Felder gives a 6-year-guarantee on the X-Roll guiding system, a proof of its enduring precision.

The new, heavy, double suspended saw unit is precise and has a cutting height of 114 mm. The guiding system for the tilting segments, Easy-Glide, was specially developed by Felder for daily hard use. The end stops at 45° and 90° guarantee high precision adjustments.

The Easy-Glide guiding system for the tilting segments is absolutely free of play, dust-proof, maintenance and lubrication free. Easy-Glide is also provided with a 6-year guarantee for precision and functionality.

The optional electrical circular saw height adjustment, Power-Drive, can be used for additional user-friendliness. The solid outrigger table with attached work piece roller gives an extended supporting surface while processing large work pieces. The degree-grid indexing system with length-stop compensation can be used to quickly and simply adjust for high-precision mitre cuts. The crosscut fence offers an easy to read scale tilted towards the operator. The heavy rip fence is mounted on a round guiding bar, precise adjustments are ensured by the fine adjustment system.

The sliding table saw can be converted into a spindle moulder within seconds - or vice versa. Felder's more than 50 years of experience pay off in the form of extreme ease of handling. The first impression after the fast set-up: a spindle moulder whose sliding table lets the machinist carry out slot and tenoning work and - depending on the length of the sliding table used - has a distinctly enlarged supporting surface

for moulding work, ensuring quality and precision, particularly for large workpieces.

The height adjustment of the moulder spindle is performed by a dovetail restricted guiding system. The spindle is tilted without play by the maintenance and lubrication free Easy-Glide system.

The optional electrical spindle height adjustment with fast and slow motion adjustment is available for precise and comfortable adjusting. The quick change spindle system is an absolute highlight, unique to Felder and standard with the KF 700. Moulding work in series using different spindles with pre mounted tooling significantly speeds up production. The quick change system also facilitates the use of different diameter spindles including a high speed router with a speed of 15,000 rpm spindle for router bits.

The KF700S Professional is a high end solution for sawing and moulding needs. It incorporates details and characteristics of the superior class: a sliding table saw with a tilting spindle moulder - or vice versa, a tilting spindle moulder with a sliding table saw.

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by Martin Lewis  
CEO of FIAA Ltd

# What on earth is going on with our Australian politicians and bureaucrats?

**IN THE LAST ISSUE** of AWISA, I went to some lengths to point out the crazy and absurd policy decisions of our politicians, highlighting in particular the Gillard Government's "Carbon Tax" – this actually being a colloquial name for Australian Manufacturing Tax No 17.

Just when I had got used to the idea of yet another tax on Australian manufacturing, and yet another nail in the coffin for Australia's blue-collar workers, I see the latest tripe dished up for our consumption by The Productivity Commission (sic) and Minister Bill Shorten. The headlines may as well have read:

**NO TAX  
FOR ONLINE  
PURCHASES OF  
OVERSEAS  
MANUFACTURED  
GOODS.**

**GET LOST  
AUSTRALIAN  
MANUFACTURERS  
& THEIR  
EMPLOYEES  
TOLD BY MINISTER**

What the story is actually about is the latest unbelievable collection of emotionless words served up to us by our bureaucrats and politicians – the Productivity Commission's report on "Economic Structure and Performance

of the Australian Retail Industry". It was "launched" by Minister Bill Shorten in the first week of August 2011. The significant issue raised by that report went to the issue of the current GST exemption on goods purchased on-line where the cost is less than \$1,000.

In essence, the Productivity Commission found, amongst other things, that:

- On line sales account for 6% of total retail spending, ie. \$12.6 billion.
- On line sales are projected to grow by up to 15% a year.
- Scrapping the current \$1000 threshold level would raise \$578 million of revenue but would cost \$2billion collection (borne by businesses, consumers and government)

Readers will no doubt recall that well-known retailer Gerry Harvey who for a short while earlier this year became the face of the level playing field with an argument proposing that GST should in fact be paid on all purchases – whether by face-to-face purchase from a bricks & mortar retail store, like Harvey Norman, or whether from an overseas-based internet website.

At the "launch", Minister Shorten dashed hopes of an immediate correction of the obvious inequity, saying that "even though we do support as a general principle the idea of tax neutrality – in other words the tax should be the same on all items – the idea that the taxpayer, in order to enforce that principle, would spend \$1.6 billion, or three times as much as the tax would raise, is just plain crazy,".

I don't know how else to put it except to say that the Minister is saying that a level playing field is not appropriate, desirable or achievable. What utter crap!

