



The Innovative Kitchens 2009 Ltd team (l-r) Homag 1130, Regan Elliott, Brent Donoghue, Jason Morrissey & Taylor Johnston.

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Life’s too short to be cleaning edges all day

As the business name suggests, Jason and Narisa Morrissey started Innovative Kitchens 2009 Ltd in Rotorua back in 2009. Jason’s introduction to the woodworking industry had started when his uncle tapped him on the shoulder and asked if he wanted to do a cabinetmaking apprenticeship. “At the time I was cutting firewood for my grandfather” says Jason. He reckons his mother put his uncle up to it. “I don’t think she saw a bright future for me cutting firewood,” Jason adds.

Jason did his apprenticeship at Interior Fittings, which is where he met Narisa, then went onto work in the boat building industry for five years. After a couple of years in the US they returned home to start a family. It didn’t take long before they decided to start their own business – a gutsy decision considering the state of the NZ and world economy at the time.

And so Innovative Kitchens 2009 Ltd was born. “We felt it was time to put our skills together and do something ourselves,” says Jason. “Narisa was only supposed to be part time but that didn’t last long.”

To get the business started, Jason purchased a second hand beamsaw and cheap edgebander. Fast forward 12 years and now they have a flatbed CNC and recently added a brand new Homag S-200 1130 edgebander with airTec laser-processing capability. Narisa looks after the front-end office admin, customer relations and design while Jason concentrates on manufacturing and installations. “We focus on renovations, not new builds so much. But that’s probably a reflection of the market here in Rotorua” says Jason. “We mainly do kitchens and cabinetry but I still do a bit of solid timber joinery as well.”

Recognising the need to keep labour costs down, Jason identified edgebanding as an area ready for improvement. “We were spending a full day per kitchen manually cleaning edges,” explains Jason. “With our new Homag edgebander that time has reduced to under an hour.”

The Homag 1130 AT features, pre-milling, quick-change glue pots, airtec unit for laser tape processing, top and bottom trimming, corner rounding, scraping and buffing. “We looked around at what was available and felt the Homag 1130 AT was the most modern of all the alternatives and offered the best value for our budget,” explains Jason. “We also felt that the Jacks service team had specialist technicians for various types of machines. That gave us confidence. So far the aftersales support has exceeded our expectations.”

The Homag’s laser tape processing capability of the 1130 AT wasn’t a major factor in their purchasing decision, but a nice to have. But it’s proving to be a valuable feature. “About 30% of our PVC kitchens are now in laser,” says Narisa, “and we see that area of our business growing as we take orders going into next year.”

It’s been a successful journey since that gutsy start-up decision back in 2009. Now with their experience, systems in place and the right mix of machinery to manufacture efficiently, Jason and Narisa are well placed to take their business to the next level.



Homag edgebanders are sold and serviced in NZ by Jacks