



Casestudy

HOMAG Venture 316 Opens Up a Whole New World of Possibilities for Design & Display



West Yorkshire based Design & Display is at the forefront of innovative retail equipment manufacturing, turning over in excess of £7m. The company operates a 24 hour production cycle from a purpose built 120,000 square foot facility. It has invested in state of the art CNCs, beam saws, edgebanders, postformers and laminators. This ongoing investment is supported by a work force dedicated to delivering the absolute highest standards of precision and craftsmanship.

“Our reputation is created by the clients who work with us,” explains Matthew Lloyd, production director for Design & Display. He continues, “Relationships with our customers grow and prosper with our commitment to providing exceptional levels of service. To deliver this service we need to invest in the latest equipment available and that equipment has to give us the confidence that we can consistently meet the standards demanded by our prestigious customers.

“We’ve been fans of HOMAG equipment for some time now. The first items we bought from them were CNC machines, a BAZ 722 and a BAZ 322. Following this we bought a couple of KAL 310 edgebanders. All the HOMAG equipment has proved to be extremely reliable with very little downtime.

The Need for a New CNC Machine

“In 2011 we were looking for a new 5-axis aggregate CNC machine centre and so visited a number of manufacturers to see what was available. At HOMAG the new Venture 316 machine had just been installed in its Castle Donington show room. When we saw it demonstrated we were hugely impressed by what a full blown 5-axis machine could do over and above a standard aggregate CNC.

“The Venture 316 delivers consistent results time after time...”

Matthew Lloyd
Production Director
Design & Display



Easy alignment of work piece on clamps

The compact and versatile Venture 316

Tool changer

Large viewing panel for easy visual monitoring

“...it is plain to see that all the HOMAG equipment is first class.”

Matthew Lloyd
Production Director
Design & Display

“It soon became obvious that there were a host of production processes that we do on the Venture 316 that we could not do on a standard CNC machine. It was also clear that with the 316 we could carry out these processes on the one machine, whereas previously we would have had to move the work to two or three other machines to do the same work.

“Whilst the Venture 316 was a bigger investment, we could immediately see the benefits it would bring to our business. Consequently, we felt that if we were going to invest in a new model it would be much better to stretch ourselves and order the machine that would take our business to a new level.

Solid German Engineering

“As an engineer, I really appreciate well made, efficient machinery and it is plain to see that all the HOMAG equipment is first class. From its design and construction through to the features and functionality, everything is carefully thought out and executed.

“Having placed the order, we also knew from previous experience that HOMAG would deliver the machine exactly when they promised and that there would be minimal disruption to our business. The machine was up and running within about a week and the HOMAG engineers carried out training of our staff on site.

“Our operators love the machine. They find HOMAG’s woodWOP software easy to use and the graphics on screen give them a clear picture of what’s happening on the machine. It also makes life easier because

we use the woodWOP software on the other HOMAG equipment in the business.

“In terms of service and support John Shepherd, our main contact at HOMAG, has always been very helpful and knowledgeable, as are all the team in the UK and Germany. John is always on the end of a phone if we need advice and support, even over the weekend. That level of commitment and trust is vitally important to our business and is one we value very highly.

“The Venture 316 does everything we expected it to do. The capabilities of the machine have also allowed us to re-evaluate and improve the way we build units for customers. As time goes by we are finding that we can do more and more on the one machine, so it really is bringing significant efficiencies to our manufacturing processes.

“As for quality, it is way above what we could achieve with the old equipment. The Venture 316 delivers consistent results time after time and gives us the confidence to push the boundaries regarding the type of units we can build for customers. We’re doing more and more curved and 3D work and this machine gives us the capability to handle this easily. It also gives us great potential for the future,” concludes Matthew.

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