The Productivity Commission (sic) also examined the extra revenue that would be collected with different GST thresholds and the cost of collecting it. It suggested that by reducing the threshold to \$100 before GST is payable would raise an additional \$470 million in GST revenue from another 15 million parcels, but that it would cost about \$715 million.

In other words fairness costs.

What I don't get is that there has been absolutely no victim impact statement.

There has not been a single consideration of the impact on the various long-standing industries that employ tax-paying Australian citizens in Australia.

We already know that there have been instances where entire marble kitchens have been imported into Australia in "batches" valued under \$1,000 in order to eliminate the need to pay GST.

We already know that large retailers, including those who sell flat-pack kitchen cabinetry along with other building equipment and materials, currently are able to beat traditional cabinetmakers in the market because:

- They don't have to supply a 7 years warranty, whereas cabinetmakers in most states by law must do so.
- They don't have to maintain an occupational licence.
- They don't have to supply expensive non-insurance called Home Warranty Insurance.
- They can demand all their money up front before delivery whilst our cabinetmakers can only ask for 10%.

Now, with this latest bad-policy decision, a new competitor might emerge, where you purchase your entire kitchen on line from an overseas website in batches, of course after



MARTIN LEWIS,  
CEO of Furnishing Industry Association  
of Australia Ltd



having first viewed it in a local showroom. This time of course there is no GST at all – saving yet another 10%. And this time, there are even more savings for the online business – with lower overheads due to not having to cost in consumer warranties at all.

But could it affect other businesses as well? What about all those companies who sell high quality European goods in Australia employing local Australian customer service people, warehouse staff and the like. Can they now not simply provide an online business, and reduce costs further by 10%?

**...effectively enforce GST collection on goods bought online from overseas...**

Are our policy makers on some type of medication ?

Anyone with half a brain knows that there are probably many many solutions to being able to effectively enforce GST collection on goods bought online from overseas locations. They just need to be brainstormed and developed.

How about this for a simple one! We simply create a large network of bonded stores where all mail etc from overseas must be routed to. The bonded warehouse contacts the consumer when their online-ordered purchase arrives at the bonded warehouse and advises that it is ready for collection or for forwarding on as soon as the GST is levied on the recipient and collected. Compulsory Government-issued bar-coded labels could be supplied to all vendors wishing to export their goods directly to purchasers in Australia.

Simple.

Also probably allows us to get a better

management of the war on drugs, the war on terror, the war on avian flu, and any other spin-inspired “war” the Government of the day wants to dream up.

There is however two very large elephants in the room. One is the obvious question as to why our GST is so low, such that the tax burden is unfairly shifted to blue-collar workers and blue-collar industries. The other is the exchange value of the Australian Dollar.

**Let’s look at the first elephant – our anti-blue collar worker system of taxes.**

The Government, including possibly all our politicians at both state and federal level, and leading economists, should be aware that our low GST, and our reliance on taxing the means of production – machinery, land, and labour, is killing Australian productivity.

In 2010, the International Monetary Fund recommended that Australia increase the rate of GST and use the proceeds to remove inefficient State taxes and reduce income tax. Payroll tax should be the first to be jettisoned.

Even New Zealand has just increased its GST rate to 15% and the tax applies to almost 100% of the consumption base (ours only applies to just over half the consumption base). GST is some other countries reads as follows:

- United Kingdom – 20%
- Sweden - 25%
- Italy – 20%
- France – 19.6%
- Germany – 19%
- Denmark – 25%.

GST raises revenue for Governments in a neutral and transparent manner. Its neutrality toward international trade has also made it the preferred alternative to custom duties. Exports

are normally exempt from GST while allowing the recovery of the corresponding input tax. Since the corresponding input tax on exports is tax deductible, GST does not affect the competitiveness of domestic firms to export. Further, GST is relatively secure from serious fraud in a domestic market. The tax relies on a staged collection mechanism in which successive taxpayers are entitled to deduct input tax on purchases and have to account for output tax on sales. In the end the tax collected by authorities should equal the GST paid by the final consumer to the last vendor. Recent OECD work suggests that GST is more pro-growth than an income or corporate tax.

We are still going through one of the worst economic crises in living memory, and governments will have to bring public debt to acceptable levels when exiting this crisis. Revenue from income taxes in Australia will gradually decline in the coming years, particularly given the healthy tax exemption available to pension accounts in superannuation schemes for over 60’s. Australia’s baby boomers will increase in numbers, not only because there are many of us, but also because we are living longer. Those at work will not be able to provide sufficient tax revenues from income tax to the Government to pay for health, education, Centrelink, and the like. The Gillard Government is examining a mining tax – and probably rightly so, but the reality is that if the Government is to achieve taxation security then it must come from a higher GST.

