

DJC Joinery expands with JMS

Situated in Harlestone Firs, Northampton, DJC Joinery has over 40 years experience in manufacturing all types of bespoke joinery from made to measure staircases to traditional sliding sash windows and doors for domestic and commercial clients. Part of the Wilde Group since 2006, they provide all the joinery for the group as well as producing fine quality hand crafted timber products for the public and trade.

While still an autonomous company being part of the Wilde Group has provided DJC Joinery with the opportunity to grow. Taking over the joinery reins, General Manager, Simon Foale has invested in new machinery over the last three years to take the company forward, and intends to grow the business to a £1.5 million turnover at it's current premises.

Simon Foale doesn't have a background in joinery. Starting with the Wilde Group in the retail division, HFS Timber, he has learnt the joinery trade on the job, a far cry from his days as a professional rugby player for the Saints, representing England in the 1998 Commonwealth games.

With 11 employees, including 8 time served joiners, Simon has had a lot to take on board. A chance encounter with joinery software specialist, Joinerysoft at a machinery show, has led to the company also investing in software to speed up the design and quoting process. Simon confirms, "When I saw how easy it was to design and construct a window and make changes I thought it would be the answer to my prayers and save an awful lot of time."

Simon purchased Joinerysoft's Joinery Management Software (JMS) two years ago. The time savings and professional standard of quotes produced by JMS proved the deciding factor for Simon. He says, "Quoting had become a long drawn out process. Some



quotes got missed because I didn't get to them quick enough and I was always waiting for prices to come back from suppliers. Now the system can tell me what the costs and profit of each item will be. It is very, very good."

Simon confesses to not being a computer wizard, but has found JMS easy to learn. Installation and training was undertaken by a qualified joiner, something which proved useful for Simon, providing him with an insight into industry norms and pricing. "Customer support is very good at Joinerysoft, friendly help is always only a phone call away," he confirms.

Able to design and quote all jobs through JMS, Simon is able to ensure that a consistent and professional response is given to customers. "JMS has saved at least 2 days per week of my time, which allows me to get out and visit more customers and quote more," he adds.

Simon says, "We have had some fantastic feedback from customers. One customer chose to order through us because of the professional looking quote and itemised windows with diagrams. We were even able to show the configuration of glazing bars on a sliding sash window, something the customer was over the moon about."

JMS has also contributed to winning orders. Recently they won an order for 20 sliding sashes. Two joinery companies were asked to quote and within 24 hours Simon had emailed the quote to the customer. The other joinery company took two weeks to quote, but the customer had already placed the order by then with DJC Joinery, impressed with their professional approach and fast turnaround.

Disputes are now a thing of the past. Simon says, "Customers now understand what they

are going to get. We ask them to sign quotes as confirmation of order. The diagrams and detailed descriptions avoid sticky situations later."

More than just a quoting package, JMS provides cutting lists for the workshop, supplier orders for timber, fittings and glass, delivery notes and invoices. The workshop still do their own thing, but Simon has seen a big improvement in ordering materials. Materials lists can now be printed out from JMS and emailed directly to several merchants, ensuring that Simon keeps his pricing competitive. Even his suppliers have commented that they like the layout of the timber

requirements.

Investment in Joinerysoft has enabled the business to move forward over the last three years. Simon confirms, "Visibility of our profit margins has given me more control. It enables me to negotiate better with suppliers and clients. JMS has given the business a real boost in our ability to quote and be professional. Our sales have gone up 15% year on year, which in this economic climate is positive."

Simon believes that JMS has improved their market competitiveness by improving their professionalism and quoting ability. And last but not least makes his life an awful lot easier.

He concludes, "I like the advantage JMS gives us and wouldn't go back to the old way. I thoroughly recommend Joinerysoft, but would rather other joinery companies in Northampton didn't take advantage of it!"

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