

AWISA THE MAGAZINE

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



PUBLISHED BY THE AUSTRALIAN WOODWORKING INDUSTRY SUPPLIERS ASSOCIATION LIMITED



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AWISA THE MAGAZINE

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FRONT COVER:

Angela Gianakis of Outside Square won KBDi Bathroom Designer of the Year SA 2013 for this bathroom. See page 12 for more details on the KBDi awards.

DEAR READER,

AWISA succeeds as an association because there has always been a keen group of suppliers who devote time to overseeing the running of the association and the trade show. Unlike some organisations where there is often one individual who provides the driving force, AWISA has always been a team effort and a quality effort.

That is shown by the calibre of the people who have served on the board throughout the association's 27 years and by the length of service that they are prepared to devote to the smooth running of the association. Many individuals have served as board members for periods in excess of ten years. All board members have been the most senior person from the member company they represent.

All this is a preamble to a huge thank you to two individuals who have given extra long service to the association, but who have resigned from the board in the lead up to our next AGM. Ross Broad of Infurnax Australia Pty Ltd has served on the board for 18 years including a two-year term as chairman, and Rick Lee of Altendorf Asia Pacific Pty Ltd has served for 14 years including 6 years as chairman. I know the rest of the board joins me in thanking them for the work they have done in helping make the association the strong organisation it is today.

While on the subject of associations, I encourage readers to read the article about the Furniture Cabinets Joinery Alliance on page 19 on the subject of the level playing field, or perhaps more correctly, the unlevel playing field. In particular, if you have examples of how unfair trade has had an effect on your business we would like to hear from you.

May I take this opportunity to wish every reader a happy festive season and a prosperous new year, and we hope to see you in Brisbane at AWISA 2014 next August.

Brett Ambrose

Chairman
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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
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by Eric Lytton

Old style 'butchery' reaches new heights in Western Australia

IN AN AUSTRALIAN market increasingly dictated to by commercial imperatives, it is refreshing to find that some highly technical cabinetry is still being carried out. The high end cabinetry market is quite small and requires a high degree of skill and is one area where imported product can't easily compete with local manufacturers. Western Australia has a small number of businesses which specialise in the production of high quality cabinetry and one of these is Timbcraft Furniture.

Timbcraft Furniture was established by Vince Iozzi in 1991 and is located in Osborne Park, an inner city light industrial area in Perth. Vince is a second generation cabinet maker, but has family members in Calabria, Italy who are still in the cabinet making trade. Today Timbcraft Furniture is a father and son enterprise with Vince's eldest son Giovanni now heavily involved in the business. Giovanni completed his cabinet making apprenticeship in 2007 and has worked in the business since 2005.

This was not a small project.
The design and material
selection took the best part
of a year to finalise.

Vince Iozzi learnt his trade from the 'old school' and learnt not only the traditional cabinet making techniques, but also the general skills which cabinet makers were expected to master. As such Vince is a great believer in the importance of being competent in all areas of cabinet making and has the capacity to produce work ranging from high end commercial fit outs, to custom furniture and anything in between. Vince particularly enjoys the challenge of making the objects and furniture that many others would balk at. So when approached by Perth interior designer Eva Andrews to build a high spec home office Vince jumped at the chance.

The client was referred to Eva's business, Liquid Interiors, by one of her long standing clients. The client's brief was very extensive and had to be in keeping with the traditional style of the home and involved recessed ceilings, wall panelling, crown mouldings and moulded wood doors. In addition, the colour palette had to complement the owner's antique furnishings, which included a beautiful ornate Persian cabinet and antique desk, as well as a magnificent Persian rug.

The scenes depicted on the ceiling panels are illustrations recreating scenes from traditional Persian poetry. To obtain these, the client sent the panels to Iran where a well known artist was commissioned to paint the scenes. As a further decorative touch, silk was chosen for the window treatments to soften the hardwoods and make the room look even more luxurious. Eva states that, "the design and material elements worked to create a study which was opulent, inviting and warm."

Despite the client's requirement for comfort and warmth, functionality was a key consideration. So the cabinets and bookshelves needed to accommodate his extensive collection of books, as well as files and papers, a computer and other general office equipment.

For Eva, choosing the business to undertake the manufacturing of the study was a simple matter. Eva had worked with Vince on many projects and had no hesitation in recommending his business to the client. As Eva explained, "Timbcraft Furniture was chosen because of Vince's extensive experience in working with solid and veneered timber, his capacity for finding





solutions to complex problems and his excellent workmanship." By this stage the project was pretty much a finished brief, with drawings finalised. It was time to choose the materials for the project.

The client was very particular and requested finished samples be presented before the final decision was made on materials. Around half a dozen veneer samples and solid species timbers were presented. These were shown to the client utilising a variety of timber frames with mouldings. As such the customer was able to pick the veneer that best matched his preferred moulding. In typical fashion for complex projects of this sort, even at the material selection stage

small changes were being made by the client to accommodate personal items and equipment. Not surprisingly, the overall design and material selection process took the best part of 12 months to finalise.

This was not a small project. The dimensions of the study were a little over six metres long and five metres wide with a ceiling height of 3.6 metres. From start to finish the job took around eight months to construct and install, with completion in November 2012.

Obtaining the veneers and burl veneer itself took considerable effort and Vince travelled to Sydney to select veneers from Briggs Veneers in Wetherill Park. Vince took great care to ensure

'Timbcraft Furniture was chosen because of Vince's extensive experience in working with solid and veneered timber, his capacity for finding solutions to complex problems and his excellent workmanship.'



The ceiling panels, showing illustrations which recreate scenes from traditional Persian poetry

► that the veneers came from two logs only to ensure that they matched as accurately as possible for colour and grain. The elm burl proved unobtainable in Australia at the time and was ultimately sourced from Europe.

The carcasses were built using MDF substrate and were veneered in American black walnut; approximately 150sm of veneer was used for this. Around 75 square metres of elm burl was required to veneer the door and wall panels. The crossbeams on the ceiling were veneered with American black walnut.

All the veneer was pressed up 'in-house' and during this process great care was taken to ensure the best colour and grain match. Vince explained that working with the burl veneer presented specific problems. In Vince's words, "because of the fineness of the elm burl grain structure it requires very sensitive handling as it can easily be split or broken when being handled or pressed."

The attention to detail in this project is remarkable. A good example of this attention to detail is where solid timber butted up to veneered board. The joins were made in such

a way that the end result is almost seamless. All the drawers are made of solid timber and dovetailed and every square centimetre of the job is either solid timber or veneer. All the cabinets were assembled using traditional mortise and tenoning and fixings were only used to join the cabinets together. All the joints were also clamped and glued. Some of the shelves on the bookcase were adjustable using brass ferrules and brass split pin shelf supports.

Even the bookcase ladder is a thing of beauty. The ladder is approximately 2.4 metres high and was constructed utilising mortise and tenon joints, without the use of any mechanical fixings. It was designed to roll along the length of the bookcase on castors at the top and bottom of the ladder and replicates rolling ladder systems traditionally used in large university libraries. The castors proved impossible to source and Vince applied his considerable skills to make them personally.

For all the work involved in the design, manufacture and installation Vince comments that for him, "it was a most enjoyable and satisfying process." Understandably, the client was very happy with the outcome and has since contracted Timbcraft Furniture to undertake a number of other, smaller projects, on his behalf. Best of all this 'work of art' demonstrates that skilled Australian craftsmen can match the best that the world can deliver. ■

From left: Giovanni Iozzi, Rocco Iozzi (Vince's uncle) and Vince Iozzi



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AWISA 2014 three-quarters booked and new enquiries welcome



THE AWISA 2014 exhibition, which will be taking place in Brisbane from 6-9 August 2014, is already three-quarters booked and the Australian Woodworking Industry Suppliers Association expects that it will be another sell-out success.

"All the major players that have been associated with the exhibition over the last quarter century have committed to the event. And we have the first half of 2014 in which to finish the sales process," says Geoff Holland, AWISA general manager.

"We've completed our initial sales process that allocates space to major and regular exhibitors. Space is now available on a first-come first-served basis, and I look forward to talking to all the other suppliers that I know that are yet to book. I am, however, really keen to hear from companies that, for whatever reason, haven't heard from me. Sometimes new suppliers are hard to identify - if you are in that category please pick up the phone and talk to me."

"With the trade show taking place in Brisbane for the first time, a marketing opportunity is now available to Queensland companies that only supply the Queensland market and for whom an interstate exhibition is not of interest. Again, sometimes these companies are hard to spot - so please make contact with me."

Visit AWISA 2014 and then see Queensland

Not only does a Queensland located event create new opportunities for exhibitors, it also creates new opportunities for visitors. The industry is well

used to the attractions of the Darling Harbour area of Sydney. AWISA 2014 in Brisbane means that interstate visitors will now be able to discover the attractions of Brisbane and other parts of Queensland.

In the new year AWISA will be promoting holiday packages so that visitors from interstate can consider a visit to AWISA and follow it with a holiday in Queensland, either close to the show on the Gold Coast or Sunshine Coast, or further north.

AWISA 2014 will present a wide range of machinery, tooling, hardware, decorative products and software of interest to cabinet makers, kitchen manufacturers, shop and office fitters, joinery and furniture manufacturers, and other timber and panel processing industries.

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BRISBANE



At right, the 15 biggest exhibitors confirmed so far for AWISA 2014

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by Simon Hodgson

focus

The circles of marketing



Simon Hodgson

MARKETING BUILDS brand name recognition or product recall but the success of a company often rests on its solid reputation. When a company reaches the high expectations of the public, its reputation stands on firmer ground. As its reputation grows, the business expands and sales increase. The reputation of the company is built through active participation in effective communication together with quality products or services, which are supported by marketing efforts.

For a business to succeed, the product or service it provides must be known to potential buyers. Unless your business is already known in the community and strong relationships with customers are already established, you will need to use marketing strategies to create product or service awareness. Without marketing your potential customers may never be aware of your business offerings and your business may not be given the opportunity to progress and succeed. Using marketing to promote your product, service and company provides your business with a better chance of being discovered by prospective customers.

Consumers in Australia, on average, renovate their kitchen approximately every 15 years. This is double the time for European consumers. This longer timeframe makes marketing much more important and making efficient marketing decisions for your business becomes even more critical - effectively you have only one opportunity every 15 years to connect successfully with a potential client.

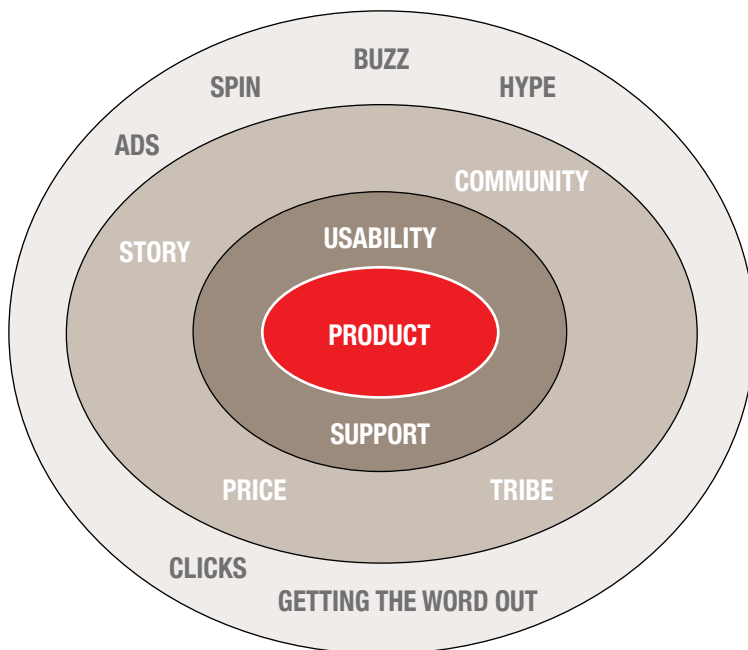
Seth Godin is an American blogger, author and entrepreneur. His public speaking engagements are legendary and have pioneered the idea of "permission" marketing. He has written fourteen bestselling books on topics including the post-industrial revolution, how ideas spread, marketing, quitting, leadership, and changing everything. Seth's latest book, *We Are All Weird*, broke traditional publishing models by being released through The Domino Project and his Kickstarter project for the forthcoming, *The Icarus Deception*, broke records for its size and the speed at which it reached its goal.

Seth's blog is perhaps the most popular in the world written by a single individual and one of his most famous pieces is called "The Circles of Marketing". In it he describes how most people misunderstand marketing by focusing strictly on the outer ring, but Godin's argument is that businesses should be starting from the middle and working outwards.