Take that as an undeniable truth.

Some see the problem with why we will not get genuine tax reform is because politicians are generally not interested in improving Australia’s economic situation if that comes at the cost of personal loss of the politicians

► income as a member of Parliament. If this is the case, then it is basically a case of selfish short-termism. And don't think it might only be Prime Minister Gillard and her Labor colleagues. We have not yet seen any sign of real concern leading to real reform from Opposition Leader Abbott or the Liberal Party, or any other party generally.

### **...The high Australian dollar...**

As I write this article the \$AUS has just dropped to \$1.02 US. Only a week earlier it had reached \$1.10. In fact the \$AUS made parity for the first time as a floated currency in October 2010.

There has been talk in financial circles that the \$AUS may reach \$1.70 against the \$US by 2014. This is based on a view by some hedge funds that "the greenback will relinquish its "extraordinary privilege" as the world's default privilege.

The \$AUS is high for a number of reasons. One reason our \$AUS is so high is because of the high price we get for our exports of minerals and energy. Another is because the interest rates set by our bureaucrats at the Reserve Bank of Australia are so high that they attract foreign money. Foreign money is increasingly flowing into Australia to fund government debt rather than private borrowings.

There is also the return of the carry trade – where currency traders borrow in yen and invest the proceeds at higher yields in another currency. It used to be in \$US before the Global Financial Crisis, but now it is in Australian dollars. The size of the Yen carry trade is estimated to be in the trillions of dollars. Additionally there is a feeling that traders are making a gradual diversification out of \$US. Now China is also buying \$AUS – and that spells an even higher \$AUS over the coming short term.

The fact of the matter is that the RBA has

pushed up interest rates and in doing so have also pushed up our exchange rate, worsening the manufacturing, farming and tourism industries. We are now almost at the point of being in recession – all brought on by our government and in particular the RBA. At the moment, retail, wholesale, manufacturing construction and property, education, tourism and much of the services sector are flat. Still however we get leaks from the RBA that they will increase interest rates,

The high dollar has significantly reduced the price of imported goods and services. Free-standing furniture manufacturers manufacturing in Australia have for years had to compete with the competition from cheaper overseas countries, particularly China. It has obviously been difficult, particularly with the Australian Government's tendency to burden local manufacturers with taxes their importing competitors do not have to pay. Those who have survived thus far deserve the highest of praise from all of us, because the reality is their product must be superior, their service must be superior, and their production must be superior.

But what will happen if the \$AUS reaches \$US1.70?

And what will happen when the bureaucrats and politicians say let's tax Australian manufacturers even more, and let's tax imported goods even less?

Somewhere along the line, our politicians lost sight of their role in government and in opposition. Their role should be to develop policy to progress the wider Australian community – in government such that it becomes law, and in opposition such that it influences government policy consideration and such that it gives Australian citizens a real choice based on policy – not personality.

Somewhere along the line, our politicians handed over all policy making effectively to the public service – the protected and largely faceless and nameless people. The role of the public service,

including the various public bodies we call "commissions" and "authorities", somehow morphed from administering policy and law, to effectively developing policy. Our politicians, just like the Texan Governor played by Charles Durning in Best Little Whorehouse in Texas, seem to only make decisions based on ensuring their longevity in power – rather than what is best for Australia and its citizens.

Sadly, it appears that nearly all our politicians are in the business of politics, rather than the business of Government. On the bright side however, there is an opportunity – an opportunity for genuine community-minded and fair-minded people to build a new political movement to challenge the self-serving Labor, Liberal and Green Parties. Will anyone put their hand up?

**Post Script: You know what I am thinking. What about we go on-line and see if we can order a new Government – perhaps one with no tax obligation? ■**



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## Nover Star Partner conference news

war, coconut and circus

It's already past the half-way point of 2011, and Nover is well on the way towards one of the biggest events in the Nover calendar –the Nover 2011 Star Partner Program.

Counting down months, days and even hours, delegates and staff alike can only imagine what lies ahead for this year's conference at Bali. What can be said however, is that all the anticipation and all the hard work that customers and staff of Nover aspire to in order to attend, will all be worth the wait and energy. Soon enough fellow Nover delegates and staff will be well away from the Australian climate, moving towards the tropical Bali weather averaging 21-32 degrees with 60% humidity! Throughout the conference, there lies various recreational activities. They won't be disclosed in this article, but we can offer a sneak peek at the chosen words that describe what's in store for Nover's attendees. The words will be revealed at the end of this article.

