

# High-quality finishes throughout

A constantly greater volume of work and the ever increasing demand for better finishes has recently led two Sydney-based companies to invest in edgebanding machines.

Looking back on 15 years company history, Scarelli Joinery has grown to become a well-established business in Sydney. Starting just by himself in his backyard, business founder and director Michael Scarfo now employs 25 staff and has orders booked until June next year. With the increase in workload and to remain competitive, Mr Scarfo saw the need for a new edgebander. Knowing the market and based on previous experiences, the entrepreneur decided to purchase a Brandt Ambition 1440FC – a familiar name in the world when it comes to edgebanding.

Top: Michael Scarfo from Scarelli Joinery recently purchased a Brandt Ambition 1440FC edgebander and doesn't look back: "The Brandt is the best machine in regards to price and performance."

An example of Scarelli's commercial projects: the reception area of QBE in Parramatta, NSW.

## German made state-of-art edgebanders

With an annual production of 2,000 edgebanding machines, German-made Brandt is not only the edgebanding specialist

in the Homag Group but also a world leader in its market segment. With over 50 years of engineering experience, Brandt ensures a state-of-art quality and a superb price-performance ratio. "Those machines are made to work," Mr Scarfo says, and points out some problems that he had in the past with equivalent competitor machines. "The Brandt is the best machine in regards to price and performance," Mr Scarfo admits. "I'd rather spend a few more dollars at the beginning and save in the long run."

Scarelli Joinery, based in the western Sydney suburb of Bankstown, creates work to the highest standard, providing professional and honest on-time service and reliable products. From "anything what the industry offers" to custom-built products, Scarelli prides itself to be very versatile. "If there is no demand for kitchens, then we make bathrooms instead," Mr Scarfo says. Predominantly, dealing with builders, the company's commercial and residential projects range from 10,000 dollars up to 3 million dollars. Regardless the size of the job, all work is treated equally and is finished to 100 per cent, Mr Scarfo emphasises.

Every business owner knows that the edgebanding capability forms a cornerstone for every cabinetmaking or joinery company to remain competitive. Consequently, getting the right equipment can make a remarkable difference to performance and profit. In order to compete and survive these days, Mr Scarfo sees a very simple return on investment: "The better the machines, the better your products."

## Purpose-built to meet market requirements

The Brandt Ambition is equipped with a precision gluing unit, a tiltable end trim saw and multifunctional top/bottom trimming unit as well as a contour trimming unit and a corner rounding unit. The joint trimming unit is used to remove laminate chipping, chatter marks from machining and swelling material. Brandt also ensures a perfect finish by radius scrapper and a buffing unit. By having an automatic edge infeed device, the edge can be changed without opening the hood – an important feature which is highly appreciated by Michael Scarfo.

"All our Brandt edgebanders sold in Australia are purpose-built to specifications our market requires," states Homag Australia's technical sales executive Alex Muscat. Depending on individual needs, the Brandt Ambition is available in different sizes from entry-level to industrial trade and therefore, offers the right solution for every requirement. With a feed speed of 14 m/min and an edge thickness of 0.4 to 8 mm, the Brandt Ambition 1400 series, in particular, works a lot faster and requires no further cleaning of the edges – a result which is made possible by pre-milling.



### Pre-milling saves time and further cleaning

Mr Scarfo was not looking into the pre-milling feature but when Alex from Homag introduced it to him, he started to like it – and has never looked back. “Many joineries deal with inconsistent materials and variable board thicknesses and shapes that require special attention on the edge strip,” says Alex Muscat. By using pre-milling, the issues can be reduced by re-trimming the edge immediately prior to the edge tape being applied. If the pre-milling unit is not needed, it can be easily turned off.

When comparing the size of the machine, the Brandt edgebander won over its competitors, Mr Scarfo admits in consideration to his workshop size of 1200 square metres. He was looking for a machine that fits perfectly in the back corner. “It is a nice compact machine that takes up little space,” the 44-year old business owner says. Even though he does not operate the machines on a regular basis, he still knows how they work. Michael Scarfo, cabinetmaker, joiner and carpenter by trade, wants to keep up to date with the new technology.