As the graphic illustrates, many entrepreneurs, CEOs, executives and small business owners focus on the outer ring alone and believe they are being effective marketers. In fact, it is this singular focus that can lead to businesses and entrepreneurs failing to succeed.

Godin shares, "The next circle in has so much more leverage. This is the circle of telling a story that resonates with a tribe. This is the act of creating alignment, of understanding worldviews, of embracing and elevating the weird. Smart marketers in this circle acknowledge that their product or service isn't for everyone, but bend over backwards to be sure that some people will be able to fall in love with it."

He explains in detail the further implications of this brilliant analysis. "Most amateurs and citizens believe that marketing is the outer circle. Marketing = advertising, it seems. The job of



marketing in this circle is to take what the factory/ system/boss gives you and hype it, promote it and yell about it. This is what so many charities, politicians, insurance companies, financial advisors, computer makers and well, just about everyone does.

"The next circle is easily overlooked. This is the act of changing what surrounds the actual product or service, adding enough usability and support and atmosphere that the perception of the product itself changes. Zappos did this for shoes. Ikea almost wilfully goes in the other direction with its furniture assembly and delivery approach. When you go to an expensive restaurant, you're buying far more than what the chef cooked. Products and services are only commodities if you treat them that way.

"And the innermost circle is the product or service itself. When the thing you sell has communication built in, when it is remarkable and worth talking about, when it changes the game, marketing seems a lot easier. Of course, that's because you did the marketing when you invented the thing, saving you the expense and trouble of yelling about it. When in doubt, when your marketing isn't working, the answer is easy: go one circle in."

Community, price, your story, and the tribe truly and simply determine whether or not your marketing works. Here we're talking about conversion rates, word of mouth, viral coefficients, and a whole host of other marketing buzzwords that go overlooked by executives as the bailiwick (a person's specific area of interest, skill, or authority) of the Marketing Department. But, seen in this light, perhaps it's easier to appreciate that those buzzwords usually aren't in the control of the marketing department or program – they are terms marketers track and emphasize, but they depend on the product managers, sales, and customer service professionals in your business.

Good design is increasingly prevalent online as the impact of design is appreciated in the conversion and retention of your users. Ultimately, you're marketing a product and at the end of the day, that needs to be accountable.

So how does this apply to your kitchen or bathroom business? Take one step in. When

everything else is failing, when a program doesn't work, when an employee isn't delivering what you'd expect, take one step in and evaluate what's at fault there.

Most organisations focus their attention on growing their customer base. The real focus should be on growing the circle of people that trust what you stand for. Do that and the customer part will take care of itself with the aid of some simple "how to buy" education.

Think about the last purchase you made. You went to a search engine, checked out reviews, and perhaps asked your friends and maybe even visited a few comparison-shopping sites. Most likely your purchase was influenced by what countless others said was the way to go, excluding marketing pitches, brand names or even brand recognition.

What some people fail to understand is that the bigger your circle of trust, the bigger your business potential. Your customer base resides inside the circle of trust, but when you focus on expanding the base of those that trust what your company stands for you also bring your staff and future staff, partners, vendors, mentors, influencers, and collaborators into your story – and that's how the circle builds your business. And don't forget, as we've spoken about previously, anyone that questions the return on investment of social media needs to wrap their head around this one idea – and quickly.

The truth is elusive. We certainly don't know the truth about the things we buy and recommend and use, and we certainly don't really know at the outset the truth about a potential client. What we do know and what we need to talk about is your own story. Your story about why someone should work with you, why they should trust you and ultimately recommend you. Marketing is storytelling.

"The story of your product, built into your product. The ad might be part of it, the copy might be part of it, but mostly, your product and your service and your people are all part of the story" – Well said Seth! ■



Seth Godin

Bathroom bliss - KBDi presents Australia's finest



The Kitchen and Bathroom Designers Institute of Australia recently hosted its annual Designer Awards Gala in Queensland's beautiful Noosa. KBDi is extremely proud of its growing membership of Australia's finest kitchen and bathroom professionals, and the standard of entries submitted proved once again that when it comes to kitchen and bathroom design, the Institute fosters some major talent.



In this issue of AWISA - The Magazine, Bathroom Designers of the Year – 2013 are featured. Awards for bathroom designers were sponsored by KBDi's diamond sponsor, Designer Training, that specialises in providing training for the home improvement sector and building industry, and is well known as an industry leader in kitchen design and bathroom design training.

LEFT: KBDi BATHROOM DESIGNER OF THE YEAR 2013 - SA

Angela Gianakis (Outside Square)

Angela's winning design wowed the judges, and provided her clients with a beautiful and functional space with direct access to a sparkling outdoor pool. The clients wanted innovation, function and contemporary design, and with a spacious twin shower, a freestanding bath with views to the pool, a concealed wc and elegantly styled finishes, Angela's design ticked all the boxes.

TOP KBDi BATHROOM DESIGNER RIGHT: OF THE YEAR 2013 - NSW

Darren Genner (Minosa Design)

The natural beauty of a striking cliff face proved inspirational for Darren Genner of Minosa Design when he was called to create a personal retreat for the owners of a cutting-edge home in Dover Heights. Darren's thoughtful selection of finishes and perceptive use of space combined to produce an exquisite bathroom that impressed the judges immensely.

LOWER KBDi BATHROOM DESIGNER RIGHT: OF THE YEAR 2013 - QLD

Lee Hardcastle (Enigma Interiors)

When Lee Hardcastle's clients requested an ensuite featuring exceptional finishes, bold features and more space, this Queensland designer took them literally. The rich ochres and golden browns of Red Tiger Eye Concetto adorning the walls of this stunning bathroom are certainly exquisite, while the semi-precious stones ingrained in to the panels are testament to nature's awesome creations. The gold-leaf basins and stunning timber detailing create a uniquely "grounded" opulence, and together all features create an awe-inspiring space.



major talent
in kitchen and bathroom
design





TOP: KBDi BATHROOM DESIGNER OF THE YEAR 2013 - VIC

Jasmine McClelland (Jasmine McClelland Design)

A sumptuous stone composite bath sits atop a beautifully-toned timber platform in this award-winning design by Jasmine McClelland, while a striking feature pendant sends floral shadows dancing across the room in this organically-inspired haven. Polished concrete floors marry well with the timber-veneered cabinetry, and a wall of featured Penny Tile adds elegance and style.

BELOW: KBDi BATHROOM DESIGNER OF THE YEAR 2013 - WA

Maggie Milligan (Town & Country Designs)

Maggie Milligan's clients approached her with a desire for a new bathroom space that reflected the elements of their older style federation home, but with an updated and brighter look. This Western Australian designer certainly achieved both, and created a classically styled bathroom that was pretty and practical. ■



The Kitchen and Bathroom Designers Institute is Australia's only specialist kitchen and bathroom designers' association. KBDi is committed to facilitating continual professional development for its members, and aims to gain greater respect for this specialised field through the encouragement of quality training, its highly esteemed annual awards programme and the application of recognised certification to designers who meet strict criteria.

To learn more about the Institute, visit www.kbdi.org.au.



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New Wycliffe trades centre bristling with new machinery

Trade school model for others

A spanking new trade complex and a collaborative alliance with Felder NSW have seen a state-of-the-art carpentry teaching facility up-and-running in NSW. The somewhat unlikely location for such a ground-breaking venture is the Wycliffe Christian School, situated at Warrimoo in the Blue Mountains west of Sydney.

There are probably few schools in Australia with a more idyllic setting. The independent, non-denominational Christian school caters for students from K-12 and has a student roll of around 600. While Wycliffe is acknowledged for its educational credentials, offering a wide array of subjects and balanced education curriculum, it has been the development of its technology and applied studies facility that has attracted attention and student numbers.

Civil engineering graduate and head teacher of the Technology and Creative Arts Department Rob Moor is the driving force behind a swanky trades centre bristling with new Felder-supplied machinery, including a panel saw, spindle moulder, planer, thicknesser, hand held edgebanders and a fully integrated dust extraction system.

The Wycliffe complex is part of a wider trades training cluster also involving St Pauls Grammar School, at Cranebrook and the Penrith Christian School. Between these three schools, Year 11 and 12 students are offered a wide range of trades tuition targeting competencies towards TAFE Certificate 3 qualifications. This means students can leapfrog into a trades apprenticeship.

Rob Moor says this capacity strengthens the school's ability to offer students a transitional arrangement from the classroom to the workplace. "Students can continue at school for four days learning a range of subjects, but with an emphasis on trade training related to Certificate 3 competencies, then work for a host employer on the fifth day – so it is a great arrangement all round."

Rob acknowledges that the development of the school's trade complex was fully funded from the Australian Government. "This funding was the catalyst for constructing and equipping our trades centre, and we are deeply appreciative of the support."

In relation to student interest in trades classes, Rob says the new centre has been influential. "Certainly the new trades centre, with its high tech design classroom, modern equipment and sophisticated teaching environment has been a great hit with students. Numbers wanting to do trade subjects jumped as soon as the centre opened."

"It is a blessing to have such a facility here at Wycliffe. It is an amazing asset for the school and we want to use it the best way we can for the benefit of students," says Rob.

He says the school was delighted to be able to work closely with the Felder team to identify appropriate machinery and supporting equipment, and to have it installed and fully operational.

"Felder have been a great fit for us. We did not go for top-of-the-range Felder models,

but for machinery that would meet our needs teaching manual setups and machining skills."

The Wycliffe trades centre is capable of teaching wood working and carpentry skills right up to Year 12. "Students are able to complete their HSC projects using our design and woodworking equipment," says Rob.

Felder's NSW managing director Stefan Kremer is particularly proud of the relationship built up with Wycliffe. "As a local resident myself, it is a good feeling to be associated with a school with such wide support and respect in the Blue Mountains community."

"Precision, reliability, ease of operation, operating safety and cost effectiveness were all key considerations in selecting the machinery now installed and operating in the school, and we are delighted to be part of this successful enterprise that is perhaps an example for other schools and training institutions."

Regarding their relationship with Felder NSW, Rob says the school has been really impressed with the Felder-supplied machinery and technical back up.

"They are beautiful machines to use – all the moving parts operate precisely. We know they will last us a long time. We are very happy with the Felder machines and with their service and I have no hesitation recommending them to others," Rob concludes."

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Rob Moor, head teacher, technology and creative arts - blessing to have such a facility here at Wycliffe.

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'Level playing field' remains top priority



THE FURNITURE Cabinet Joinery Alliance (FCJA) has achieved much since it was first established as the umbrella body to represent the collective and collaborative efforts of its founders, notably AWISA, FIAA, AWA, AFA, CMDA and ASOFIA.

Foremost of course was the development of a robust and comprehensive Strategic Industry Plan for the FCJ sector, which has detailed action plans for both the industry itself and for government. This has given the industry significant credibility with government (ministers, shadow ministers and relevant agencies) and enabled the FCJA to build a strong profile on behalf of the entire industry.

In particular, the FCJA has established a healthy dialogue with the then shadow industry minister prior to the September election, and this was clearly reflected in the coalition's Industry Policy Statement which was released at the end of August 2013. The Statement included clear reference to many of the issues the FCJA had raised, for example; the introduction of a Manufacturing Transition Grant Program; the implementation of strategic growth Action Agendas; and, levelling the playing field with amendments to the anti-dumping arrangements, most notably reversing the onus of proof on to the importer.

However, this was all prior to the election and much has changed since then. The former shadow minister

was not re-elected and the portfolio now has a different minister to what was expected. Moreover, as all new governments do, the coalition is now reviewing all arrangements and will be considering its options in the context of the available budget parameters.

The FCJA met with Industry Department officials at the end of October, and the officials highlighted the fact that anti-dumping matters have now been transferred to the Industry Department, and that they are in the process of review. Further, the minister and the department are considering what the industry policy priority issues should be so it is vitally important that the FCJ industry's concerns are placed at the forefront of these considerations.

Fortunately, the government (and the officials reiterated this at the recent meeting) regards the establishment of the FCJA and the leadership it has shown in developing the industry plan as very significant and the sign of a maturing, sophisticated industry. As such, we are better placed than most other industries in trying to influence the government's industry policy position before it is finalised.

However, if the FCJA's office bearers are to mount a compelling case, then it is imperative that they be armed with as much factual data as possible about the problems individual companies may be encountering with dumped import product, or imports that fail to comply with Australian regulations

The 'non-level' playing field...

If readers have examples of unfair trade that they have to compete against, the FCJA asks that they prepare a brief case study and forward it to FCJA via AWISA.

and standards, and thus undermine the local industry's competitiveness in this market.