As an annual incentive to all specified Nover customers, the Star Partner programme at heart is a customer loyalty programme that rewards customers that earn their way in. It may just seem like another marketing tool or another way to generate business, but according to patriots who've attended every single star partner conference this loyalty program has earned its value and worth. "Brilliant, worthwhile, wow..." are some of the words expressed by delegates who are amazed year after year. "At the end of the trip, everyone automatically thinks of next year's Star Partner conference and how will all

be shocked from start to finish," one of the delegates stated from last year's conference in Queenstown. Moreover, the underlying intent of it all is to not only generate business for Nover, but to provide an opportunity for hard-working Australians to do the impossible - relax and unwind - something that most business owners or tradies never or rarely get the chance to do.

Behind the glamour and hype that is Star Partner, various Nover staff and Nover's event management company, Go Conference and Incentive Management, work hard month by month, week by week ensuring all the little bits and pieces required, are executed in a timely and efficient manner. Nover's managing director, Steve Cowley overlooks the whole process of the Star Partner program from start to finish. "We hope that all this hard work and effort will pay off – all we really aim for is to provide our loyal and valuable customers an experience that they will never forget."

If last year was an indicator of things to come, this year's Star Partner Bali Conference will surely be an event worth attending. This year's Star Partner sponsors are: Hettich, Platinum, Formica, Kitchen King, Rehau and TPI. With every conference, each sponsor will be provided an event to sponsor and will also obtain the added exposure of various sponsorship initiatives and opportunities. "We value the partnership and offering each sponsor provides by attending the Star Partner Conference 2011 – we hope that this year will provide even more fruitful

opportunities and relationships from our delegates," said Emerson Palma, who is now at the forefront of marketing for Nover.

Enquiries from both existing and new customers regarding Nover's Star Partner Conference should be directed to Emerson Palma at [e.palma@nover.com.au](mailto:e.palma@nover.com.au). The "sneak peek" chosen words that will provide a clue of what's in stall at this year's Star Partner Conference are: "War, Coconut, and Circus."

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# New conference room at Blum named Bryan Cairnduff Room Sydney

**BLUM AUSTRALIA HAS PAID TRIBUTE** to Bryan Cairnduff's passion, dedication and commitment in the naming of the main conference room at Blum Australia's new premises, located at Len Waters Estate, New South Wales.

"Bryan had high respect for the Blum company and Blum thought the same of Bryan. He even had a hand in developing some of the features and aids we use today. It is fitting that the main conference room at Blum Australia's new premises should be named after somebody who played such a key role in the success of Blum Australia", commented Brett Ambrose, managing director of Blum Australia.

Bryan lost his fight with cancer in 2007 after a long battle with the illness. He was a skilled cabinetmaker with many years of involvement in the kitchen industry prior to joining Blum via Furniture Hardware Supplies and then Richard Small Distribution in 1997. Bryan possessed outstanding product knowledge and understanding for new products and solutions. He quickly became an expert internally and externally.

"Bryan was always looking for improvements and solutions where he could kill two birds with one stone", says Christian Schwerzler, sales manager of Australia and New Zealand. Bryan loved sharing his knowledge and always had everything under control at AWISA. He organised factory tours of Blum Austria every two years for Blum partners and key people within the industry. Bryan loved going to Austria where he could show with pride 'where it all comes together'. He knew the factories inside and out.

Bryan Cairnduff was a highly motivated and very competent colleague, a great sportsman and family man. Blum Australia is proud to see Bryan's



son Marshal Cairnduff assuming a role in customer service with an aspiration to become an area manager. Bryan shone with a good sense of humour, optimism and great enthusiasm. Christian sums up Bryan well, "He is just as he always was – ahead of us". ■

Blum Australia has paid tribute to Bryan Cairnduff in conference room naming at their new premises at Len Waters Estate, New South Wales.

# Economy recycle bin from Wilson & Bradley

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# Dual woodworking centre and vacuum handling form an unbeatable productivity team

In accordance with the principle that nothing is so good that it cannot be improved, a manufacturer of furniture recently purchased a dual woodworking centre. The objective of this was to minimise the non-productive idle times of the machine by using the two ends of the large machine table alternately. Since this large table makes it possible to remove the finished parts and load new raw materials at the one end while the parts are being machined at the other end, the machine is practically never idle and the machine running times are fully utilised production times. So far so good, but not enough for the factory manager since at least two people had to be available whenever the finished parts were removed and the new sheets of wood placed on the machine, something which cost time and money. Equipping the new dual machining centre with a vacuum handling system would improve the efficiency even further.

