

# Growing with HOMAG

*The Creative Design Shop (CDS) is an established shop fitter throughout Melbourne with a manufacturing area of 2,000 square metres in the south eastern suburb of Clayton. Founded in 1988, the company has built a remarkable reputation for custom-made design and construction of high-quality products to cater its two divisions of shop fitting: one for the high-end market with tailored retail solutions and one for the more cost-effective market with modular retail solutions.*

Looking back on 27 years of experience, CDS has developed a team of highly skilled designers, manufacturers, installers and consultants – all serving in order to meet the increasing demand for high-quality products. To lay a foundation of all this, Managing Director Julian Dewan decided to invest in a new BRANDT Ambition 1440FC edgebander from HOMAG Australia.

## Custom-built for Australian market

“The BRANDT Ambition 1440FC is optimally equipped for our needs. We do a lot of cutting-edge work and offer real creativity in regards to clever design and construction. The quality finish that comes off the machine is much better now.”

The BRANDT Ambition comes with a nesting package for bridging hinge holes or processing acute angled work pieces. It enables edging of nested doors and prevents door damage and machine damage.

Julian is very happy with the corner rounding unit on the BRANDT edger. His previous machine from a competitor supplier did not support this feature. The corner rounding unit is equipped with a two-motor with 0.35 kW each and a pneumatic two-point adjustment for thin/thick edge standard. A selection of every single corner to process is possible and is particularly suitable for panels with more than one edge. Thanks to the corner rounding unit, no filing by hand is required anymore.

## An investment in further business development

Julian remembers when he walked on the HOMAG booth at a previous Awisa show with aluminium samples. “No one – except HOMAG – could run those samples on their edgebanders. This was an easy decision.” He continues, “The quality of the edges is great and I invested in the edgebander in order to be competitive and to make more profit.”

The investment in the new BRANDT edgebander is one of the key elements of their growth plan as Julian points out, “We want to grow within the next two years. Now we’ve got it all set up. We’re in a great location and can concentrate on high-quality.”

He goes on, “We all have to work together and allow everyone to take their time in order to achieve the quality. It starts at the shopfront where we need to measure properly and allow time to allocate to provide the best finished product.”



The investment in the new BRANDT Ambition 1440FC edgebander is one of the key elements of the growth plan of the Creative Design Shop as Managing Director Julian Dewan explains, “The BRANDT is optimally equipped for our needs. We do a lot of cutting-edge work and offer real creativity in regards to clever design and construction. The quality finish that comes off the machine is much better now.”



With a team of 15 staff, CDS has tripled the manufacturing area within seven years after the foundation in 1988.

The company specialises in two divisions of shop fitting: the high-end market with tailored retail solutions and the more cost-effective market with modular retail solutions.

Over the past couple of years, CDS has continually been transformed, such as investing in further training of staff to improve the overall performance of the business. "We have to be cost-effective and market our business effectively. We are working on placing orders online, which would be a big improvement for our customers."

Today, Julian employs 15 staff on the floor and in administration and has tripled the manufacturing area within seven years. Before taking over the business himself, Julian had run the business with a partner for the first ten years.

As a business owner Julian is convinced that he made the right decision in regards to machinery supply, "HOMAG is the Mercedes of machinery. Our 8-year old WEEKE nesting machine runs between 6 to 8 hours a day and there's nothing to complain about it. HOMAG provides good service, too."



Julian Dewan maintains a good relationship with HOMAG Australia's salesman Sam Indovino. "They provide good service, too."

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**Key facts of the BRANDT Ambition 1440FC:**

- Edge thickness (mm): 0,4 - 8
- Work piece thickness (mm): 8 - 60
- Feed speed (m/min): 14
- Machine length (mm): 5273
- New feature! powerTouch (touchscreen)