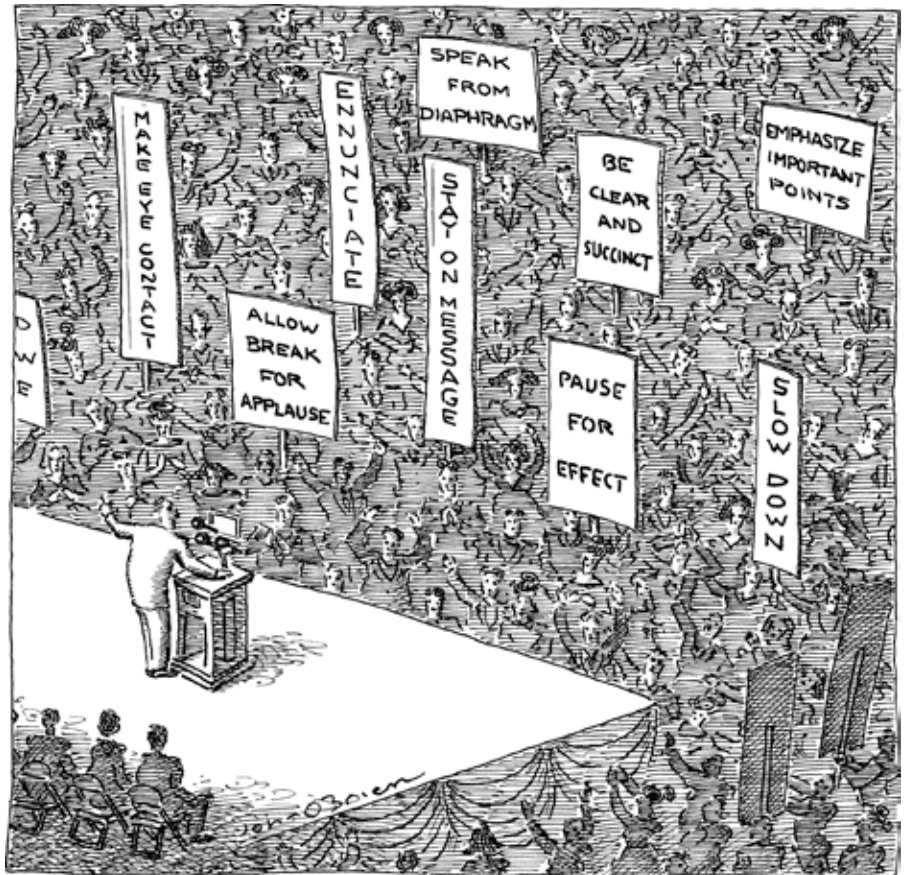
We urge all readers to give this their utmost consideration, and pass on all examples possible to AWISA so that we can then forward such case studies to the FCJA to use as evidence of the unfair trade that we need to compete with in Australia.

Email to info@awisa.com or mail to AWISA Ltd, PO Box 925, Avalon NSW 2107. ■

by Geoff Bills

Public speaking

Geoff Bills is an independent economist with long experience analysing and forecasting economic activity in Australia. Normally he writes for AWISA on matters economic. But in this issue he writes on another subject dear to his heart – public speaking.



John O'Brien / The New Yorker Collection

I HATE PUBLIC SPEAKERS: not just those who speak badly but often those, and especially those, who reputedly speak very well.

My feeling is well illustrated by a story about Essington Lewis, chief executive of BHP and organiser of Australia's munitions production during World War II.

Lewis was a practical engineer, a man of action and a great industrialist. Like Henry Ford, who thought all history was bunk, Lewis was a man of few words, with not much time for literature or history. While visiting London, he was taken by his London office manager, Keith Butler, to a lunchtime address by the silver-tongued Robert Menzies, then our Prime Minister. On the way back to the office, Butler was praising Menzies' skill as an orator: 'Wonderful speaker, wonderful speech!' 'Hmph!' said Lewis 'what did the bugger say?'

Content, I agree with Lewis, is what is all too often missing, even in speeches others judge to be excellent because they sound good!

But this view of mine is unfair: often those who do have a message lose it because the organisation and presentation of their material is so poor. So what makes a good speech? Some guidelines are needed, because at some time or other we all need to speak publicly: on social occasions, or in business to customers, employees, superiors and other groups.

In setting out my view on how to make a good speech, I will discuss three things:

- first, the mechanics of speechmaking: how to make sure you are heard
- second, the content of a speech: how to choose it, shape it and polish it so that your meaning is crystal clear, and
- third, style: the ingredient with the power to turn a merely competent speech into a memorable one.

Mechanics

The first and most important requirement of a public speaker is to be heard. To ensure that one is heard doesn't seem hard, but often is. Large rooms with poor acoustics present a challenge, microphones can be tricky to handle, audiences are often noisy and sometimes hostile. Some practical guidelines:

- face the audience
- wait for silence, however long it takes
- articulate, move the lips and open the mouth, don't mutter or mumble
- speak to and watch the people furthest away.

Always get to the venue early, in time to check the room and the equipment and to make sure you can operate it.

A second requirement is to look impressive. Pedantic teachers of public speaking will give you great lists of dos and don'ts on such matters as stance, gesture and movement. Most are fairly obvious. Don't, for instance:

- wander around
- look at your feet, a Powerpoint slide or other visual aid

- jangle keys in your pocket
- wave your hands about
- shuffle or drop notes
- read a speech.

Do, however:

- keep your eyes on the audience
- use appropriate gestures to reinforce what you are saying
- learn to think and speak on your feet without copious notes and preferably without any notes at all.

The best way, and probably the only way, to improve these mechanistic aspects of speaking is to practise. Joining a Rostrum Club, where you get not only a chance to practise but also some friendly feedback, is an excellent way of learning.

Content

To develop the content of your speech you need to do some research. Use several sources and include the most authoritative. And be selective: pick the most important evidence and use the most compelling arguments. It is often said that three points are the most telling in supporting any argument: one or two is not enough, more than three is confusing!

Having worked out what you want to say, you now need to structure the speech with a beginning, a middle and an end. If all else fails, it's not a bad idea to tell the audience what you are going to talk about, then deliver the speech, then sum up by telling them what you have told them.

Now draft the main outline of the speech and then add detail.

Next, edit the draft. Simplify the structure and improve the wording. Go for brevity and avoid long-windedness.

Now polish the speech. Add stories and examples: be concrete rather than abstract or theoretical. Paint word pictures and use analogies. Churchill's comment that maintaining good relations with the communists was like wooing a crocodile was a great word picture. 'You're not sure whether to tickle it under the chin or beat it over the head; and when it opens its mouth you're not sure whether it's trying to smile or to eat you!'

Finally, practise. Get the timing right and test the speech on a friend. Colleagues used to test important speeches on me. They reckoned if I could understand them, anyone could!

Style

Style means a way of expressing oneself, in language, manner or appearance. Or a good way of expressing oneself: 'the man has style'.

The style that many teachers of oratory affect is typically flowery, highly ornamented and to me a trifle precious. But if style means a way of expressing oneself, we all – unless we are to spend the rest of our lives in a cupboard – must have style. We can copy other people's styles, and where that is a powerful or appealing style there is clearly much to be said for that. In the end, however, one must develop one's own style. It can be developed by reading great speeches by others and by speaking a lot. So honesty is the best guide: be yourself.

The other fundamental guide to style is courtesy: pay your listeners the compliment of addressing them in a way that makes them feel comfortable. Pay attention to the needs of your audience and cater for them. Great political leaders are masters of this, which is why they inspire so many to follow them. ■

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Häfele – best grand design at Grand Design Live, Sydney 2013

The Sydney Exhibition Centre opened its doors from 18 – 20 October to a massive crowd of discerning home owners, interior designers and specifiers for Grand Designs Live 2013. Häfele stood tall and proud with one of the largest and most noticeable stands there.

Inspired by the wildly successful TV show, Häfele showcased their very own grand designs – innovative kitchen solutions that transform any space, big or small, with a strong focus on many new innovations being seen for the first time in Australia.

From the 'Climber' overhead cabinet door fitting, to the exquisite Convoy Premio, all were in awe of what Häfele displayed. Great feedback was received from many who visited the stand, including comments such as 'No other stand like it' and 'Wow, would you look at that' from special guests of the exhibition, such as television personalities Shayna Blaze and Peter Maddison.



The key feature product making its debut in Australia was the Kesseböhmer Climber. This unit is designed to impress as a gentle tap underneath the cabinet initiates the glass front panel to split into slats that glide upwards in sequence to form a block at the top. The unit can

be supplied in two cabinet widths (600mm or 900mm), with glass slats available in either white or black finishes.

Also featured was the newest member of the Kesseböhmer Convoy family – Convoy Premio. The original Kesseböhmer Convoy Centro does away with conventional frame structures; instead it uses a pioneering single-tube frame to position smooth floating trays that glide out effortlessly to reveal what's inside. Sharing the same intelligent features as the Convoy Centro unit, Convoy Lavido is ideal for all kinds of layouts – even behind sliding doors. March 2014 will see the arrival of Convoy Premio in Australia – the third and newest member of the Convoy Family, with a unique single action operation that takes the best of Centro and Lavido, and combines the two into one luxurious unit.

Alongside these new releases was the ever impressive range of Grass drawers, including the first sighting in Australia of both Vionaro and Nova Pro Night drawers. Not to mention the array of underbench Clever Storage solutions and waste management systems on display. For more information on the display, contact Häfele's nearest sales office.

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Australian companies benefit from Homag Treff

In yet another Australian Homag-sponsored European tour a small, high calibre Australian party joined with others from around the world to participate in to the Homag Treff, related factory visits and networking occasions.

According to Homag Australia's managing director Ross Campbell, taking valued clients to European trade events and other places of business interest fosters networking links between manufacturers and facilitates information exchange between clients and Homag's world leading technical and machinery innovation experts.

"The Australian contingent was able to join with customers and business partners and take advantage of the renowned Homag hospitality and view new products and the latest innovation trends."

Kitchen Innovations special projects manager Norm Warton was a member of the Homag touring party. He went thinking about perhaps acquiring an additional piece of machinery. "However, having had the opportunity to be part of such an informative visit we are now contemplating a much more significant machinery and processing systems upgrade."

Kitchen Innovations is a major Australian kitchen designer and manufacturer, producing quality kitchens predominantly for the Victorian market. Recognised as one of the country's fastest growing kitchen manufacturers, Kitchen Innovations has a reputation for design flair, innovation, quality assurance and value for money.

At ten to twelve kitchens a day, Kitchen Innovations is towards the high end of kitchen manufacturers in Australia. However, Norm was quick to point out that their operation was nothing like some of the high through-put, export-orientated factories the group saw in Europe.

He said that because of Kitchen Innovations production level, innovation and quality attributes, the company is a Homag 'shop'. "Currently we have a couple of CNC nesting routers, edgebanders, beam-saws and other plant all sourced from Homag over what has been a positive six year relationship."

"Homag have been a very good fit for us with quality service and technical support for the full range of their machinery and processes we operate."

"I must say having been privileged to be part of the Homag Treff tour and seeing the advances in new machinery and manufacturing systems we are working on a major plant upgrade in perhaps eighteen months time."

"And yes certainly - we enjoy our relationship with Homag. I found the Treff experience and related visits invaluable. The cooperation and knowledge transfer gained from factory visits was extraordinary. It has certainly influenced the company's

plans to improve our Australian manufacturing process that I believe will bring us real benefits in the market."

"Also - as others will no doubt confirm - the social and networking side of the tour among domestic competitors and European machinery experts was very enjoyable and educational - so well done Homag."

Also a member of the touring part was the ABP Group's managing director, Rob Kneebone. Queensland-based ABP Group has a 40 year track record of supply and manufacturing. It is well-known for its innovative, value-adding approach to the many building and manufactured products it supplies to the construction industry.

The ABP Group has acknowledged expertise in the dynamics of modern, commercial office accommodation needs - floor space layout and utilization, ergonomic efficiency and attractive environments for hospitality, medical and educational facilities.

Rob's participation in the Homag Treff tour was in part motivated by ABP Group's August 2013 acquisition of an existing commercial office furniture business. "We are planning to integrate this business into our other manufacturing activities."

Rob says the office furniture business operates Homag machinery so his membership of the touring party was in part to allow him to have a close look at development and technology with a view of planning an upgrade of manufacturing systems in their furniture manufacturing acquisition.

"I was impressed with Homag before the tour and certainly wasn't disappointed in Europe. The opportunity to see the latest machinery and manufacturing systems in action was outstanding and much appreciated. The Homag people are a great crew and the tour will certainly assist us to plan from the upgrade and integration of our now expanded commercial office support business."

Ross Campbell said he believes that the Australian touring party gained a lot of benefit from inspecting Homag Group facilities and the various manufacturers the party was able to visit. "Of particular interest was the extent of machinery innovation and manufacturing process automation."

