

“Staying in touch with customers”

The Handyform story.

Ask Handyform and Handy Cut M.D. John Menzies what has guided their development path and the answer is simple: “Staying in touch with our customers”. That sounds easy enough but it means really listening to exactly what your customers want and then ensuring that’s what you deliver. It’s been a path to success for both Handyform and Handy Cut – the two companies that evolved from Handy Cut & Postforming. Handyform have grown to become a leading supplier of postformed tops and doors throughout south-east Queensland. Handy Cut specialise in quality cabinet componentry, including edging and machining.



Right from the beginning John understood the importance of using the best available technology if they were to produce the highest product quality with reliable delivery at competitive prices. From this a production partnership with the German Homag Group started in 1994 when Handy Cut & Postforming took delivery of their first Homag Group machine – an Edgebander from Brandt. “Since then, we haven’t looked back and both Handyform and Handy Cut have developed a reputation for using the most modern and advanced machines available.”

Handyform are an innovative and flexible company to deal with, meeting another clear demand from their customers. Production Manager Greg Tinson says “We pride ourselves on being able to confidently say ‘yes’ to requests for unusual shapes and finishes and are constantly introducing new products and services as demands evolve. A recent example of this is the new range of ‘Handytops’ offering completed benchtop orders with only 24hr notice from a small range of popular colours at reduced prices. Our Handytops customers love the convenience of being able to pick up their tops the following day”.

At the heart of Handyform's production of postformed tops and doors is a Homag ‘VFR’ high production through-feed postforming line. “If you’re serious about postforming, you have a Homag”. The Homag postformer works in concert with a Homag Double end tenoner and a Weeke. Wherever you look quality products are produced with the highest efficiency to keep pricing from both Handyform and Handy Cut very competitive.

And the Handyform story doesn’t end there. Recently they added a rear loading ‘HPL380’ beam saw from Holzma and describe this as “an exceptionally good machine”. “We researched the available machines thoroughly before committing to another Holzma, and have no regrets. The efficiency of the HPL380 has really impressed us. We we’re expecting good things based on our experience with our two other Holzmas at Handy Cut but with its newer technology it’s been even better than anticipated”.

“We’ve always been happy with the performance of our Holzmas at Handy Cut: we can only describe their performance as ‘excellent’ - they maintain accuracy with a very high output. The oldest Holzma has put in 10 hour shifts for the past 7 years without problems, and it still delivers excellent quality; It’s simply the most reliable machine we’ve ever had”. Both saws are aligned with Homag Econo Lifts for easy loading and feed two Brandt edgebanders (which run for around 8-10 hours a day) and a Weeke CNC machine from Homag to finish the cut and edge process with shaping and multiboring.

Both companies are working in an industry which demands short lead times, which means they require the whole manufacturing process to be efficient and must have reliable equipment. Both companies are backed by experienced staff with a focus on customer service. "This means we can give our customers accurate information from quoting and orders through to delivery dates."

Back up service is critical to both of the 'Handy' companies' ability to deliver their products to the high quality and on time delivery standards their customers are looking for. "It's fair to say we've felt in the past that the backup from Homag needed to improve. We're also happy to now say that we've seen a really dramatic improvement over the last 18 months. Response times are quick, the local techs are well trained, experienced and helpful, and the techs from Germany are regularly in the area."

"With the Homag Group now taking 100% ownership of Homag Australia, we've seen a significant improvement in their support. We see this continuing to improve to further strengthen what has been a very successful partnership of Handyform and Handy Cut with the Homag Group" concludes John.