### Regular maintenance to maximise machine availability

When he started to grow his business back in 2003, his first major purchased machine was a Holzma beam saw from the Homag Group – and it’s still running after 12 years. Mr Scarfo does look after his machines by cleaning them on a daily basis and getting an annual service check by Homag. He compares the importance of regular maintenance of a machine with a car: “If you don’t service it, it will likely break down one day.” In order to maximise machine reliability and an early detection of wear-related interruptions, regular service checks are highly recommended. Homag Australia offers a routine maintenance program which includes scheduled visits to maintain the machine, telephone support service and special rates on spare parts and operator trainings. And it all pays off at the end of the day.

Having had an older Brandt model for several years, Sydney-based Austracraft Shopfitters also know about regular machine maintenance to keep them in good working order. Never having problems in the past, Austracraft founder and owner George Tchaprastian was looking to complement their existing Brandt edgebander, and therefore, was already familiar with the benefits of the German machine supplier. “We always used Homag edgebanders, and we always will,” Mr Tchaprastian says. “They are reliable machines. Why would you change?” With the new Brandt Ambition 1650FC work can be completed much quicker, and it all goes in line with Mr Tchaprastian’s philosophy: “Achieving maximum results with minimum labour”.



### Passion for highest customer satisfaction

Austracraft Shopfitters, located in the western Sydney suburb of Silverwater, is a small family-run business – consisting of company founder and director George Tchaprastian and son Raffy who is responsible for project management, and additionally two more tradesmen. With more than 23 years of experience, the company has established a reputation for quality craftsmanship and service, and specialises in shopfitting and office fit outs as well as project management, commercial and residential detailed joinery, exhibition and displays and construction.

When George started the business in 1983 in Marrickville, he realised a dream of owning a company. Now 31 years later, he still puts his heart and soul into to achieve total client satisfaction. “If we want to finish a job in 4 weeks, we

Top: Austracraft founder and director George Tchaprastian and son Raffy with their new Brandt Ambition 1650FC that, as Mr Tchaprastian says: “Achieves maximum results with minimum labour”.

The new Brandt Ambition 1650FC, equipped with the Homag Group’s multitouch display PowerTouch.

finish it in 3.5 weeks," George Tchaprastian says. "We always give 110 per cent." This passion – without a doubt – has grown over the years and is shared by son Raffy. He joined the business in 2006 after completing his degree in building construction management. Raffy: "I love my work, and my family motivates me every day." With lots of enthusiasm, both father and son have set themselves ambitious goals for the family-run business. Increasing turnover and growing three times bigger are serious objectives. In order to ensure that goals do not remain simply visions, Austracraft have invested in a new Brandt edgebander and are now moving on to the next phase of their further development. Keeping hardware and software regularly updated on the machinery, ensures quality finishes meeting customer satisfaction.

#### **Invisible joint and touch screen technology**

Quality expectations become more and more important in the furniture industry as well as the trend towards invisible joints. Optionally, the Brandt Ambition 1400, 1600 and 1800 series are also available with AirTec – for invisible zero joints and high-class finishes. In case of this technology, the functional layer is reactivated by compressed hot air providing a seamless adhesion of edge to substrate. Homag Australia's Alex Muscat lists a few benefits of AirTec: "It reduces edgebander set-up, cleaning and maintenance times; and also increases resistance of the finished board to heat and moisture and provides a long-term, seam-free bond.

In addition, the AirTec technology enhances aesthetic appeal with no joints to collect dirt or yellow and meets virtually any design requirement with a range of material, colour and print options." In summary, the zero joint technology has transformed furniture production and is now a quality benchmark for edge processing.

The new Brandt 1650FC is also equipped with the Homag Group's multitouch display PowerTouch. Austracraft were the first company in Australia who received a Brandt edgebander with PowerTouch. The operating panel with full HD display in widescreen format creates clear and high-contrast images. Furthermore, it has ergonomic touch

operation with gestures such as scrolling and swiping for simple navigation and intuitive operation of the machine.

The machine data captures important operating figures such as number of pieces, production time or edge material quantity. "It's much easier to operate the machine", Raffy Tchaprastian says, "and it only needs a basic understanding of computers."

