

Joinerysoft replaces archaic pencil and paper at Woodmaster Joinery

Robin Ghisi, a builder for 40 years, set up his own joinery workshop in 2000 in an attempt to purchase joinery items for his building company at a good price, good quality and on time. The resulting Woodmaster Joinery in Hitchin, Hertfordshire still supplies his building company, but mostly sells to other builders and to the conservation sector, producing custom windows, doors, conservatories, staircases, furniture and fitted kitchens. Woodmaster joinery currently employs a team of 5 joiners/machinists and outsources a fittings team as needed.

Never having run a joinery workshop before Robin was keen to be involved and has had to learn the trade on the job. He has been helped in this task by the introduction of Joinerysoft's Joinery Management Software. "Still using an archaic system of pencil and paper I was looking initially for a solution to the time consuming process of quoting. In JMS I have discovered a whole host of benefits that encompass the entire business," says Robin.

Designed specifically for bespoke or custom joinery, Joinerysoft's Joinery Management Software not only designs, prices, keeps control of costs, provides material orders, cutting lists, controls machines, provides delivery notes and invoices, it also ensures that you present a professional image to customers by providing detailed reports and diagrams. Viewing a demonstration over the internet at the beginning of 2009, Robin did not hesitate and purchased JMS immediately. Since the introduction of JMS they have doubled last year's turnover, and are expecting to double their turnover next year too.

Bought for the time savings in quoting and the professional response they can now offer customers, Robin has been impressed



with the service delivered by Joinerysoft. "The trainer/installer was very good. It made a world of difference that he was a joiner. He understood the way we do things and was able to explain the software clearly." Adding, "The subsequent backup has been good too, with support staff being able to demonstrate solutions on my computer remotely. It's like having a trainer with me. I've understood more joinery through JMS."

The speed of design has proved a significant benefit, with Robin able to quote for 132 sliding sash windows in just 3 hours. Sat watching Sunday afternoon sport, Robin was able to quote for a wide variety of sashes for just one customer, some with bars, some without bars, blocks, sashes only, and spiral balances. It would have taken days previously with the heavy involvement of the joinery manager. Now the manager's time has been freed up so that he can manage more effectively and keep the workshop moving swiftly. Robin explains, "As a small company it isn't productive to have one guy tied up full time on estimating – not producing anything." Customers have commented how professional their quotes are, a positive factor when competing against other companies who don't put any drawings in their quotes at all. Robin says, "We do a lot of work for listed buildings with the Heritage Conservation who don't even entertain quotes unless they have drawings with them. They often require technical drawings, which is easy to do with JMS." He adds, "We normally turn quotes around by the next day which helps us because our competitors are lucky if they get theirs out the following week. We

now email 70% of quotes directly from within JMS; it's so easy!" Everything they produce is now put through JMS, even skirting.

Local builders in the area are definitely getting used to the superior service Woodmaster can now offer. "Builders often come in the morning with a spec, want a quote by the afternoon and the goods delivered by the end of the week. Because we are geared up for that service through JMS we can provide it and that's where we win over our competitors," says Robin. "JMS has definitely helped us to win

orders – no question at all, by the speed of quoting and professional presentation." JMS has saved time in the workshop too providing detailed cutting lists for the machinists. The drawings for the bench staff and detailed instructions ensure there is no confusion later and eliminates error. With everything in black and white, the joinery manager is now able to manage more effectively without spending all his time clarifying the job. Robin confirms the workshop is now more efficient because of this and he has introduced a bonus scheme to reward joiners for completing jobs ahead of schedule.

The business has grown in the last twelve months. Robin believes that turnover has gone up due to JMS because they are able to quote jobs quicker and present them better. He says, "JMS has got us more work in and also made us better profits because we have streamlined the management side and made us more efficient." 10 years on the company is doing well, with an established set of clients that keep work coming in, as well as orders for the Olympic Village.

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“ JMS has definitely helped us to win orders ”



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