Ross added that the Homag Australia operation likes to think that their European tours help reinforce the message that; "as well as us being part of their business, our customers are a critical part of ours. Buying a machine from us is just the beginning of the relationship."

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Homag, Holzma and Friz events attract visitors from around the world

International flags were hoisted in Schopfloch, Holzbronn and Weinsberg in September. Trade visitors united by their passion for wood flocked to see the latest innovations and ground-breaking technology of Homag, Holzma and Friz in action.

Of the visitors making the journey to the Black Forest, around 2,300 attended the Homag Treff and around 2,000 headed for Holzma – some from countries as far away as China, Russia, Australia, Nigeria, Italy, as well as Finland and Sweden. Visitors passing through the doors at Friz were able to find out about the highly specialized field of profile wrapping.

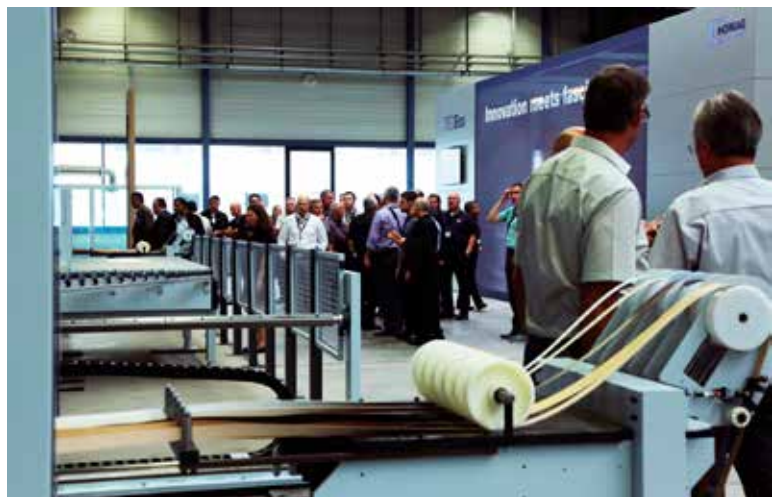
Over the four-day period, this influx of visitors placed the Homag Group under the global woodworking industry spotlight. The numerous purchase contracts negotiated at the show testifies to the high quality of visitors.

Special show highlights included a complete range of products surrounding the zero joint, from the hot air system AirTec to LaserTec, plus some of the innovations first unveiled at the Ligna exhibition in action. At the centre of interest was PowerTouch – the latest dimension in machine operation and control from the Homag Group.

The companies Homag, Holzma and Friz also impressed visitors with smart solutions for the production of furniture, windows, flooring, stairs and doors. Smart batch size solutions from the entry level to the high-end plant all received an enthusiastic reception as did flexible concepts for efficient series production and new concepts for cabinet shops.

A tour around the exhibition hall revealed the world market leader's affinity in Schopfloch with its natural environment inspired by the flora and fauna of the Black Forest. In terms of its approach to energy and resource efficiency, it takes a lead from the smart fox with the slogan *Save the energy, Save the environment* on its EcoPlus poster. Under the banner of EcoPlus, Homag has developed a whole series of measures designed to save its customers cash through energy and resource saving. Examples included a standby button at every machine which activates a slumber mode whenever the machine is not needed.

A humble ant is used to illustrate the slogan *Technology that pays off* – taking an example from this remarkable insect that can shift disproportionately huge weights. Homag's argument is that the right machine technology can address the changing and ever more demanding expectations of customers at relatively low cost.





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Hettich congratulates Queanbeyan showroom on national HIA award

OFM Direct won both Australian Kitchen of the Year and Australian Bathroom of the Year in the recent 2013 HIA awards, after winning the HIA regional ACT categories in 2012.

"We always knew OFM Direct was capable of creating absolutely stunning kitchen and bathroom environments – and winning the national HIA awards in both categories proves just that," says Hettich Australia and New Zealand managing director, Richard Abela.

The winning kitchen and bathroom are both part of a magnificent property in East O'Malley, where OFM Direct recently finished a complete home fit-out.

"We're very proud to have won this award. We were competing against everyone else in Australia including the multi-million dollar properties in Sydney – we are very pleased to have come out on top," says OFM Direct owner, Glen Webster.

The interiors on the East O'Malley property stood out to the judges because of the unique materials and unrelenting attention to detail. "The clients wanted a very high level of quality so no attention to detail was spared. There were some pretty interesting requests including joinery that needed to take the form of artwork in the wardrobe – it was an amazing project to work on," says Mr Webster.

OFM Direct worked with ArcherTec Interiors, Pacific Stone and Creative Building Services to complete the project. OFM Direct works with consumers and trade alike and does the bulk of its work in commercial property. The OFM Direct Showroom is at 42 Endurance Ave, Queanbeyan NSW 2620, phone 02 6297 0060, www.ofmdirect.com.

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Unparalleled excellence

EVEN AGAINST some very stiff competition this year's Supreme Award winner is pretty much in a class of its own. The new Auckland Art Gallery has been widely recognised since its completion as a truly world class facility. A key player in the construction process was this year's winner Auckland based Papakura Joinery Ltd with the manufacture of the already iconic kauri canopies and columns, an integral part of the new look gallery. Much has been written about this project (including an article in Joiners magazine back in December 2011) and it has received accolades worldwide including from the Royal Institute of British Architects and the Chicago Athenaeum Museum of Architecture and most recently nominated as a finalist in the Culture category of the prestigious World Architecture Festival Awards for 2013. Joiners magazine spoke with Jim Irvine who was the project manager at Papakura Joinery to explore the particular challenges at a people level that faced Papakura Joinery in carrying out this project.

The tendering process for this commission was undertaken in August 2008 with the final approval in November of that year. "Papakura Joinery got the nod to build twenty two full pods some 9.3 m by 4.8m weighing up to two tonnes each, six half pods and twenty three columns up to fifteen metres high," recalls Jim. "About 250 cubic metres or 66,000 lineal metres of so called 'bush' kauri was used. 'An iconic timber for an iconic building' Auckland Council said. This was the ultimate challenge. When you are asked to make something new and 'never seen before', near perfect planning and execution skills are required: it demanded a master level of timber joinery."



iconic

The Supreme Award in the New Zealand Master Joiners Awards 2013 was won by Papakura Joinery Ltd. This article first appeared in Joiners magazine in New Zealand and is reproduced here with the magazine's permission.



Judges comment :

“The winning entry of the Master Joiners Supreme award is a project that had to overcome huge planning and logistics. The end achievement has resulted in workmanship second to none, and of unparalleled excellence.”

The logistics involved were daunting. To complete what was estimated to be at least a two year construction process they were going to need more manpower, more skills and critically more space to build and store the componentry. To meet the demands of this project and allow Papakura Joinery to function normally, a whole new factory was commissioned on a leased site some five kilometres away. It had 8000 square feet for construction and another 4000 square feet for storage. All this was carried in preparation to commence actual construction which got the nod in May 2009.

“Papakura Joinery normally has about 25 employees but for this project over the two years we needed another 25 employees. This was a major financial commitment for the firm and furthermore, they couldn't be just any employees.

We needed builders, joiners, cabinetmakers, boat builders including specialists in wood bending, as well as labourers,” comments Jim. “Critical to this factory set up was one man in particular: Cameron Wintle. A joiner by trade, a National Skills winner and seventh at the Skills Olympics, his insights and skills during the construction phase were crucial.”

This construction process was unusual as well with the canopies having to be built upside down on four specially ►



The view from Albert Park, Auckland

► constructed tables each exactly 200mm less than the full shape. This was important to allow for a 150mm timber sub frame and laminated curved ply shape, the substrate to which the finished kauri would be fixed to. The kauri board negative details' accuracy could not be more than 0.1mm on an interlocking corner and all the fixings had to be concealed which was achieved using screws and glue. Interestingly, the specs called for a fire rated finish which was eventually found and supplied by Firepal Kidd. "Like the inside of a billionaire's yacht we too had to make mock ups of each fabricated section to send to the architects (fjmt + archimedia) for approval. Frugality was a key word here too as with a ½ pod using up half a kauri log in a mock up and some 250 cubic metres in total being used – up to ten years domestic supply – we had to be very careful."

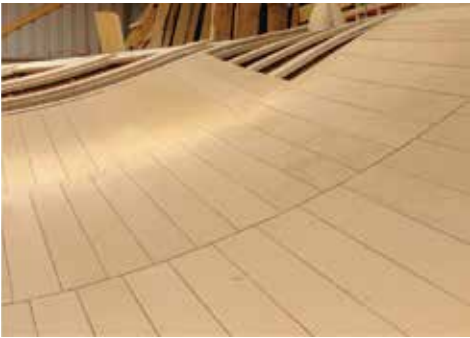
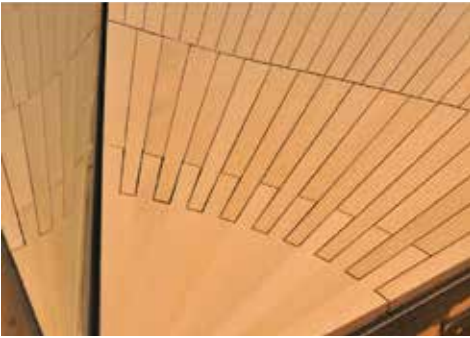
It was not an entirely smooth process and it was very demanding. Continuity of timber supply which came from Northland and the Coromandel area needed oversight as well as the constant grading and selection process for each canopy to ensure a unified look based on colour and grain. The necessary attention to detail was huge. Each board had to be considered individually, manufactured then adjusted on its base with surgical precision. To keep on schedule a double shift regime saw the factory operational for up to 18 hours a day. "Each of the canopies was constructed in eight pieces," comments Jim. "And these had to be stored in reverse order awaiting the call to deliver to the site where Wallace Construction took over with the installation process. This all sounds easy but it required significant administrative skills as well."

The kauri encased columns supporting the kauri canopies presented a range of new challenges for Papakura Joinery. These columns were some fifteen metres tall with a curved

trunk like appearance. Each column has a layer of 18mm thick kauri over a 20mm sub structure. These sections were separated by four vertical steel bars and negatively detailed for appearance sake. Each quarter has five pieces of kauri finely glued together to produce the rounded column attached to the substructure. In the middle was a water down pipe. "Meeting the specification was a real challenge for as the column rose so the diameter kept changing," points out Jim. Each of the 15 metre columns was made in three parts: two 5.5m sections and one 3.8m section.

"This project was as much about running a team of diversely talented people successfully as it was about the finished product. In my view one undoubtedly led to the other," says Jim. One comment that acknowledged the projects' complexity was from the principal contractor Hawkins Construction who described it as: "What has to be considered the most complex joinery project in recent times." A deserved winner of the ultimate accolade within the New Zealand joinery industry.

Note: Papakura Joinery Ltd also won the Best Specialty, Stairs, Bar/Counter Fitment Category as well as the Auckland Regional Award at the 2013 Master Joiner Awards. ■



From top: Temporary factory with canopy substructure assemblies. Substructure lamination clamping. Interlocking corners. Part of compound curve requiring steam bending.

Fifteen metre kauri encased columns support the impressive kauri canopy.



Guarantee of a great company

Cehisa might sound like a new name to some, with Altendorf Asia Pacific only recently representing Cehisa's range of edgebanders in 2013. The name in reality dates a long way back. In fact, the company was founded in Spain in 1956 and is dedicated to manufacturing machinery solely for wood processing purposes.

Over the years Cehisa quickly became one of the most prominent woodworking machinery manufacturers in Europe and is notably known for their line-up of edgebanding solutions. A global forerunner in this field, Cehisa's edgebanders, ranging from small, medium size machines, to full systems have been produced since 1968.

Cehisa machines are easy to use and are equipped with precise, reliable, robust hi-tech features with various machining speeds and finishing techniques. They're capable of working with a wide range of materials. The company's research and design team is constantly developing and applying their latest technological innovations in order to deliver the competitive edge. Always up for a challenge, the team often takes on some of the most demanding tasks and at times have even provided personalised solutions adapted to the individual needs of customers.

After achieving immense popularity at the 1975 Ligna industry exhibition with the presentation of a new concept edgebander, Cehisa entered the international market, including Australia. While the company has been operating around five continents and in more than 58 countries, it is not until recently that the company's class leading portfolio of edgebanders were represented in Australia by one of the oldest names in the industry – Altendorf. This signifies a new chapter for the company in terms of its presence in Australia. Businesses adopting the machines can expect the same quality of servicing and post-purchase support Altendorf panel saw owners enjoy.