## Handling of large sheets of wood and MDF.

No sooner said than done, a convincing solution for the handling of laminated sheets of wood and sheets of MDF was quickly created by Schmalz. They are now moved and positioned with the aid of a JumboErgo 140 vacuum tube lifter. The vacuum tube lifter is equipped with suction pads which can be positioned anywhere on a longitudinal beam, making it easy to balance the load and to adapt the gripper to the varying dimensions of the sheets. The necessary vacuum is generated by a powerful, directly driven vacuum blower with a dust filter to keep out wood chips and sawdust. A special feature is the extra-long operator handle. This handle permits ergonomic handling while allowing the operator to keep well away from the suspended loads.

## Handling systems as complete solutions.

However, the handling system for the dual woodworking centre consists of more than just the vacuum tube lifter: it also has a crane system to permit traversing of the vacuum tube lifter over the entire working area. The crane system carries the vacuum tube lifter, which can be moved to any desired position within the working area. The lightweight crane system is designed for loads of up to 140 kg and its trolleys can be moved easily, even with the full load suspended. Schmalz supplied the complete handling system, which means that the customer has only one

contact partner. The factory manager is very satisfied with this Schmalz handling system and today, only one person (previously 2) is needed for handling of the raw sheets and finished parts, and still has time to control and monitor the operation of the machine. The vacuum handling system also moves the sheets and finished parts more safely and with less damage, and thus makes the production of wooden and MDF parts even more economic.

Millsom Materials Handling manufactures its own equipment including cranes and track systems and is the Australian and New Zealand distributors for Schmalz vacuum handling and clamping systems.

---

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# Dynamic online ordering the way of the future

With the increase of online purchasing affecting the way the retail industry is marketing its products to consumers, so too are niche manufacturers affected. This is true for a progressive kitchen manufacturer in South Australia.

Nova Products is a small cut to size manufacturer approximately one hour south of the Adelaide CBD, supplying trade only cut to size cabinets and painted doors.

With kitchen companies needing to devote more of their time to the increasing complexities of design and project management, Nova Products found that a large majority of businesses no longer had the time, space or desire to invest in expensive CNC equipment and automation to process kitchen cabinets and components.

"We were constantly being asked to machine a variety of components for other cabinetmakers and builders, but found that we had to create a vast range of order entry and pricing methods to suit the variables that were being requested," said Ben Fatchen, director of Nova Products.

"We knew that for us to better service this market, we had to provide a system for our clients that was consistent with pricing, quick and easy to use and required minimal input from us to provide prompt quotes. The big hurdle was to also offer as much flexibility in

our cabinets to accommodate our customers' needs."

That's where Cabinetmate comes in. Cabinetmate is a dynamic web based ordering program that is accessible 24 hours a day, seven days a week. It allows customers to enter custom sized cabinets and components into the system to generate pricing instantly.

Customers can change a huge range of variables easily, heights, widths, depths, colour and edging configurations, with one of the great features being able to alter individual drawer front heights in a drawer bank, and then select the appropriate Blum Metabox or Tandembox drawer system.

"As you alter the height of a drawer front, the available drawer systems list updates to show only the drawers that will fit in the opening." Ben says. The guys at Cabinetmate were fantastic; they tailor made the solution for Nova Products which we called Dynacab."

The new Dynacab program offers quality Blum products along with the option to choose either cruciform or online hinge plate systems on all cabinets. Blum inline hinge plates in conjunction with new soft close hinge helps to set the Dynacab product apart.

With the evolution of this form of ordering and pricing technology, Nova Products has been able to drive their business forward by



providing innovative solutions to the market.

"The Dynacab system is allowing us to process orders quicker, more accurately and in a more timely and automated manner. This is not only more beneficial to the customer, but also staff, as they now have one easy system to follow.

Nova Products services the entire Adelaide region with cut to size kitchens and painted doors and has weekly deliveries to Adelaide and surrounding areas.

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# CNC upgrades pay dividends for local cabinet makers

## Efficient, user-friendly entry-level CNC gantry processing centre supports local small businesses to remain competitive.

Faced with increased competition from abroad as well as from Australia's eastern states, Perth-based DVA sought to replace its manual processing machines with a CNC model. Founded in 2006, DVA specialises in the production of school furniture and has grown to employ eleven staff – and according to director and company founder Adrian Bezuidenhout this is only the beginning.

