

Kitchen Direct steps up for quality with a BRANDT Ambition edgebander

When business owner Alex Wang checks on his products, he can notice a significant difference in quality: “We’ve made a big step towards better quality kitchens.” This is mainly achieved by his recent purchase of a new edgebander from HOMAG Australia, the German-made BRANDT Ambition 1440 FC. Better finishes, higher speed and more efficiency have not only improved the product quality but also the whole production process for the Sydney-based company Kitchen Direct and its owner Alex Wang. The consequences of getting the right equipment can make a huge difference to profit and efficiency.

Trust in German quality

“This investment has been absolutely the right decision,” states Alex. “Everyone here loves the BRANDT”. And from an entrepreneur’s point of view, it saves labour, and therefore, money. In order to



Top: The proud owner of a new BRANDT Ambition 1440 FC, Alex Wang, says: “This investment has been absolutely the right decision. Everyone here loves the BRANDT”.

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illustrate the efficiency of the BRANDT, Alex gives an example: “No one needs to work harder when someone else is sick, or if someone wants to go for a coffee break, that’ll be no problem too. Thanks to the machine that runs by itself”.

By beginning of this year, the time was just right to look into a new edgebander that should complement the existing CNC machine, a WEEKE Vantage 200 from the HOMAG Group. The BRANDT Ambition 1440 FC and a competitor brand were on the shortlist. Alex: “Even if there might be some price difference, you would always go for quality, wouldn’t you? And it’s a simple decision for Alex: “Just compare a BMW with a Holden, which one would you choose?” In order to be 100 per cent convinced before making the investment, the 39-year old Chinese-born business owner rang up a Chinese friend living in Germany, and without hesitation, that friend highly recommended German-made products.

Purpose-built to market requirements

With over 50 years of engineering experience, BRANDT – the edgebanding specialist in the HOMAG Group – stands for state-of-art quality and a superb price performance ratio. With an annual production of 2,000 edgebanding machines, BRANDT is a world leader in its market segment. In order to serve especially the Australian market, all machines are purpose-built to the required specifications.

Depending on individual requirements such as manufacturing capacity or workshop size, the BRANDT Ambition is available in different unit combinations. The Ambition 1440 FC model at Kitchen Direct, for example, 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 pre-milling unit ensures a high quality finish to eliminate laminate chipping, chatter marks from machining and

Key facts of the BRANDT Ambition 1440 FC:

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

material swelling. Furthermore, the machine comes with a radius scraper and a buffing unit for an even better finish.

Starting small and grow big

With the investment in the BRANDT Ambition 1440 FC, Kitchen Direct has taken the next step to move forward. When Alex Wang founded his business in 2010, he concentrated on importing flat pack kitchens from China. More and more issues of quality and delivery time required a serious rethinking of his business model. "I couldn't live with all those headaches anymore and decided to make kitchens myself," remembers Alex, who has a degree in banking and once worked for a Japanese air-conditioning company in China.

When he started looking at edgebanders, he had not heard of HOMAG before "but all the other kitchen makers around me were recommending HOMAG," Alex says and adds: "The HOMAG Australia salesman who looked after us, Alex Muscat, was brilliant. He saw me regularly from the very start of the company; even when I had no machine yet. When the time was right and we were clear about our needs, Alex recommended the BRANDT Ambition 1440 FC as the right solution." Since then, business owner Alex Wang has never looked back. "Some of my clients who know about woodworking machinery walk in our workshop and point to the BRANDT and say that it is a good one. That really leaves me with a good feeling".

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Alex from HOMAG explains the new powerTouch controller that allows swiping, tapping, zooming and scrolling like the smart phones we use every day.

tres. Starting small with just two people, Kitchen Direct had now grown to a team of three in the workshop, and two in the office including owner and director Alex Wang.

Looking to the future with confidence, Alex Wang is very ambitious and is considering more equipment to keep up with the competition. While reading in the HOMAG customer magazine "inspiration", Alex Wang comes across an article about the HOLZMA 3 Series beam saw and says with a smile: "One day, I want to have one of them".

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