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Queensland floods - rising from the waters

Few will forget the devastating floods of 2011 that resulted in such catastrophic damage throughout Queensland. Nearly 3 years on and the re-building continues for many individuals and companies.

In the 2011 winter issue of AWISA magazine, we reported on one company that was hit particularly hard by the floods and was very nearly forced to close its doors.

Rocklea based iCatchers Exhibitions and Displays lost all of its stock, most of its plant and equipment and, because they store exhibition stands and displays for their many clients, all of this product as well.

The original story told of how seriously they were affected and how their new Multicam CNC routing machine (at the time only days old) was totally submerged and thought to be a write-off. The story goes on to describe how the machine was factory restored by Multicam, re-commissioned and put in to production.

Mike McMullan, co-founder of iCatchers, recently took time to describe how iCatchers has recovered from the disaster and is now well on the way to a bright future.

"As you know Multicam was extremely helpful in getting our Multicam CNC router in to production after it was so badly damaged. This was fundamental to us because it allowed us to start replacing all the display stands we had in storage that were destroyed by the flood. It also enabled us to start producing new

products and begin seeking new contracts." said Mike

"I said at the time that the generosity and understanding of our suppliers was outstanding. The compassion and consideration of our situation shown to us by companies such as Multicam, National Bank, Amerind, Abet Laminati, HCMF Logistics, Town Services and many more not only allowed us time to get back on our feet, but also filled us with a sense of confidence about our future." added Mike.

Making the best of a bad situation, iCatchers took the opportunity to make some changes to their business and facilities. Mike says that "We now have our storage facility at a nearby location, which keeps finished items away from the production factory and, more importantly is in an area not affected by floods!"

"We have also moved the management, sales and marketing, and hire equipment to the new location, allowing an increase to the manufacturing space of over 35%, but more importantly, a better and much more manageable work flow area. The new storage and office facilities are a quantum leap from the previous set up and we have grown from a 1400m² to a 2900m² operation. This is, once again, down to the strength of the recovery of the business which is in no small way connected to the efficiency of the Multicam CNC router that has run faithfully and reliably from the day it was reinstalled and has barely

stopped. We only very recently pulled out the material loading indexing table which had been in storage since the floods, changed the oil, installed a new control panel circuit board, cleaned and checked the electrical connections, and fired it up and away it went and has run reliably since."

Mike goes on to add "The true value of all the generosity and kindness from our suppliers and service providers, and the faith they have shown in us, is not summed up by the measure of the amounts of money and time each were prepared to invest in us. It is the wealth of strength and encouragement it instilled in us, not to give in and close the doors."

"We are often asked how we managed to pull the business back from what was seemingly, total devastation and with the absence of assistance from our now former insurer. The same two answers are replied each time, firstly and frankly, we had no choice, but secondly and most importantly, we felt through the positive support of others, and the faith they had in us to pull through, that there was a better than even chance that we could do it. It gave us hope. So with that positive support and good will pushing us along, we managed to navigate, what seemingly appeared a hopeless situation, and made it through to the other side, where we now find ourselves moving to a new phase of recovery and allowing ourselves the luxury of putting the events of January 2011 well and

iCatchers building under water in 2011



The new iCatchers building



...not only back on our feet
but filled with a sense of confidence
about our future

truly behind us. It has been a learning curve of monumental proportions and something that I would not wish upon anyone, but, due to the generosity and faith of those few that backed our resolve, we stand to fight another day and continue to provide employment for 20 locals and the spin off employment of our national installation programs. Multicam, and the amazing reliability of its machinery, is directly involved in no small way as part of this recovery and we are so happy we chose a local manufacturer with a locally serviced product. It has been one of the best business decisions we have ever made. We could never have imagined the true spirit of the owner Kevin Gordon and his amazing generosity to back a business with two very grateful owners, that he had never met, and still reached out with a very significant helping hand."

iCatchers can be contacted through their website www.icatchers.com.au

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After the waters receded, the inside of the iCatchers building



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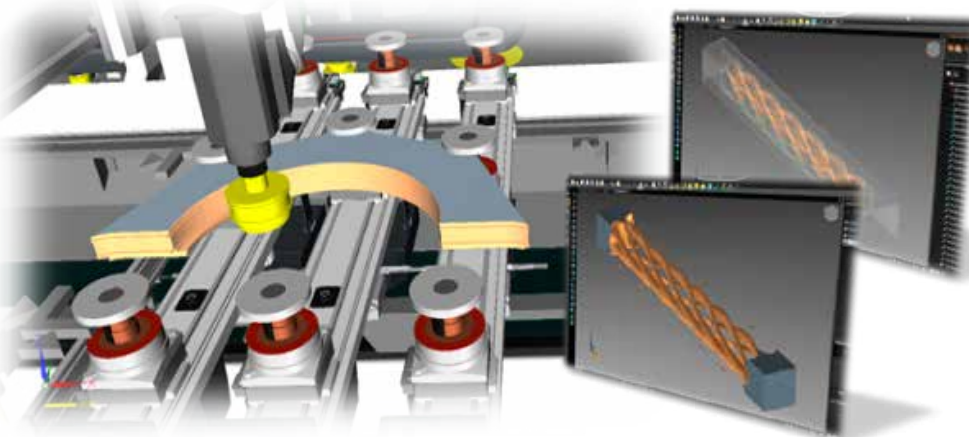
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 **BIESSE**

Form follows function: the new VacuMaster HHVM



Images: J. Schmalz GmbH

Schmalz presents the new generation of the VacuMaster HHVM. The vacuum lifting device is lighter and more economical than ever and increases efficiency when handling raw and coated wooden boards.

With the new vacuum lifting device VacuMaster HHVM from Schmalz, the slim form follows the function. Thanks to the lifting device's compact dimensions, the user can pick up wooden boards from narrow, upright storage racks, swivel them by 90 degrees as needed, and load them into either a horizontal or a vertical panel dividing saw. The compact design of the HHVM also offers ergonomic benefits and increases operating comfort.

Slim figure

The VacuMaster HHVM has an overall height of only 270mm in the swivelling position and weighs a maximum of 60kg. All of the functional elements are placed lengthwise on a robust aluminum beam. This beam also serves as a vacuum reservoir, which increases operational reliability and shortens pick-up times. The ergonomic operator handle is located on the front side of the device. This handle allows the user to control the

load and move it safely. The easy-to-move pivot bearing sits in the middle. The user can unlock the pneumatic latch bolt with the press of a finger and can then easily swivel the lifting device along with the board being transported to the left or to the right. The flat basic module at the end of the device contains the powerful ejector for vacuum generation. A pressure reduction valve continuously provides the correct input pressure. The user can get information about the system vacuum at any time from the gauge. In the case of an impending drop in vacuum, an electronic warning device alerts the user early on. The suction plates (four, six or eight suction plates, as needed) are arranged in an offset pattern and can be switched off individually or in pairs. This makes the device flexible enough to adjust to boards with various dimensions and cut pieces.

30 percent lower energy consumption

As compared to the previous model, Schmalz has reduced the HHVM's compressed air consumption by over 30 percent. These savings are the result of the use of a more efficient ejector. The standard air-saving control, a kind of start-stop function for the vacuum generator, saves even more energy.

The new vacuum lifting device VacuMaster HHVM from Schmalz features an attractive slim design and is particularly suited for removing wooden boards from upright storage containers.

Once a safe vacuum level has been reached, the ejector automatically shuts off and only turns back on in the case of an impending drop in pressure.

The VacuMaster HHVM is now available. Three load classes for 100, 150 and 200kg are available. The specified maximum load is achieved with a system vacuum of just 200mbar, allowing even porous particle boards and MDF sheets to be held securely. For commissioning, the device only needs to be installed on the chain hoist and connected to an existing compressed air supply.

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by Martin Lewis

SOAPBOX

“The Soapbox” – an opinion piece

THINK OF INSURANCE, think of banking, telecommunications, roadways, transport generally, health care, education – the list goes on.

All people working in the timber, cabinetmaking and joinery industries interface with service providers in these markets every day, and often the question arises – why are such essential services often delivered so poorly.

The theory of government providing services has always been about intervening in markets that do not function correctly. Imperfect markets are markets where consumers may not get fair value or full information, and invite government intervention through either regulations specifying codes of conduct, financial requirements, or service/product guarantees and warranties, or through the government becoming the supplier of those product or services.

Domestic building insurance

Think of domestic building insurance that has applied to cabinetmakers doing kitchen renovations in NSW, Victoria and Western Australia. In this case, because the market is so fragile, private insurers are unwilling or unable to provide the cover at affordable premiums, so the state governments have intervened and provided underwritten insurance which the private sector insurance companies then act as agents for.

In this particular case, the whole concept is a disaster - that is the real solution to an imperfect building industry is not to be found in this type of insurance product – the solution is probably to be found in improving licencing systems, quality management systems, financial requirements for builders (and cabinetmakers) and importantly in

For this season’s “The Soap Box”, I thought I would harass readers with the conundrum of when and where should government become involved in providing services and participating in service and product markets where the private sector might do better.

improving enforcement systems of the supervising government departments.

So this one is neither a tick for government to supply the insurance nor the private sector to provide the insurance.

Railways, motorways and parking infrastructure

Governments tell us that they cannot afford to fund the construction and maintenance of large motorways, particularly as our cities and their major roadways become more crowded and crippled. That’s probably a fair call – and if we accept the user-pays principle – tollways operated by the private sector are probably the most efficient way to raise the money to fund the huge development costs. And particularly so when the infrastructure is held by all-profit-for-members superannuation funds, such as First Super and CBUS, rather than merchant banks.

Airport car parks seem to be another thing however in practice. Many people who have parked at the airport terminals in the major cities around Australia will report back that they have the feeling that they have been

gouged. That’s probably a fair call. Again, the perception of feeling rorted after having paid ridiculous fees to park, would probably be much less if they were fully community-owned, again as such by an industry super fund, a local government council, or even a state or the federal government.

The construction of roadways is another thing altogether. My opinion is that it does not seem to matter whether road construction is undertaken by a private contractor or a government enterprise or department – the construction always seems to take far too long and entail far too much inconvenience. I am not aware or not if Scheduling 101 or Labour Management 101 is taught in Civil Engineering studies at university. How many people do you need to watch while an excavator does its work?

Would a cabinetmaking business be run this way?

We currently have a mix of involvement from government and the private sector in tollway or parking ownership and I am not quite sure which one works best – they both work, but it would seem to a level that does not generate effusive support from the public users of such infrastructure.

Where there does seem to be problems however might be on the Tullamarine motorway from the airport into Melbourne city. There is no direct rail station at the airport into the city, and yet the tollway is often choc-a-block from 7.30 am until mid-morning and then again in the afternoon. I would have thought there is a crying need for such infrastructure. Does someone know more about this?

Again, the jury is out on whether private sector or government ownership is best.



Education

We have private schools and we have government schools. We have TAFE colleges and we have private RTO's. We have universities and we also have competition from overseas universities.

I am an avid fan of competition in this sector – but it needs to be fair. Governments need to be tough about regulations relating to quality education and quality testing.

A tick for both.

Telecommunications

Does anyone have a good word to say about the telecommunication companies that provide us with static phone services, mobile phone services and the internet?

Personally, I cannot give you a good word. But was it any better when we had low technology only and provided through the PMG Department? I don't think so.

What I can tell you is my experience with the NBN company. What a poor joke. I have been trying for almost six months to get connected, ever since the optical fibre was laid in my street, and the junction box laid right in front of my letter box. No digging to be done –

just feed the cables through the access pipes that I had laid years earlier. Five visits, several no-shows, heaps of hi-viz wearing “workers” – but sadly still no completed action such as to give me service.

This then leads me to think that maybe this is a service best provided by the private sector – but it is not a clear win either way.

Health care

Our population is ageing and an increasing demand will be placed on our health care system. I think we need everything we can get – a strong public system underpinning and providing a safety net for all citizens, supplemented by a private system providing to those who can afford non-essential surgery/health care.

I am not convinced by the insurance provided by any of the health insurers in the market. I note that there are only a few mutuals left in the market – I think HCF is one. I suspect that this might be the better of two evils – an inefficient government provider and a private sector, profit-for-shareholders provider.

A tick for both

We used to have government-owned banks – the Commonwealth Bank, the state banks,

rural banks etc. Sadly they are no more and I suspect many older people would miss the certainty and familiarity that used to come with these banks.

The point is we are almost certainly about to enter a whole new ball game – where an increasing number of products and services that have been traditionally provided by the government sector, will now be vacated by government and opened up to the private sector. Medibank will be one of the first cabs off the rank.

But there will be others. Many others. Our ageing population will mean that the taxation base of the government is diminishing and this means that many services can no longer be funded by the government.

