



Carolyn and Aaron Rawson in front of their Brandt edgebander.

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the personal touch

personal service & quality workmanship for the best outcome

Since taking over Danska Cabinetmaking back in 2010 Aaron and Carolyn Rawson have further built on the reputation the business had for excellent personalised service and quality workmanship. Aaron, who has been a cabinetmaker since he left school some twenty five years ago, apprenticed in Auckland to a top kitchen maker before deciding to move north with his wife and family to buy Danska Cabinetmaking in Whangarei. While he looks after the factory floor with his two factory staff Carolyn looks after administration and the design side of the business.

“At the heart of what we do is the design, manufacture and installation of kitchens in a professional manner with an emphasis on the personal touch – it’s the key to our success.” comments Aaron.

The factory, with a small showroom at the front is well organised with solid, modern machinery. Interestingly, they have a panel saw and Tech 90 Super ‘half’ CNC router (2400 by 600 sheets) from SCM as well as a brand new Brandt Ambition 1120 edgebander supplied by W & R Jack Ltd.

“We see the edgebander as part of a progression for us as a business to be able to deal with the increase in business we have been experiencing in recent times here in the North.” The highlight of the Ambition 1120 is the finishing area. As it comes with two free spaces it offers Aaron real flexibility. “In a relatively small operation like ours utilising space in the best way is vital. This machine means we can use three different units (profile scraping, glue joint scraping and buffing) in any combinations to the free spaces. It is easy to use and comes with a good contour trimming unit to make sure of a complete finish.”

As well as kitchens the business designs, makes and installs customised vanity units, laundry cabinets, furniture and even commercial fit outs. “The workshop we now have with the machinery and experienced staff, gives us an even greater ability to produce whatever the client wants.” says Aaron. Their reputation is a significant factor as Carolyn comments “The majority of our business comes through word of mouth, through builders we deal with, our website and of course off the street. We design about 90% of the work we do as well.”

What about trends? “In the benchtop scene we see an ever increasing use of engineered stone (especially the ‘suede’ finish) and acrylic product. They are viewed as consistent in colour and are priced well when compared to granite or marble. Gloss cabinetry is also popular at the moment. There is continuing growth in the building market especially renovation, a trend that started some twelve months ago.”

Working relationships with leading suppliers has also been a driving force behind Danska’s continued growth. “Long standing relationships with companies like Blum, Hafele, Arborline and Laminex NZ have been important for us. Dealing in quality product to which we add quality workmanship leads to a better outcome for our clientele.” says Aaron.



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