

From Tornados to Joinery: Weybread Woodcraft's high-tech approach utilises JMS

Starting his career as an aircraft engineer building jet engines for Tornados, Phil Cook, of Weybread Woodcraft, always knew he would at some time enter the joinery industry.

With three generations of joiners in his mother's family it was always his dream to become a joiner.

Setting up on his own in 1996 Phil purchased a few machines and started in his shed in Fressingfield, Suffolk. Just two years later he employed his first joiners and moved into a small workshop of around 1,000 sq ft. Now in premises totalling 10,000 sq ft, he has invested in CNC and joinery software.

When Weybread first started they produced anything in timber, however within the last two years Phil has concentrated solely on windows, doors and stairs.

Phil Cook saw Joinerysoft's Joinery Management Software (JMS) at its launch at Woodmex, in October 2004. The ease of use of the system caught his attention, and he bought it there and



then – one of the first joiners to buy JMS.

The JMS software has moved on a lot since then. Now JMS produces casement windows, sliding sash, doors & doorframes, screens, bill of materials, stairs and CNC (machine output). Bought initially for its quoting ease, Phil soon began to see advantages for every area of the business, including glass ordering, and production sheets. All JMS printouts can be fully customised to display your preferred information. You can even set up templates so that some customers receive their quotations in a different format, ideal when you are dealing with both the general public and the building trade.

Phil insists they are still only a small company, with 9 joiners and 1 full time secretary. Still doing all the quoting himself, he says "JMS made me instantly more professional and more understandable. The quotes break everything

down and give the customer a diagram of what they will receive".

They have obviously seen a lot of changes since they bought JMS. They purchased an SCM 5 Axis Record 142 in 2005 and an SCM Windor 20 in November last year, along with the JMS link from Joinerysoft to run it. They send about 80% of all jobs through the JMS link. Alan Turner, of Joinerysoft, comments "The JMS Machine Output link simply provides the interface between the Joinery Management Software and the

CNC machine. Jobs can be seamlessly sent to the machine from JMS. We are currently talking to all machine manufacturers to ensure that we provide links to a wide number of CNC machines". Phil says "Once I've received the go ahead on a job and received the signed contract I simply go back to the quotation, press two or three buttons on JMS and it goes down to the Windor. Job Done".

Designed for bespoke joinery, JMS can produce either single or batches of items quickly and easily using templates. These can then be fully customised by pointing and clicking on components. Convinced that JMS saves him time, Phil says "With JMS I simply have to set up my house styles and then quoting is so easy. Quite often customers want the costs in different timber. I can just point and click to change the timber and apply it. The quotation is

automatically updated. It makes it so easy – all at the press of a button".

Phil emphasises "I treat JMS like one of my tools, an essential one at that. Since I've had JMS, the Windor and the 5 Axis machine, the building trade has taken me seriously, resulting in a lot of orders for 30-40 windows. I couldn't say that JMS has won any individual order but it has enabled me to win a whole bunch of jobs because of its professional presentation". He adds "A lot of people have commented on how easy it is to read when they receive a quotation in the post. They like the format of one line, one item, one cost - being able to see the individual price instead of just the bottom line figure. It is the amalgamation of all those things that wins us the job. Being able to produce the goods on time is also vital".

Weybread Woodcraft has just had the busiest two months since the business was established and Phil believes that JMS keeps the factory busy. He says "With the quotes looking so professional I am more likely to win work".

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