Get used to it.

What's your opinion? ■

The Soap Box has been written by Martin Lewis, former CEO of Furnishing Industry Association of Australia. The opinions expressed in this are just that - personal opinions and may not reflect the views of any persons or companies currently or formerly associated with Martin Lewis.

Convenient ordering with upgraded website



The relaunch of the Wilson & Bradley website at AWISA 2012 was just the beginning of an evolution in the way both the company and its customers do business on a daily basis. Always endeavouring to make work practises a more efficient process for its customers, Wilson & Bradley created the new site to give customers the option of when and where they want to do business, and at time that suits them.

The website allows the customer to place all their orders online when it is convenient for them, and has many benefits and features that assist the customer including full access to their sales history, account statements, pricing and order status. A standout feature among many Wilson & Bradley customers is the 'Favourites' section. This area allows the customer to create different lists with commonly ordered products which they can at any time add to their cart with just a click.

Another feature enjoyed by customers is the ability to order Blum Tandembox Intivo and Tandembox Antaro components as drawer kits. No longer does the customer have to sprawl through catalogues and books to find the components they need to order a complete drawer. Now it is as simple as searching for the required drawer adding the drawer to the cart and the website adds all the required components to the cart.

Log onto the Wilson & Bradley website to see what all the fuss is about, or alternatively contact a Wilson & Bradley representative for a demonstration of the website to take full advantage of everything the site has to offer.

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Laser edge banding and Leitz

Leitz has released the Duo-Multi-Profile scraper setting the standard for the new laser edge banding, creating colourfast and polished edges.

With furniture edge banding suppliers and machine manufacturers, Leitz has developed a solution to eliminate the annoying "frames effect" on high-gloss furniture components. Two years ago, Leitz commenced a project to find a solution which would eliminate the visual faults without additional machining steps. This machining solution had to be designed to integrate into the existing manufacturing sequence. With this as the key driver, a new processing concept was developed and implemented for mass production. The Leitz Duo-Multi-Profile scraper is key to the finished product quality. The process includes a new jointing concept combined with the new Leitz Duo-Multi-Profile scrapers and an optional polishing unit. The result is, 'one piece' look, colourfast high-gloss components without visible joints, ideal for high-gloss decors with high-gloss edges.

The jointing process has a decisive influence on the panel edge and consequently the quality of the finished furniture component. Three Leitz jointing cutters, mounted on self-centering adaptors for high concentricity and balance quality are used in the new jointing concept. In addition, the diamond tipped jointing cutters have optimised cutting geometry and a higher shear angle to meet the demanding machining and surface quality on difficult panel decors.

The work piece top and bottom edges each have vertically controlled jointing aggregates with individual machining of both edges to provide additional performance time by gradual axial adjustment of the jointing cutters. The result is a considerably higher total run time without tool changes. A third diamond router cutter with alternate shear angle running in the opposite rotation avoids tear-outs when the edge leaves the work piece and finishes the three-stage processing concept.

Before finishing the edge, the final step in the quality process is the Duo-Multi-Process scrapers. On plastic edges conventional scrapers tend to "line" and create a matt finish. The colour quality is affected, especially on dark PP, ABS and PMMA edges. The solution now is the new Leitz Duo-Multi-Profile scrapers. These generate a colourfast, smooth and shiny edge finish without "stress whitening" or cutter marks. The design of Duo-Multi-Profile scrapers is suitable for all conventional edge banding materials with the use of two scraper knives dividing the work and finish process across the two knives. The pre-cutting edge creates a defined edge protrusion and the finishing edge produces a constant thin chip giving a profile finish with minimum roughness. The special cutting edge micro geometry is designed for a high



Above: New Leitz Duo-Multi-Profile scraper for a colourfast, smooth and shiny edge finish – without "stress whitening" or cutter marks.

High-gloss panel without a visible joint and colourfast. (picture: Rehau)

High-gloss panel with colourfast, smooth and shiny edges and a Leitz Duo-Multi-Profile scraper. (picture: IMA)

cutting efficiency by the first scraper and the optimum finish quality by the second.

Polishing aggregates with special polishing discs and wax are used for the final polishing process. The polishing eliminates any remaining micro roughness of the sharp plastic edges to provide the required high gloss finish.

Integrating these new machining concepts into the established sequence on continuous machines achieves the production of high gloss furniture components to a quality and economy similar that of a painted finish. The new Leitz Duo-Multi-Profile scrapers combined with the new laser edge banding machines has revolutionised the edge banding industry.

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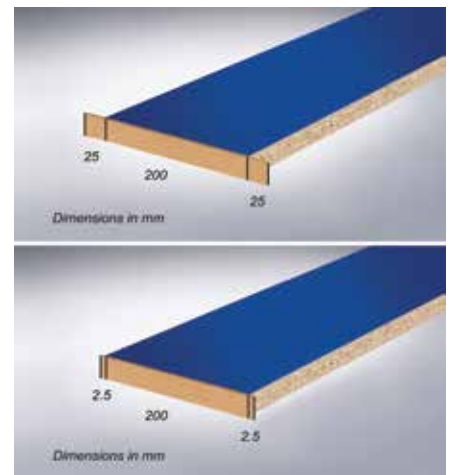
First-class features and a very attractive price

The Homag KAL310 edgebanding machine is a complete machine equipment package that leaves nothing to be desired. With the KAL310 the workpieces are prepared for processing using the separating agent. In the subsequent machining process, users benefit from the following advantages:

- 19" programmable touch screen, Power Control system PC22.
- Servo edge feed significantly reduces edge waste — rapidly enabling savings of up to \$8000 a year in edge material. The edges are fed to the front and rear edge of the panel with the smallest possible overhang at an accuracy of +/- 2–3 mm.
- Two coil magazine for quick changing of edge tapes.
- Pre-milling with 125-mm tooling diameters eliminates any possible damage to the laminated surface.
- The gluing station enables edge materials up to a maximum of 3 mm thick or wooden strips up to 20 mm thick to be processed.
- New design QA65 gluing unit with heating within the glue roller to ensure constant and precise glue temperature control and a significant reduction in glue threading.
- The hot melt glue unit is equipped with a rapid change system. This makes the change between different glue colors or

between hot-melt glue and PU quick and easy with just a few movements, taking a maximum of one minute.

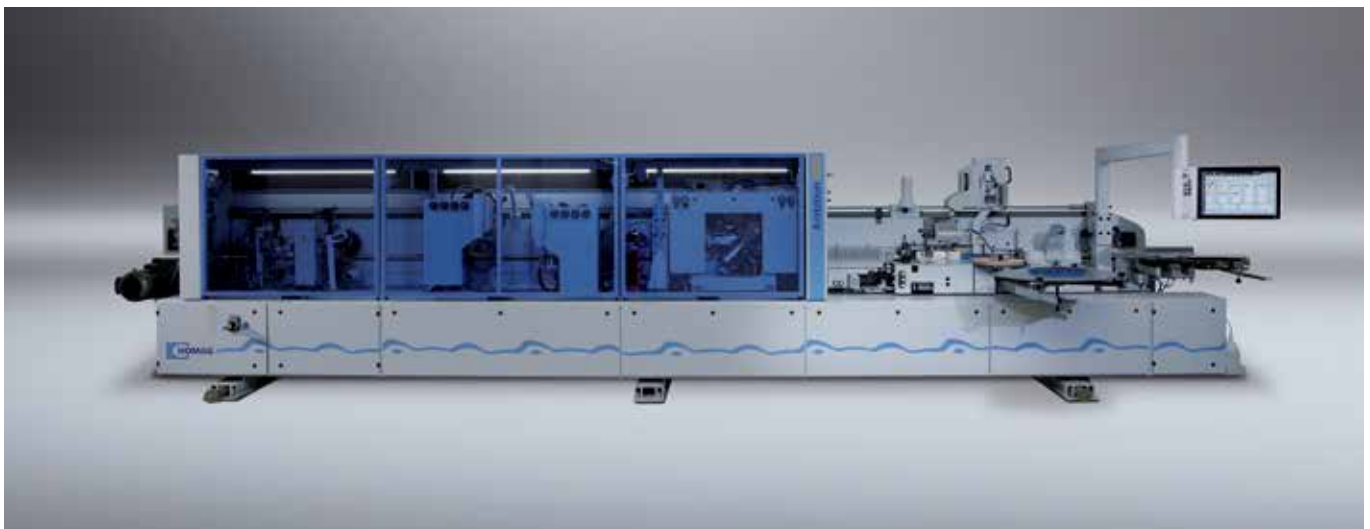
- The magazine height adjustment of +/- 5mm allows the operator to centrally process edge strips with the same edge overhang at the top and bottom.
- After cutting and pre-milling, the profile trimming unit provides all-round machining of the edge. With the included additional lubricant spray device, sensitive tapes with protective foils can be finished without damage to the foil.
- Processing with corner rounding at up to 25m/min.
- The workpieces are finished with two sets of built-in profile scrapers, to handle, for example, 1mm and 2mm edge tape
- The finishing unit with glue joint scrapers, cleaning agent spray device and buffing wheels complete the process to give a clean finished edge without need of operator intervention.
- For added security and the ability to process different glue colours or types, a second glue application unit is included.
- Future-proof machine - able to be retrofitted with Homag's patented laser edgebanding system, LaserTec.



The servo edge feed significantly reduces edge waste: the edges are fed to the front and rear edge of the panel with the smallest possible overhang at an accuracy of +/- 2–3 mm

With the Homag KAL 310, there are no compromises — and the production process is flexible and efficient. Manufacturers can glue edges, cut precisely and carry out post-processing — including rounding off the front sides only, for example. The finishing unit at the outfeed ensures smooth, clean edges. And all this is available at an unbeatable price.

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Picture courtesy of: HOMAG Holzbearbeitungssysteme GmbH



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INDUSTRY

Success with a system

by Richard Brooks

CEO Cabinet Makers and Designers Association Ltd

A market update



As we approach the end of 2013 and reflect on the numerous challenges of the past 12 to 18 months I have no doubt that there are not many in the industry who would like to see a repetition of the challenges that we have experienced.

In Victoria at an industry level many businesses have gone from considering closure to a state of over commitment and almost panic as they attempt to deal with over full order books post September. This is particularly the case in businesses that supply to the high end builder and renovation market – competition at the first home owner and economy level is still extremely tight with significant competition from overseas manufactured products.

At an association level the past 18 months have seen the formation of CMDA concluding with the recent appointment of additional staff resources to improve the services available to members and to allow additional time for senior staff to deal with more high level industry issues.

It was recently commented that the CMDA management spent a significant amount of time assisting members with the difficult areas of management in particular industrial relations, credit management, client relationships and in many cases just being there to provide support at a time of need.

The past few years have seen an increasing number of calls from members experiencing stress and consequent relationship difficulties as a result of their business activities. CMDA is currently reviewing the opportunities available to introduce members to support services at times of significant need and also the means by which members may be able to monitor their performance better to identify the early indicators of business stress.

A particular highlight for the CMDA has been the formation of the Furniture Cabinet and Joinery Alliance and the spirit

in which a number of industry organisations have come together to represent the industry at a peak level. CMDA in particular compliments the FIAA and AWISA for their efforts in establishing the organisation and the significant financial contribution made by AWISA towards the operation. CMDA recently confirmed its ongoing commitment to FCJA and is keen to work with allied associations to ensure the recognition of our industry.

The importance of design

The Spring issue of the AWISA Magazine included several articles on the topic of design and design trends in the kitchen and bathroom sector - if you have not read them have a look at the Spring issue. Successful businesses in our sector exhibit a strong commitment to design with many business owners now seeking to formalise their design experience with formal qualifications.

From a consumer's perspective a significant point of difference between a successful project and an unpleasant outcome is design or lack thereof. CMDA receives many calls from consumers who have experienced difficulties with a project and more often than not a common theme is lack of or poor design - a kitchen is far more than grabbing a series of templates and placing them on an outline of the space available.

A few thoughts on the topic of design that you may use in your discussion with clients:

- good design will enable you to get more out of your space
- there will be no gaps, fill in pieces and everything will fit
- we will give you suggestions that will delight you
- your kitchen will be to your design not like everyone else's
- our design will bring together balance and functionality to achieve a kitchen which reflects your personality and needs
- good design will give you a kitchen you will be proud of.

Australian Cabinetmaker of the Year Awards

CMDA will be conducting its annual awards program again in 2014 culminating with the presentation of awards in the Olympic Room of the prestigious Melbourne Cricket Ground on the evening of Friday the 9 May 2014.

The 2014 awards will include two significant changes to those of prior years with the addition of the "CMDA Designer of the Year Award" and the opportunity for non-member entries in the awards program.