"The furniture industry is a very competitive industry, but I believe in local products and employing local people," he says. "I founded the business five years ago and now employ eleven staff – and it is going to be bigger!" Despite strong competition from cheap imports and eastern Australia, Mr Bezuidenhout has adroitly steered a course for his business and is extremely positive about the future. In order to foster future growth, he has constantly folded his money back into the company and recently invested in a Weeke CNC processing centre to automate his workshop.

### Affordable CNC technology

The CNC gantry-processing centre Vantage 20 series is an affordable entry-level machine, featuring superior quality design, tools and accessories. Machine configuration includes a 12 hp (9 kW) HSK-routing spindle, an 8- to 12-fold tool changing system, a tool pick-up station for secure and quick exchange into the tool changer as well as two synchronised x-drives. The drives guarantee highest processing quality and a 17" TFT monitor ensures user-friendliness.

"The Weeke is incredibly user-friendly and compact," Mr Bezuidenhout says. "The idea is to automate the business as best as we can to try to make it more cost effective; which is basically what I bought the machine for. It's a very easy-to-operate machine, which was a decisive factor for me."

As a CNC "rookie", Mr Bezuidenhout had never touched a CNC before and was looking for the easiest way to tap into CNC machining. With the Weeke Vantage 25, Homag offered the best product to suit his needs. The processing centre allows for on-

machine shop floor programming and comes with the popular Homag software bundle. The entry nesting software WoodNest Basic is simple and easy to use and WoodWOP allows the user to simply drag and drop parts for automatic nesting. The included WoodDesign software makes it easy to design simple 3D constructions of furniture, including parts lists output and export of cut plans.

"Now, only six months after installation, I am able to operate and program the machine," Mr Bezuidenhout goes on to say. "It will make a huge difference to our business. The general layout seemed to be what we were looking for – it was simply a better quality machine than some of the other equipment we were looking at. You pay a bit more because you pay for quality, but at the end of the day the investment will pay off, the return will be better."

### Productivity gains

Peter Cerny, director of Adelaide Architectural Joinery, agrees and says that in a competitive industry as cabinet making, he doesn't have a choice but to keep prices down. "The key challenge is to offer locally made well-priced products," he says. "In order to meet that challenge you have to find the best and most efficient way of manufacturing, and the machine is helping us to achieve that."

"The Weeke is a lot quicker and more productive than our old machine, which had to be replaced late last year when it broke down," he adds. "We urgently needed a new

machine and Homag had this one in stock – and it is going very well. I am very happy with what I chose, installation went well and the Homag service is very good too. It's a good machine, I'm very happy with it."

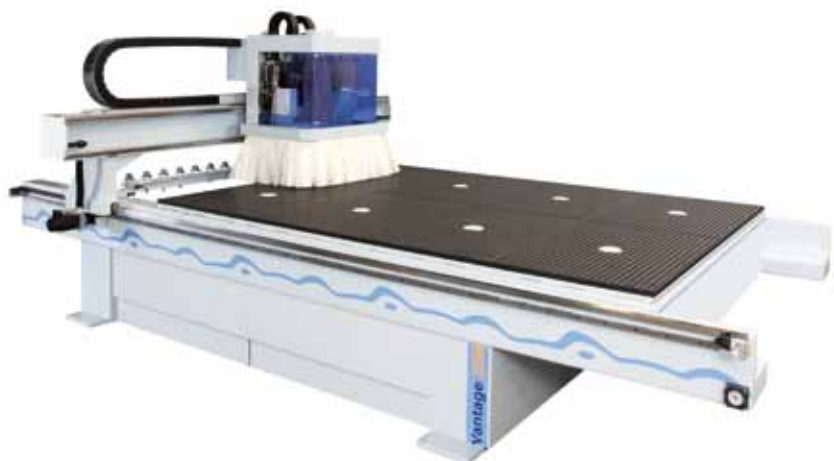
Mr Bezuidenhout agrees and adds that Homag also made his choice easy by offering the best local service and support in WA. "Generally, service in WA is very poor. But Homag's local sales rep was always there when I had a question or when I wanted to see him. The local support and service I got from him was very important to me and the driving decision factor."

---

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The CNC gantry-processing centre Weeke Vantage 20 series is an affordable entry-level machine with superior quality design



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# AWISA 2012 **AWISA 2012, 11-14 July: make a note of the dates**

The Australian Woodworking Industry Suppliers Association's next trade show, AWISA 2012, takes place from 11-14 July 2012 at the Sydney Exhibition Centre, Darling Harbour.

