

JMS improves business at Dean Joinery Ltd

SNOWED under by paperwork, Craig Elsmore of Dean Joinery knew that he was missing out on orders. Purchasing Joinerysoft's Joinery Management Software (JMS) has helped simplify his quoting process and also helped him to control the workshop and manage the business more effectively.

Based in Coleford, Gloucestershire, in the heart of the Forest of Dean, Craig Elsmore formed Dean Joinery twenty years ago. With a reputation for skilled and professional service, Craig has expanded the company to ten employees, including eight joiners in the workshop. He has also taken on two partners connected with the building trade. With just Craig in the office responsible for measuring, quoting, providing cutting lists and everything associated with running the office, Craig knew there must be a better way to manage his paperwork.

Purchasing JMS six months ago, Craig is now able to quote for every job and also produce the cutting list without any extra work. He says, "Quotes are now going out looking professional and JMS has made my life so much easier." Customers have commented on how quickly they receive their quotes and how easy they are to read.

He adds, "We have won orders simply through our ability to turn quotes around quickly. I didn't quote half of what came through the door before simply because I couldn't cope with it."

It used to be difficult for Craig to find jobs he'd already quoted for, or check whether timber or glass delivered matched his orders. JMS not only provides all the paperwork required to produce bespoke joinery, but paperwork can quickly and easily be reprinted, if you need a second copy.

Dean Joinery produces window frames, staircases, kitchens, mouldings and architectural and purpose made joinery for barn conversions, new builds and listed buildings. JMS is flexible enough to quote for all jobs, including modules for windows, doors, screens, stairs, bill of materials, gates and CNC.

Craig utilises the screens module to quote kitchens, and bill of materials can quote anything not covered by the other modules. Resulting



printouts present a cohesive professional image with all job elements on a single quotation including true scale diagrams and detailed descriptions of timber, glass and fittings used. Accurate pricing also ensures that jobs are profitable.

Craig's only regret is that he did not purchase JMS sooner. Viewing JMS at a woodworking show, it took him 18 months to decide to purchase, the delay being down to finance and the need to convince his two partners. Craig adds, "My partners are in the building trade, not joinery, so it was hard to describe to them how good JMS could be. I could see that JMS was the way forward to create professional quotes and help me keep on top of the office side." The financing problem was solved by taking up Joinerysoft's flexible payment options, which helped to spread out the cost in installments.

The workshop has seen benefits too, with joiners utilising JMS generated cutting lists. Saving time and reducing potential errors, the joiners have no complaints about JMS. In fact, their life is easier now, giving them more time to produce joinery.

Timber and glass can be ordered directly through JMS, sending the wood or glass summary straight through to the wood merchant by email. "I can now email the glass order through before the job is underway. It works and that is great," he says.

Describing himself as familiar with computers but not an expert, Craig has had no difficulty learning how to use JMS. He says, "JMS has been easy to learn. It has made all the difference that a joiner, not a computer whizz kid, came to install. He was able to explain it in joinery terms."

Craig concludes, "I think JMS has helped me in this recession because I am getting the quotes out the door. We are taking on a lot more smaller jobs, which take more time to sort out. One big job might have the workshop working for a week, but 20 smaller jobs means I'm going out to 20 different places, doing 20 different quotes. With JMS I can keep on top of it all. I am sure this will put us in a good position to expand as we come out of this recession."

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