Entry forms for the awards are available on the CMDA website at www.cmda.org.au with entries closing for the 2014 awards on 4 April 2014.

The Australian Cabinet Maker of the Year Award 2012-13 was won by this L.T.Nickson & Burke kitchen.





The CMA/CMDA has been conducting this awards program for over 15 years and it is most pleasing to hear of the benefits gained by those businesses that have been finalists or winners. The judging is undertaken by an independent panel of judges with no identification of the entrant being allowed. The addition of non-members in 2014 will broaden the competition and assures us of a very competitive program.

Review of AS 4386.1 & 2

The technical committee responsible for the review of the Australian Standard AS 4386.1 and 2 will be meeting for two days in November to progress the next stage of the review of what is currently known as the standard for manufacture and installation of kitchen units.

It is pleasing to note that the technical committee now has representation from a broad range of industry sectors with a common view that the standard needs to be refined to reflect current practices at the same time broadened to address the issue of cabinetry in the broader built environment.

It is anticipated that the standard will be available in the third quarter of 2014 at which time the CMDA will require its members to commit to the manufacture and installation of cabinetry in accordance with the standard.

As the standard is not called up in the National Construction Code or another regulator the standard purely provides recommended minimum standards that should be followed.

CMDA will be promoting compliance with the standard to the public and specifiers alike in an attempt to ensure that something approaching a level playing field exists within the market place.

Industry training

A recent meeting of the Victorian furnishing industry training advisory committee was provided with the results of a recent industry survey. It was most pleasing to see that almost 90% of the employers that responded had employed apprentices in the past five years, however, it was disconcerting to read comments regarding the lack of work readiness skills, poor literacy, numeracy and attitude of many candidates.

The FCJA has identified the issue of skills development as a significant area requiring attention within the industry including the need to look at a range of post-trade qualifications and professional development. If this is to be achieved it will be critical that employers within the industry make a commitment to the ongoing training of their staff which will be a significant challenge when 0% of those surveyed indicated that they had conducted any form of training apart from apprentices in the previous 5 years.

The committee and staff of CMDA wish you all "Seasons' Greetings," a pleasant break and trust that you will return to a busy and financially rewarding year in 2014.

CMDA
Phone 1300 767 738
info@cmda.org.au

Blum's new 2013/14 trade catalogue

Blum's new trade catalogue and technical manual is now available. The catalogue contains all the information that a cabinetmaker will require for selecting, ordering and assembling Blum fittings. It is an up-to-date and concise technical manual that supports the cabinetmaker in their everyday work.

This new catalogue presents a number of innovative new products from Blum, including the new Tandembox Antaro box system for drawers and pull-outs, and Movento runner system for wooden drawers; each with assembly devices and notes on assembly and adjustment.

Aside from the new content, the catalogue has a high level of user friendliness that enables easy navigation and clear overview thanks to a streamlined structure.

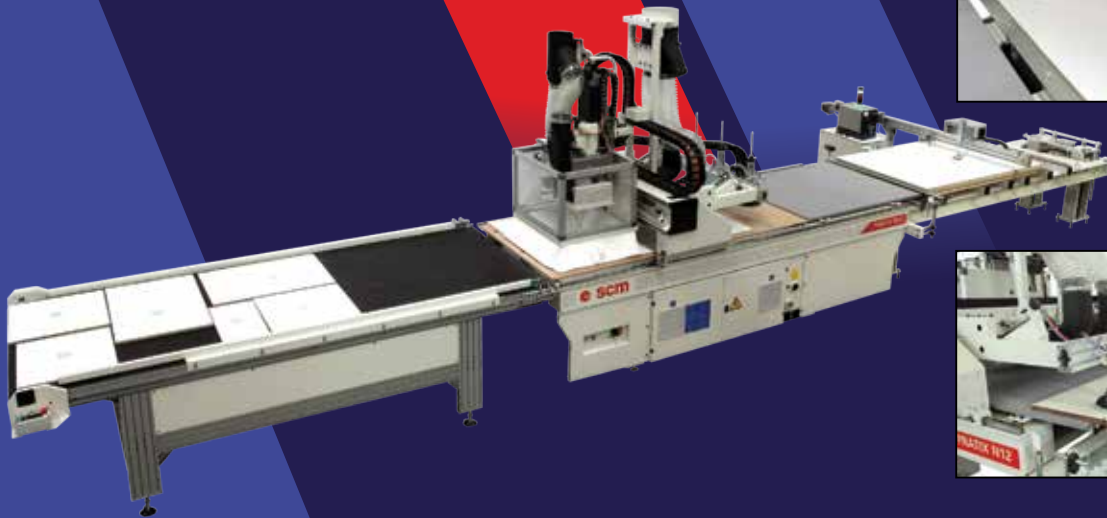
The new 2013/14 catalogue will give the user a clear overview of all Blum products and e-services including summaries of each product's benefits. It also contains all the accessories and assembly devices along with complete information on the assembly and adjustment of each product. Users should note that not all products listed in the new catalogue are available for the Australian market as it is a worldwide publication.

The new catalogue comes with a trial version of the planning and ordering software Dynalog, which contains the entire Blum product range in electronic form and can be used for 60 days free of charge. The catalogue is also available on the Blum website in an e-reader format or for downloading.

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Designed to make life easier and improve productivity, EQ is written by industry experts whose KBB industry experience ensures the software is easy to use with one system covering all aspects of a business. EQ knows that accurate data is the key to profitability, so EQ has a 14 strong team of data processors efficiently managing the largest library of KBB catalogues. EQ's flexible training solutions are designed to suit customers' development needs at all levels. All trainers are experts in their field and have been specially selected because of their hands-on practical experience.

EQ's customers have requested a straightforward payment method so EQ has launched its new Partner Program Scheme, making it easier to take advantage of EQ's value added solutions, no matter what the size of the user's company or budget. With zero outlay, it allows a company to use its capital to plough back into the business.

Long term partnerships with EQ are based on helping companies exploit their future potential. In the short term the software will help save money and improve productivity, but future potential can be maximized by working with EQ on eCommerce solutions. With over 80% of consumers researching products and services online, now is the time to expand businesses online to increase showroom visits and to enhance a company's image.

As the only web development company specifically servicing the KBB industry, EQ offers a complete service from initial design through to hosting and implementation. Selling online is made easy with EQ developed sites – they are easy to use and update products in minutes importing customers and orders directly into the EQ software. 2D planners can be included to increase sales leads.

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FIAA finally wins the battle for commonsense – home warranty insurance to be removed for FIAA cabinetmakers in NSW

HAS THIS ONE BEEN A LONG TIME COMING!

On 27 September 2013 Minister Anthony Roberts, Minister for Fair Trading, announced major reforms to the Home Building Act 1989, the majority of which will be passed as legislation through the NSW Parliament during the first half of 2014.

Included in this will be an exemption for built-in furniture and cabinetry (including kitchen cabinetry) from home warranty insurance where that work is done as a stand-alone contract.

Let's be straight up about this – this is one of the greatest achievements in the cabinetmaking industry for several decades, anywhere in Australia.

And there are only two parties responsible for this huge win for cabinetmakers – the first is FIAA, for building the carefully crafted argument which was the basis for the case despite indifference and downright opposition from other industry bodies and some bureaucrats. The other party to thank is of course the O'Farrell Liberal government, and in particular the Minister for Fair Trading, the Hon. Anthony Roberts and his hard-working staff.

Some history

We have had Home Warranty Insurance in NSW for many years – and it has always been a dog's breakfast. It also exists in most of the other States, and our information is that it does not make sense for cabinetmakers there either.

In the early days, when a cabinetmaker undertook a replacement kitchen project, the cabinetmaker was required to acquire home warranty insurance from the Building Services Corporation, an arm of the NSW government. In those days, the fee was only around \$90 per contract, and there was virtually no competition from imported product and none from hardware houses such as Bunnings and Masters. In short it was an evil that could be lived with.

In later years, 1997 to be exact, insurance arrangements were outsourced to the private sector, and from this point, any semblance of a fair go for cabinetmakers quickly went AWOL. At one stage, insurance premiums reached as high as \$900 per contract, representing a major component of the cost of the kitchen. From a trade perspective rather than an insurer perspective, it seemed as though the industry was being rorted by a mandatory insurance regime that provided essentially no justifiable insurance benefit. This

perspective was given authority during the course of one of our Royal Commissions into the Building Industry between 2001 and 2003 when it was revealed that one industry association operating an insurance brokerage could be earning as much as \$7,000,000 each year in insurance income/fees.

From 1991 until my retirement from full-time work in July 2013, I was not aware of a single claim for insurance against any kitchen cabinetmaker, notwithstanding that I had seen quite a number forced to close their doors due to lack of profitability. This belief was also supported by a former well-known insurance operator in NSW and Victoria, who confirmed that when it was run through the private sector, they had never received a claim against a kitchen cabinetmaker!

In 2004, together with the NSW Master Builders Association, FIAA organised a massive protest and rally outside NSW Parliament House in Macquarie St Sydney. The Premier at the time, Bob Carr, would not even grace the huge crowd outside with his presence, but the then Leader of the Opposition, The Hon. John Brogden, met with us and gave a number of undertakings. Sadly, he was not able to follow through on these owing to his somewhat unexpected departure from Parliament only a short time later.

From July 2010, the NSW government again became the insurer, with NSW Treasury's Self Insurance Corporation managing the scheme and using QBE and Calliden as insurance agents. FIAA then ramped up the pressure on the Self Insurance Corporation and its officers, demanding that they produced the evidence to justify the continued inclusion of cabinetmaking in the home warranty insurance pool.

The Self Insurance Corporation (SIC) was of course able to produce nothing – not a single shred of evidence of any claim – ever – against a kitchen cabinetmaker. Moreover, the conclusion that FIAA drew was that our industry was being included in non-related industry pools (in particular patio-builders) for the purposes of making the waters deliberately muddy. "Our" insurance pool had had numerous claims – but they appeared to be all in relation to patio builders. Our suspicions were also confirmed during a testy meeting with SIC management, who acknowledged that they did not want to lose cabinetmakers from the insurance pool – because they were platinum customers – paying plenty of premium but making zero claims!



FIAA was also able to build a strong argument which demonstrated that the imposition of the insurance actually increased the risk of failure and decreased the value proposition for the consumers – all based on evidence.

It is also important to note that no such exemption will be available to bathroom renovations. There is precious little in common, from a consumer / supplier / installer risk point of view, between a kitchen cabinetmaker and a bathroom renovator. No amount of protest about the comity between kitchen renovations and bathroom renovations will change this – the risk profiles are like chalk and cheese.

The election of the O'Farrell Liberal team of the government of NSW in March 2011 was a long time coming after years of shoddy treatment for the cabinetmaking industry employers and employees by the previous Labor governments. FIAA went to work straight way, and to their credit, the O'Farrell team also went to work straight away. The result is progress and fairness.

Getting the cabinetmakers exemption from home warranty insurance in NSW

The exemption is not yet law – it will become law during the first half of 2014 – provided that the NSW government is not overwhelmed by self-serving submissions from those who would like to see cabinetmakers continue to pay rip-off premiums for defective non-insurance.

FIAA has a strong suspicion as to the identities of those entities that may like to see cabinetmakers keep paying the insurance. Sadly we cannot publish the names of those corporations, bureaucracies, and industry associations as it is only conjecture and may lead to further legal costs.

Our advice is however that you need to trust FIAA to represent your cabinetmaking businesses if you are based in NSW.

FIAA will be making continuous contact with the NSW Parliament to ensure this exemption is passed through the Parliament during 2014.

If you want the exemption, then I suggest that you make contact with FIAA's general manager Dean Brakell, directly to him at 02 4340 2000 or email dbrakell@fiaa.com.au.

FIAA is looking for committed businesses to build its list of decent companies, partnerships and sole traders that want to end this rort that has a tag called insurance.

Keeping home warranty insurance for cabinetmakers in NSW

If you want to keep paying the premiums that this insurance (sic) product charges, then do nothing.

For if you do nothing, then you will surely get what you deserve – with interest.

Are you based in a state other than NSW?

Insurance like NSW's Home Warranty is paid in a number of other States, most notably Victoria and Queensland.

If you are a cabinetmaker, and you have to pay this insurance, and you don't want to any more, then you should also contact Dean Brakell, general manager at FIAA (Furnishing Industry Association of Australia) at dbrakell@fiaa.com.au as soon as you are able.

The continuation of mandatory insurance against small business whilst big business such as the big ticket hardware store maintain exemptions, just does not seem fair. It's also not fair if you pay premiums when your class of building work has no claims history.

