

# Woodworking News helps Joinerysoft and Swiftcure

Keen to expand the joinery side of his building company, Michael Smith purchased Joinerysoft a year ago, after seeing Joinerysoft's editorials and adverts in Woodworking News. Speaking to contacts within the Woodworking News editorial team provided the final confidence that Michael needed to approach Joinerysoft for a demonstration.

Looking for professional reports to provide to customers, Michael and workshop manager, Colin Wright, were convinced by the presentation of quotes and visual images that clearly showed the customer what they were getting. This and other benefits meant that Michael purchased JMS immediately after the demonstration.

Starting from shop premises in 1976, offering timber, and damp services, Michael has grown his business to include building services and a joinery workshop. A trained joiner Michael merely waited for space to expand into joinery which he was able to do 26 years ago, purchasing The Forge, in Upper Belvedere, Kent.

While the joinery workshop is still a small part, the whole company running as a single enterprise now turns over £1,400,000. Manufacturing windows, doors, stairs, skirting and architrave, Swiftcure joinery has a good reputation locally and sees a lot of repeat business due to the high standard of joinery they produce.

Workshop Manager, Colin Wright, uses Joinerysoft's Joinery Management Software (JMS) every day and was a fan of the software even before joining the company. He says, "Seeing a demonstration of JMS at a previous company I knew that it would provide



Joinery team with Workshop Manager, Colin Wright, 3rd from right

the perfect solution for Swiftcure. The demonstration on site provided the opportunity to ask many 'What if..?' questions and gave me the confidence that JMS was versatile enough to cope with our custom joinery."

Before the introduction of JMS, pricing was reliant upon a home produced spreadsheet calculating materials usage and labour. Typed quotes used text to describe items and occasionally free hand sketches. Some quotes were missed due to time constraints and there was sometimes confusion with customers not understanding whether their windows were left or right hand opening, or where the mullions were to be placed.

All this has been transformed with the introduction of JMS. Colin is now able to provide quotes with itemised pricing and detailed diagrams, including specification of glazing bars, timber, fittings, and glass.

Colin confirms, "Now customers can clearly see what they are getting they can confirm changes before production starts. JMS is so quick to make changes, that different timber options, or

sash changes can be supplied back to the customer in less than 15 mins." He adds, "JMS saves over 30% of my time on quoting alone. We now have the option to offer more services. I can provide different options on the same quotation for the customer to choose, whereas previously each option would have to be calculated separately from scratch."

More than just a quoting package, JMS also provides timber and glass reports, cutting lists, delivery notes and invoicing. Colin had 2 days installation and training to get to grips with the package before going it alone. He says, "The training covered the basics and allowed me to ask questions relevant to our business set up. Once you start to use the system you learn the most, and Joinerysoft support is only a telephone call away.

In the last 3 months I have expanded our use of the software to include the cutting sheets too, and have subsequently called Joinerysoft each week to ask questions. The support provided by Joinerysoft has been fantastic and I know that I can rely upon the

information produced by JMS.

Colin utilises timber and glass reports, emailing them directly to suppliers. The accuracy of JMS glass reports enable Colin to order glass early reducing delivery times, with images providing clearly marked glazing bar positions.

Utilising JMS produced cutting sheets in the workshop has speeded up the

workflow and has helped Colin to identify bottle necks where production could be speeded up. Machinists in the workshop feedback information on machining time and wastage to fine tune JMS further and guarantees accuracy. There are still more features that Colin has yet to implement which will benefit the smooth running of the workshop.

Colin concludes, "Versatility is important to us, but our prime reason for purchasing JMS was to improve customer presentation." Not only have customers noticed the difference, it has also improved the success rate of Swiftcure's quotations. Colin adds, "It doesn't matter how much text you write down to describe an item, a picture says 1000 words. Clarification is important so that you manufacture the item correctly in the first place."

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