

One-man band in the country stands up for quality

Starting your own business requires just a few key elements: entrepreneurship, courage and above all, enthusiasm. When Glenn Bell founded his business Custom Cabinetry back in 2011, he had already been in the industry for nearly 20 years, but decided he was ready to control product quality and delivery timeline himself.

In order to develop his small cabinet making business in Bendigo in central Victoria, he saw himself faced with one main question: "Should I employ more people or should I install more machines?" With his entrepreneurial skills and long-term industry experience, Glenn decided to invest in new machinery – and has never looked back. His latest purchase, the German-made BRANDT Ambition 1120 FC edgebander from HOMAG Australia, was driven mainly by his high-quality standards for his products. It all worked out for Glenn, who is a qualified cabinet maker and registered builder: "With the new machine, I don't need to employ".

Quality products from the country

Now, working as a one-man band in the country, Custom Cabinetry has positioned itself in a very competitive market. Approximately 60 cabinet makers in the Bendigo area are chasing both market share and customers. Dealing with both builders and private clients and supplying mainly kitchens, Custom Cabinetry relies on word-of-mouth and its good reputation. As Glenn says, "It's all about the money and you have to keep kitchens quite simple. The requirements for kitchens in this region are a little different to Melbourne. Sometimes I do get an order for a kitchen worth \$40,000, but that's not the norm". Nonetheless, keeping it simple does not mean ignoring quality. Therefore, the 38-year old business owner saw the need for a better edgebander to complement his existing quality German panel saw.

Living the country life

Today, more and more cabinet makers outsource their work. In practice though, Glenn believes this is not always good: "You see lots of errors and lead times can be long. The more you can do in-house, the better". He continues, "People want to deal directly with you". Therefore, he has set up his own little showroom next to the workshop. It couldn't be a better work place for Glenn: Just outside of Bendigo in a calm environment where the meadows shine in a lush green and kids play in the backyard, he has set up a shed which he uses as a workshop. Having his house – and therefore his wife and three children – only a few metres away from his work makes it a convenient work-life-balance, even if it can sometimes create the opposite as Glenn admits, "Sometimes I work seven days a week. But it's really up to me". However, with the new BRANDT edgebander, work has become a lot easier these days.

Investing in German quality edgebander

As part of the global leading HOMAG Group, BRANDT is the edgebanding specialist with over 50 years of German engineering experience, providing a reliable state-of-art quality machine. Glenn explains why he has purchased the BRANDT Ambition model 1120 FC. "BRANDT has a good name out there and German machines are simply better. And it is good value too". Indeed, the German machine supplier convinces with a great price performance ratio. HOMAG Australia's salesman Simon Vowles explains, "We are competitive in the market. The Ambition 1100 series is an optimal entry level single-sided edgebanding machine that perfectly suits small cabinet making shops like Custom Cabinetry. For joineries with a higher production volume, we do offer different machines according to individual needs".



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With the new BRANDT Ambition edgebander 1120 FC, Glenn wants to take his business to the next level.



All machines of 1100 series are equipped with a precision gluing unit and an automatic magazine. The magazine can be used for coiled and strip material. The two-motor end-trimming unit assures precise end trimming and perfect results. The trimming unit is easy to use and allows a quick changeover to chamfer, straight and radius trimming.

The perfect finish with corner rounding and pre-milling

In order to guarantee a complete finish, the Ambition 1120 FC comes with a corner rounding unit – one of the features that Glenn had been emphasising most. The optimum corner rounding without adjustment or set-up results from the coupled diamond tool and tracer roller. As Glenn knows, the trend in kitchens is moving towards more and more gloss finishes. Therefore, he needed a new and reliable edger that is easy to operate. “I don’t need to adjust the fine tuning; it all stays on the same settings”, says Glenn. “It’s a nice heavy machine”.

With a feed speed of 8 metres per minute and a maximum work piece thickness of 40 millimetres, the BRANDT Ambition 1120 FC is a highly flexible machine and comes standard with profile scraping and glue joint scraping units for the perfect finish as well as hinge-bridging to enable edging of nested doors. Due to inconsistent materials, that require special attention on the edge strip or variable board thicknesses and shapes, a pre-milling unit can be an option too as Simon explains. “The joint trimming pre-



Key facts of the BRANDT Ambition 1120 FC:

- Edge thickness (mm): 0,4 - 3
- Work piece thickness (mm): 8 – 40
- Feed speed (m/min): 8
- Weight (kg): 950
- Machine length (mm): 4250



Custom Cabinetry prides itself with on time-delivery service, high-quality products and complete in-house production. The small showroom is equipped with design samples.



milling unit ensures a high quality finish to eliminate laminate chipping, chatter marks from machining and material swelling. The edge is re-trimmed immediately prior the edge tape is being applied. Pre-milling saves time and requires no further cleaning of the edges. It is a great feature that works perfectly with an existing saw”.

With his on time-delivery service, high-quality products and complete in-house production, Glenn Bell cannot exclude the possibility to grow the company. “Any business will grow eventually and I have room to move, for sure. But the question would come up again whether I employ people or invest in more machines?” Recently, he decided to go for new machines. It remains to be seen how he will decide in the future.

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