FIAA will investigate building a case in the other states, if there is sufficient interest. We may also be able to do this in conjunction with your existing industry association, providing of course that they are not tied to a remuneration model connected with the compulsory insurance. ■

This article has been written on behalf of FIAA for readers of AWISA – The Magazine by former FIAA CEO Martin Lewis.

Essential business solution

Founded out of a need to find a solution for a cabinetmaker who believed there must be a better way to assist them to draw designs, produce quotes and a create a cutting list, Planit has been providing solutions to its customers for over 25 years. It has grown to a company of over 20 personnel around Australia and New Zealand to service the needs of its customers and being recognised for its high-end software solutions.

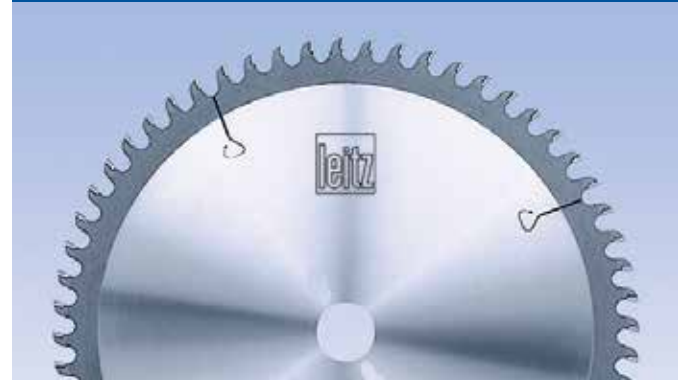
In today's competitive market place, Planit is listening to the needs of the industry to adapt its product offering to meet the requirements of today's market, with increasing pressure to provide software solutions that everyone can afford. With the introduction of a new product level in its flagship product range, Cabinet Vision, a solution is now within reach of the wider cabinetmaking industry.

Solid Essential, with Screen to Machine Essential, is a tailored product to suit the needs and requirements of kitchen and cabinet manufacturers. It provides the ability to create quality presentation drawings for clients, detailed drawings for factory staff to work off, material usage reports for ordering and the list goes on. More importantly, the ability to optimise and generate NC code for virtually any CNC in the market place provides peace of mind for any business owner wanting to invest in their future to ensure they can grow with a software product as their requirements change and develop in an ever changing market.

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sliding table, massive 9.5hp motor and a blade capacity of up to 400mm – the new SCM SI400Nova is perfect for both solid timber joinery as well as cabinetmaking.

So what advantages does a manufacturer get from SCM's reputation? Well, they have just announced that this machine features an amazing 10 year warranty on the sliding table system – giving the user peace of mind well into the future.



The first SI400Nova shipment sold out in weeks, new stock has just arrived – so manufacturers that want a high quality, reliable panel saw should get in quick. Specifications and videos are available at the Gabbett Machinery website.



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Biesse adds a solid solution to its software range

Launched at Ligna 2013 to the European market, BSolid, the newest addition to the Biesse software range is now available to the Australian market for use with 5 axis pod and rail machines.

BSolid is a 3D 5 axis interpolation control software which simplifies the management of numerically controlled machines with a modern and intuitive approach. It can be used to design, simulate and conceptualise 3 dimensional project parts while utilising sophisticated features. BSolid takes a design from a concept to a virtual test run and then through to reality with a few simple clicks. BSolid is an innovative solution that has been solely developed by the Biesse Group software department over the last several years in their headquarters in Pesaro, Italy. For a long time Biesse has been known for its innovation in technology and this new software is no exception. BSolid utilises the research and development experience of the Biesse and

Intermac software department by combining various exciting applications that have never before been available all within the same package.

The Biesse Group launched BSolid at Ligna 2013 in May as the major attraction, and during the Biesselinside event in October at the Pesaro factory the software made a big impact through training seminars, customer testimonials, live on-screen demonstrations and on-machine demonstrations. Visitor interest was high and Biesse staff labeled both events a huge success with the software performing to a high standard.

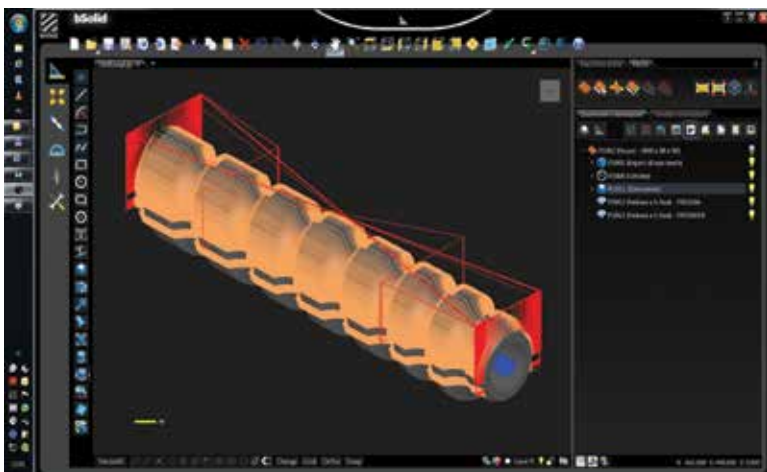
“While BSolid has intuitive and advanced 3D drawing tools, the software also works very well with common 3D CAD files such as DXF, VRLM and STL. This means designing can also be done in a third party drawing software program that the designers are confident with. Importing and sending your designs to the machine is really easy and it provides greater flexibility in working and designing methods,” says Bart Carr, Biesse Australia’s software specialist.

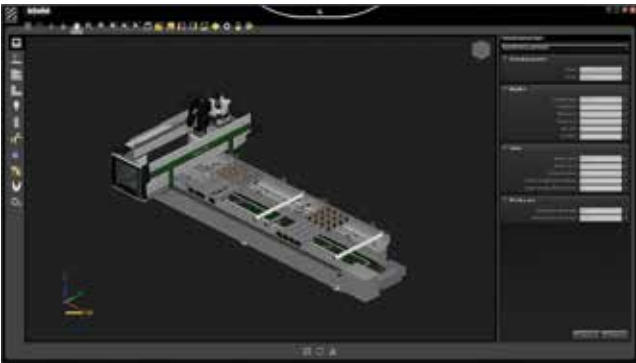
Bart has been working closely with the software developers to communicate the needs of the Australian market and he recently visited the factory for some intense training on the installation and operation of the software. “I’m excited about the direction of BSolid. It’s been in the making for many years and encompasses a range of features that are in demand from customers wanting to keep up with the market and advances in technology.”

Perhaps one of the most impressive features of BSolid is its ability to virtually ‘test run’ a job with a 3D on-screen simulation of the job in real time. This sophisticated element allows for monitoring of the job and minimises the impact of programming errors by predicting any issues and allowing interception prior to job being run on real materials with real tools.

“The BSolid unparalleled collision detection technology can save the operator a lot of trouble. If there’s a tool out of place, or something’s in the way of the tool path, it’ll show up in the virtual simulation with a collision warning. The error can then be rectified and a machine crash has been avoided,” says Bart.

This virtual machining simulation allows the operator to verify data, prevent tooling issues, minimise human error in programming and to check, manipulate and modify the project before transferring it to the machine and using real materials. Obviously this can mean big savings on time and wastage. This is all made more accurate via detailed 3D modeling of the machine, the individual tools and various machining components.





Another characteristic of BSolid that is turning heads is the automatic tool selection. "The operator can customise settings in the software based on the range of tools that they use, then they just enter the design and the software makes the tool selection for them every time, eliminating multiple steps in the production process," Bart explains.

Biesse's BSolid software is available now in Australia and New Zealand with Biesse 5 axis pod and rail machines with some machines already scheduled for installation.

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Blum launches Tip-on for Aventos HK-S

Blum Australia now offers a handle-less design solution for the popular Aventos HK-S stay lift with the introduction of Tip-on for Aventos HK-S.

Handle-less fronts are playing an ever-increasing role in modern furniture design. Designs incorporating Aventos HK-S are now possible with a Tip-on solution for Aventos HK-S. With Tip-on, fronts easily open with a gentle push.

Aventos HK-S is the perfect choice for wall cabinets of small height (up to 400mm) in high cabinet applications such as over the pantry or refrigerator. The compact design and neat and tidy fitting dimensions allow Aventos HK-S to be perfectly integrated into small pieces of furniture, making the best possible use of the storage space.

Tip-on for Aventos HK-S is a Tip-on specific lift mechanism which is then combined with Tip-on for doors. It should be noted that Tip-on is not compatible with Blumotion.

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Got 300mm to spare? The Hideaway single 40L bin will fit

Need a large bin for a small space? The latest from Hideaway Bins: a compact 40 litre bucket, designed to save cupboard space while providing a family-sized innovative, hidden waste solution. This latest storage solution will fit behind a 300mm door front.

This bin is the newest addition to the Hideaway Compact range, where the top mount panel acts as a cover for the bucket. The high quality steel framework is top mountable and includes additional side mount supports for rigidity. Available as either a door pull or handle pull.

The buckets are made from a food grade polypropylene and include air venting in the bucket to maximise rubbish bag volume.

Vents – Four U-shaped air vents allow trapped air to escape through the lip of the bucket, as the bag is pushed into the bucket cavity.

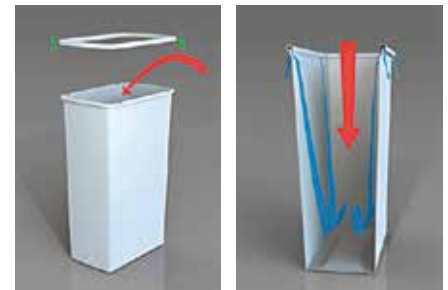
Vent design – This unique, patented design will eliminate the frustration of trapped air restricting the liner, maximising bag volume.

Liner holder – Holds the bag in place without covering the vents, so trapped air can escape as the bag is filled.

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Established close on 30 years ago, Germax Interiors has prided itself on providing high quality joinery to the 4-5 star hotel market. Innovative solutions and excellence in customer service have seen it emerge as a market leader in the luxury hotels and corporate refurbishing sectors. Over the years the company has continually updated its production methods to meet the demands of its customers and has always sought to implement the best practices possible.

"We installed our first customised Woodtron 3618PR CNC router, some 3 years ago which enabled us to grow and meet the ongoing tough demands expected in the hotel industry. The Woodtron has gone beyond our expectations and has been a real workhorse for our business," say Urs Muller, director of

Germax Interiors. "The service and support from the team at Woodtron has been exceptional which made it even easier for us when we ordered our second Woodtron CNC."

"Our new Woodtron Advance Auto 3618 CNC nesting cell is a heavy duty, reliable machine, capable of working with sheet sizes up to 3600mm x 1800mm. With 'Smart One Sweep' automatic board loading and unloading as one of its main features, it reduces loading /unloading times. With pricing pressures an ever growing issue with manufacturing in Australia today, the Woodtron Advance Auto allows us to help reduce the cost to produce our products, but most of all we have been more than impressed with the engineering qualities of

the Woodtron, as this will give us the edge in finish quality of our products. As Woodtron only manufacture CNC routers, their team give us excellent support and service just as we do for our clients."

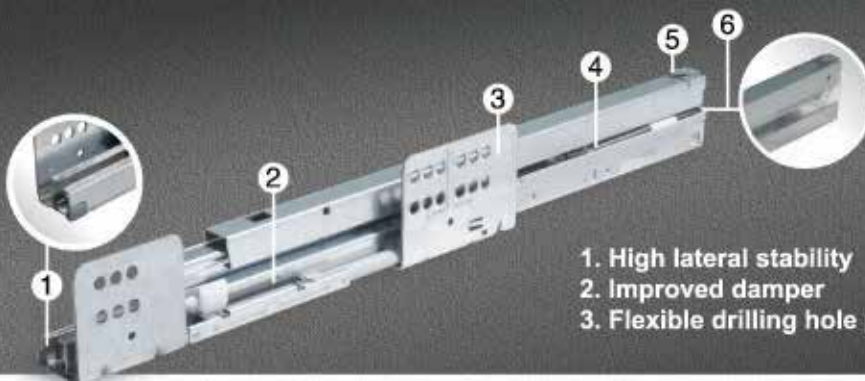
The new Woodtron will enable Germax Interiors to meet the ever-increasing demands of its customers. The machine is capable of nesting all the various material requirements and has allowed for future growth in production volumes, while still giving Germax Interiors all the flexibility a detail joinery workshop requires.

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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, and other wood, timber and panel processing industries. Architects and interior designers also attend.

The next AWISA exhibition will take place in Brisbane from 6-9 August 2014 at the Brisbane Convention & Exhibition Centre. For more information visit www.awisa.com or phone Geoff Holland on 0412 361 580.

AWISA The Magazine



AWISA's 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.

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