In 2012 the first two editions of this magazine will be mailed accompanied by separate publications packed with information about the show including details of exhibitors and their products. The Autumn edition will be mailed in early March along with a special magazine featuring the companies that are exhibiting in the AWISA-Design area, and the Winter edition will be mailed early in June with everything visitors will need to know about the machinery, tools and software on display.

Once again AWISA will provide shuttle buses from Sydney airport to make it easy for interstate visits to get to the show. AWISA, through its accommodation

booking agent, the Lido Group, is currently negotiating rates with all the hotels in the Darling Harbour area and this information will be available through AWISA's website, [www.awisa.com](http://www.awisa.com).

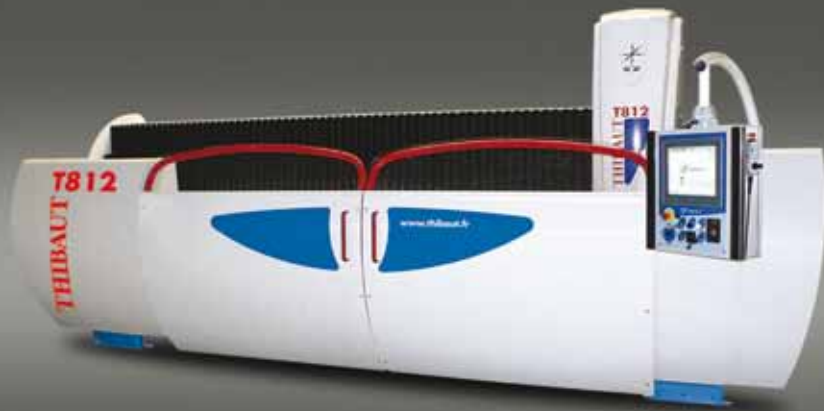
AWISA welcomes exhibiting enquiries from any Australian based company, and from overseas companies with Australian agents or distributors. Three-quarters of the space at AWISA 2012 is already booked, and the association is planning on the show occupying four halls at the Sydney Exhibition Centre, making the event as big as the 2008 show. ■

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# Kitchen and bathroom design training develops creativity and expertise



When someone has worked in an industry (any industry) for many years, it's good to take a step back to critically assess where they are at with regard to creativity and expertise. That's an approach kitchen and bathroom designer, Mark Licciardo has taken.

Mark moved into the kitchen design industry when he was employed by Alno Kitchens in Melbourne to work as a technical draftsman. Alno recognised Mark's skills with wood and metal work gained during his years as a Naval shipwright. He also demonstrated a good understanding of manufacturing processes that translated into good technical drawing.

When Mark recognised his need

to sharpen his technical expertise, he completed a Certificate IV in the Design of Kitchens, Bathrooms and Interior Spaces - Kitchens with Designer Training, a Registered Training Organisation (RTO) that specialises in providing professional training to the kitchen and bathroom industry. When asked about highlights of the course, Mark said: "I found the interaction with other creative minds in the course workshops sharpened my own creativity and the training provided invaluable new ways to think about design."

"Overall the training made me look at the technical aspects of design including what is required for plumbing and electrical installations and it allowed me to focus on honing my skills to convey effectively through my drawings how these aspects should be included."

Mark has found that his kitchen design skills have improved significantly. He now takes a holistic approach to the design of space and adjoining rooms including how the kitchen relates to other spaces and to the total house design.

Now Mark has returned to study to complete a Certificate IV in the Design of Kitchens, Bathrooms and Interior Spaces – Bathrooms with Designer Training. He is again finding great value in the interaction with other bathroom designers and is learning more about bathroom design that is further sharpening his creative 'edge'. His design skills are constantly evolving.

Mark's advice to others who are thinking about training

in kitchen and bathroom design is, "It's 2011. You can't keep designing kitchens for the 80s, 90s, or even last year. If you want to stay fresh and expand your creative horizons you need to update your skills and keep on learning."

Designer Training offers a range of professional courses for kitchen and bathroom designers around Australia. Courses range from entry-level design, where students are introduced to the basics of design, through to a Certificate IV in the Design of Kitchens, Bathrooms and Interior Spaces. Recognition of previous training and skills through Recognition of Prior Learning (RPL) may be available which can give course participants a head start when undertaking their studies.

Course participants not only receive a broad range of skills across all areas, but specialise in either kitchen design or bathroom design, which enables them to go on and become a Certified Kitchen Designer or Certified Bathroom Designer through the Kitchen & Bathroom Designers Institute (KBDI). This is the highest level of professional development recognition available in Australia.

