



Jamie Harding with his new WDMAX CNC from Jacks.

## from skate ramps to kitchens

*Jamie Harding's transition from a school leaver and skateboarding enthusiast to a successful joinery business owner is an inspiring story - and one that highlights the power of determination, hard work, and sound business decisions.*

With no experience in joinery, Jamie applied for a position in a local joinery business, Keith Paton Joinery, after his mother saw an ad in the local paper. Keith was looking for a trades person or third year apprentice. Someone with experience. But he gave Jamie a chance on a trial basis, and by the end of the week, Jamie had secured the job. Little did either of them know that Jamie would eventually take over the business. Jamie completed his apprenticeship and was later promoted to the position of foreman. Keith engaged a business consultant to help prepare the business for sale.

However, before it went to market, Jamie expressed his interest in buying the business. Together they'd soon agreed a deal that saw Jamie become the owner of Keith Paton Joinery.

Keith Paton Joinery focuses on providing the local community in Cambridge with high-quality kitchens and cabinetry. Jamie recognises that word of mouth is the most reliable form of advertising, although he points out "in a small community bad news travels a lot quicker than good news." To maintain a positive reputation, the business prioritises using quality materials, well-trained staff, delivering on time, and providing fair pricing.

Jamie's commitment to business growth and efficiency saw him work with the same business consultant Keith had hired. They identified automation as an area that could improve efficiency and productivity, and Jamie invested in

a WDMAX DN-3409DE nesting CNC, supplied by Jacks. Despite concerns about the economic climate, Jamie saw the value of investing in technology that would enable him to operate more efficiently and increase productivity. The investment has already yielded significant gains. "A job that would take 2 guys an hour to cut and drill is done in 15 mins. 10 of those 15 minutes are CNC machining time so my guys can use that time to be productive in another ways," says Jamie.

Although Jamie had no prior experience working with a CNC machine, one of his staff members had. Liam had good things to say about the new WDMAX CNC. "It's much faster than the CNC I used at a previous job," he says. "The 10 spindle drilling head speeds up drilling, as does the auto tool change facility. Also, the other CNC didn't have a vacuum arm to clean the spoil board. The dust extraction on this WDMAX

is excellent. There's virtually no dust on the table after a sheet has been cut and drilled," says Liam. "There's also the benefit of knowing everything is cut square with a good quality edge," adds Jamie. "Holes are drilled in the right places at right angles to the right depth."

In summary, Jamie's decision to invest in a CNC machine despite some of the gloomy economic forecasts has proven wise. It has led to increased productivity, higher quality work, and the ability to operate more efficiently, making the business more resilient to economic challenges. From his teenage years building the odd skateboard ramp to an astute business owner, Jamie's success story is one to inspire others.