

# JMS – An Essential Tool for Celtic Cross Joinery

Based in Penzance, Cornwall, Duncan Semmens set up Celtic Cross Joinery ten years ago, starting in his back garden in a shed. The company now employs 3 joiners and has an annual turnover of £200,000 - £250,000. Plans to grow further have been hampered by difficulties managing workflow, resulting in Duncan working excessively long hours and affecting his family life.

The credit crunch affecting the joinery industry has changed the type of customers that Celtic Cross deals with. Faced with more private customers than builders and developers, the company has had to adapt and provide different services including decorated finish on joinery products and a fitting service.

Two problems emerged with this changing market place, the first was the long hours Duncan was spending organising everything himself, with knowledge kept mainly in his head he was trying to meet customers, quote, organise production and order materials himself with the other joiners not being used to their full potential due to difficulties sharing information. The second problem Duncan needed to address was how to get work out the door quicker; delays were resulting from slow glass delivery and also the length of time



required to apply paint finish to the finished product.

Duncan has sourced the solution with two machines. The first; Joinery Management Software (JMS) from Joinerysoft and the second a Sikkens factory finish spray system. Together these have addressed all his problems and transformed his business.

Discovering Joinerysoft's Joinery Management Software on the internet, Duncan didn't even wait for a demo before purchasing. He says, "I saw an automated demo on the internet, and knew instantly this was what I was looking for. JMS is easy to use and provides pricing, glass sizes and instant cutting lists. Everything you could need in one package." Able to design and quote quickly and easily, JMS ensures that no quote gets left unanswered.

Purchasing JMS just three

months ago Celtic Cross has completed over £100,000 worth of quotes, doubling their previous quoting ability. The business has also grown with efficiencies in production allowing them to get work out quicker.

Their Sikkens factory finish spray system has also reduced delays in getting the finished product out. What used to take 3 weeks to paint, Celtic Cross can now paint in a day. Now that glass is ready and waiting for each job to be completed, they are able to deliver orders on time, with 9 out of 10 jobs even ready ahead of time. JMS also calculates how long each job will take to produce ensuring accurate and realistic deadlines are now given to customers. Since using JMS Celtic Cross has not had a single customer complaint due to late quote or delivery of order.

The management of jobs has been made easier with JMS, ensuring all the joiners are utilised to their full potential. Where the joiners used to regularly ask questions and confirm details of a job, JMS printouts now provide all the information they need so that each joiner can plan their jobs themselves and organise the most efficient way to complete a job. Duncan's family life has improved too with regular stints burning the midnight oil replaced with a standard 40 hour week. "I haven't got used to having free time yet. JMS isn't a luxury it is a must!" he

says. Adding, "The extra time I have saved has allowed me to shop around for better prices on timber, saving me £700 on just one hardwood job alone. I wouldn't have had the time to do that in the past."

Duncan admits to pricing being hit and miss before JMS, with tiredness and fluctuating supplier prices playing a significant factor in guestimating quotes. Easy to adjust prices means that profit margins are maintained with JMS providing greater accuracy and visibility of costs.

Installation by a qualified joiner ensures that section sizes, rebates and profiles are tailor made for each business. He adds, "The two days training is a lot to take in, but Joinerysoft provide the backup to go with it. The Joinerysoft support team are friendly and easy to talk to." With Duncan admitting to only basic knowledge of computers prior to installing JMS, the JMS installer helpfully demonstrated how to use email to send quotes or supplier orders directly from JMS.

Professional drawings and detailed quotations have contributed to orders being won. Duncan confirms that the quality of JMS quotes have won over customers, concluding, "If you took JMS away from me I would shut up shop. JMS is one of three bits of kit that I now consider essential. I couldn't do without my four sided planer, finishing spray system or JMS."

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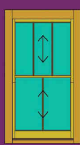
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## Software Designed For Bespoke Joinery



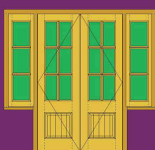
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