

Brandt upgrade at General Joinery

Since moving from their small premises across town several years ago, General Joinery has been progressively expanding, and are now based in a larger space near Christchurch's upmarket shopping complex, The Tannery. With a team of three in the workshop, and three in the office including Director James Mackay, General Joinery offer a complete bespoke solution for new builds and renovations in Christchurch's increasingly busy residential market.

With a target market of top-end kitchens, wooden joinery and stairs, General Joinery have strong associations with several building companies, as well as relying on referrals from happy customers to bring in work. Renowned for their work in the architecturally designed residential market, sister company James Mackay Builders also provides General Joinery with regular projects, from a kitchen through to a complete joinery solution for the entire build.

As part of their continuing expansion they recently upgraded a new Brandt edgebander. "It was a natural progression for us" says James. "To keep up with our competitors we knew we needed to improve our edgebanding, and the Brandt has certainly done that". He opted for an Ambition 1120C – from Brandt's entry level 1100 series, and featuring trimmers, glue joint scrapers, corner rounding, and quick change glue tank.



James Mackay in front of the Brandt Ambition 1120C.

"We went for the corner rounding unit because I didn't want to have yet another machinery process after the edgebander" James explains.

The results are clearly meeting expectations: "the finish coming off the machine looks like a million bucks!" says James. The main operator of the Brandt, John Sykes, agrees. "Faster, and easy to use. There's no comparison with our old machine". "The speed is just a bonus really" says James. "We needed the reliable quality finish, and the versatility to suit the variety of work we're needing to do".

Up in the office, designer Kathryn and office manager Alicia are also aware of the Brandt's quality and value to General Joinery's reputation. "We get a lot of business through word-of-mouth" Alicia explains. "We work for the customer, and bring in stock and accessories to suit the job they want, not product a supplier might be promoting that month. So we needed a machine capable of holding our reputation for quality within a very competitive market".

Kathryn agrees: "we aim for a smooth process for the customer. Whether they're getting a kitchen or a whole house-lot of joinery we offer a quality service. The sub-trades and suppliers we use are top notch and the work from our joinery shop reinforces our reputation for quality".

As with many Christchurch companies associated with the rebuild there's plenty going on at General Joinery. From wooden windows, where James believes there's a growing interest, to kitchens, to solid timber work, the team are busy. As he leans against the Brandt for the photo James looks around at the busy workshop and comments "we need more space!"



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