However, common to both Austracraft Shopfitters and Scarelli Joinery, are their striving to keep up with the latest innovation in technology. This is, as they say, one of the most important key factors to achieve the highest standard of products – and thereby, to keep their good reputation and eventually grow their business.

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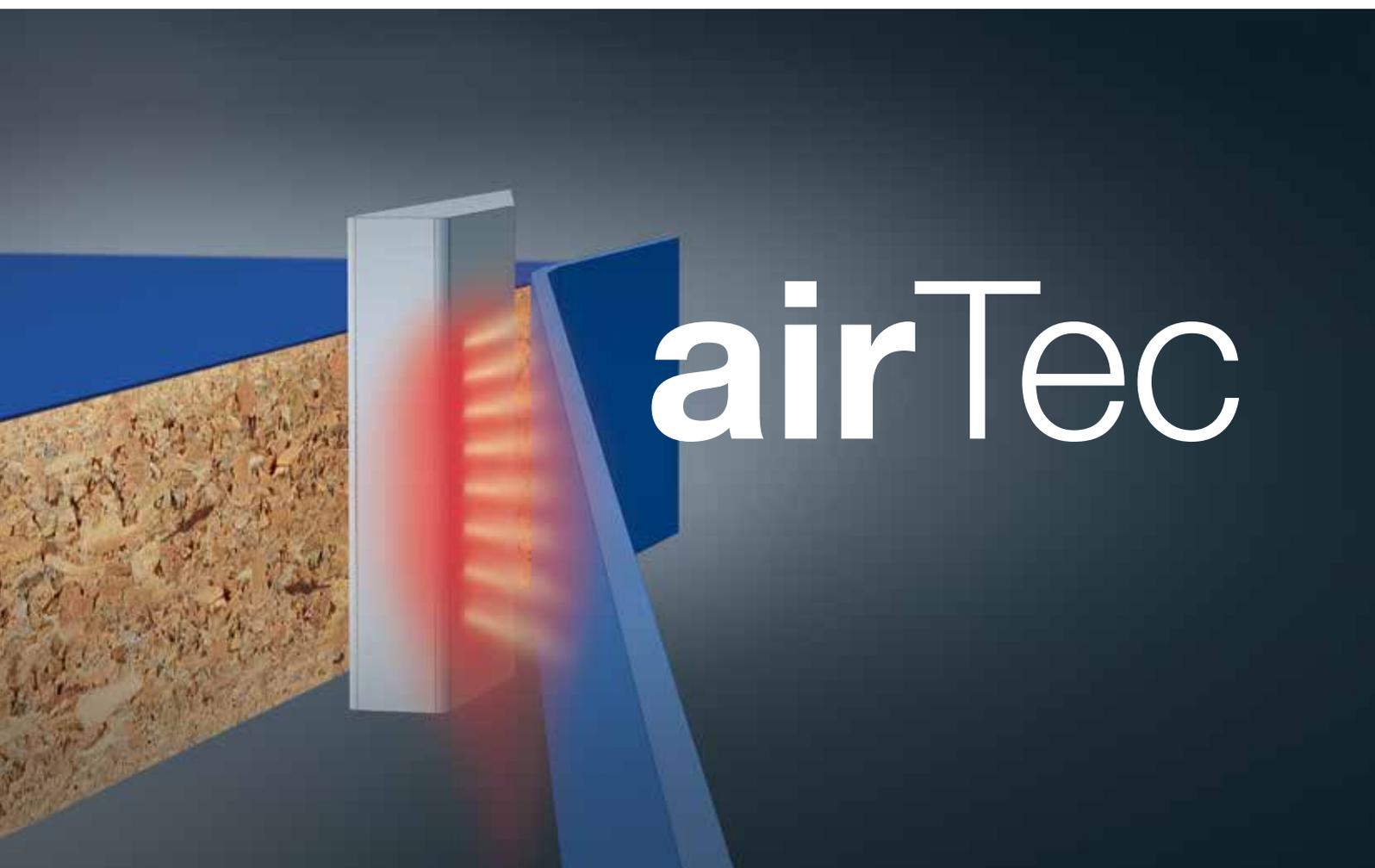
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