



Sean Soo in front of his KDT CNC

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Buildcraft - a smarter approach to joinery

Sean Soo's journey into the construction industry wasn't exactly what he had planned. After completing a finance and economics degree in 2013, he was set on a career in finance. He even landed a placement with a finance company. But when a friend suggested he join his father's construction business, the offer - along with a better starting salary - was too good to pass up.

Starting as a management trainee, Sean quickly gained hands-on experience across different aspects of construction. It wasn't long before he noticed a recurring issue in the joinery side of the business. While cabinetry and other joinery components would often arrive on-site as scheduled, installation delays were a constant frustration, causing unnecessary hold-ups for clients. When he launched his own company, Buildcraft, he set out to change that by offering a complete service - ensuring not only that the joinery was delivered on time, but it was also installed promptly and to a high standard.

To make that vision a reality, Sean bought an existing joinery business in East Tamaki, Auckland. The location was ideal, and the large workshop space was a major plus. "I originally thought about leasing a building and buying all new machines," Sean recalls. "Then I came across a Trade Me listing for an existing business that ticked a lot of boxes. It had an experienced team in place and came with a beamsaw, CNC, and edgebander. But the machines were old and slow, and the edgebander couldn't process laser tape, which we needed to be competitive. I knew we had to upgrade."

After weighing up various options, Sean decided to go with KDT machinery from Jacks. He had been travelling to China regularly since 2016 and was aware that the quality and technology coming out of China now is world-class.

The Jacks KDT package provided the best value for money while also ensuring Buildcraft could meet its production and quality requirements both now and in the future. The investment paid off immediately. With their

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With architects increasingly specifying laser edgebanding, Sean knew the business also had to step up in that area. One of the standout features of KDT's laser system was that the machine was instantly ready to use as soon as it was switched on. Other solutions he'd considered required a 10-minute warm-up period, which was far from ideal in a fast-paced production environment.

Along with the increased speed and efficiency, Sean was impressed by some of the modern features on the KDT CNC, including excellent dust extraction, auto lubrication and an intuitive operator interface. Having local support from Jacks was another key factor in the decision. While technology and automation can solve many production challenges, knowing that reliable service and technical support are available when needed gave Sean peace of mind.

With the right people and the right technology in place, Buildcraft is delivering high-quality joinery on time and to a consistently high standard. The company has retained its five key staff members who all play a crucial role in ensuring a seamless coordination between production and installation. The impact has been quick - Buildcraft is already winning projects over more established suppliers in the industry, proving that its commitment to efficiency and quality is paying off.

Looking ahead, Sean is confident about the future. With demand growing and the business gaining momentum, Buildcraft is well-positioned to become a major player in the commercial joinery space. "We're building our reputation on delivering what we promise - great quality joinery, installed on time. That's what sets us apart and we're only just getting started."