Training is flexible with a combination of correspondence and attendance at face to face workshops to interact with trainers and other participants. The Certificate IV in Design of Kitchens, Bathrooms and Interior Spaces is also conducted as a traineeship in NSW and WA.

The benefits to the trainee are obvious. Trained design professionals can offer consumers the best advice and assistance for their kitchen or bathroom renovation, and increasingly market-savvy clients appreciate this high level of expertise and professionalism.

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Designer Training is a registered training organisation (RTO) delivering training to the kitchen and bathroom industry

# Weinig satisfied with Ligna 2011

Weinig AG is satisfied with the outcome of Ligna 2011 in Hanover. The market leader for machines and systems for solid wood processing presented more than 30 exhibits, including a large number of innovations and refinements, showcased on a stand of over 3000 sq.m. at the leading sectoral trade fair held from 30 May to 3 June.

A magnet at Ligna in 2011 once again: Weinig's exhibition stand

"Our full range of products and services for industrial and artisan applications is unique in the market and was

rewarded in Hanover with lively demand and good sales figures," summarised Weinig's CEO, Wolfgang Pöschl. "In addition, our innovations have a wide scope of application, confirming our orientation to profitable quality products tailored perfectly to customers' individual requirements," he continued.

The Ligna motto, "Making more out of wood," was seminal for the market and reflected Weinig's expertise exactly. Furthermore, Weinig was able to communicate this to industry professionals from around the world with its impressive presence. A positive note recorded by the world market leader from Tauberbischofsheim was the increased number of decision-makers at Ligna 2011 and the high quality of visitors overall. "This shows that Ligna continues to consolidate its position as the unchallenged world leader of trade fairs in this sector" said Pöschl.

Around 160 machines and systems were sold at the trade fair across the whole group. Weinig expects brisk follow-up business after the fair.



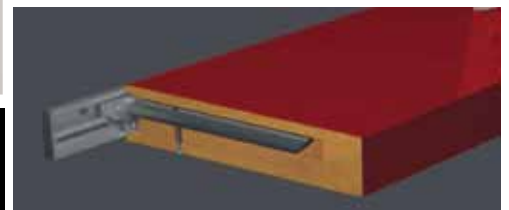
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# Australian Woodworking Industry Suppliers Association Limited

## AWISA The Association



AWISA was formed in 1986 by the principal suppliers to the Australian woodworking industry. The main aims of the association are to present industry exhibitions, publish industry magazines, co-operate with other organisations, and to uphold the highest ethical standards and encourage members to do the same.

Membership applications are welcome from Australian based companies, and from overseas companies with Australian agents or distributors that are also members of AWISA. Membership of AWISA includes suppliers of woodworking machinery, cabinet and furniture hardware, panel products and surface materials, portable tools, computer software, materials handling equipment, dust extraction equipment, components, and general plant and safety equipment.

## AWISA The Exhibition



The exhibition has been held regularly since 1988, and attracts furniture manufacturers, cabinet makers, kitchen manufacturers, joiners, shop and office fitters, saw millers, and other wood, timber and panel processing industries. Architects and interior designers also attend.

The next event, which will be the twelfth organised by the association, will take place at the Sydney Exhibition Centre, Darling Harbour, from 11-14 July 2012. With panel, solidwood and design areas, AWISA has created three shows within the event. The association welcomes exhibiting and membership enquiries.

## AWISA The Magazine



AWISA's new magazine is published quarterly and is distributed free to a database of over 15,000 end users in the industry. AWISA's editorial policy is to produce quality editorial about business and technical issues that affect the woodworking industry, and to provide members with a means of disseminating information about their products. The association welcomes input from both members and end users about subjects that should be written about in the magazine.

## AWISA The Board

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## DISTRIBUTION

AWISA – The Magazine is distributed free to a list made up of companies that attended AWISA 2006 and AWISA 2008, plus the client databases of some major AWISA Ltd members. To be added to the distribution list send an email to info@awisa.com or send a fax to 02 9918 7764. (AWISA Ltd may at some time in the future charge a subscription for personally addressed magazines)



AWISA is the international exhibition of machinery, materials, fittings and services for the Australian and New Zealand woodworking and furniture industries. The exhibition returns in 2012 refreshed and improved, with a new layout and new marketing to visitors. With panel, solid wood and design areas, AWISA has created three shows within the event. AWISA - The Exhibition will be held on the 11th to 14th July at Sydney Exhibition Centre, Darling Harbour Sydney.

ORGANISED BY THE AUSTRALIAN WOODWORKING INDUSTRY SUPPLIERS ASSOCIATION LIMITED

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