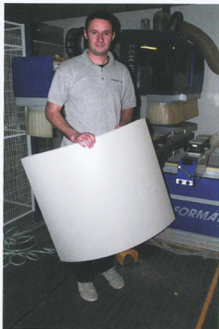


Peter (right) and Jon Norris with their new Felder Profit H22 machining centre.



Investing in a Felder Format 4 Profit H22 has enabled a small family cabinet-making firm to increase its own productivity and diversify and capitalise on a new opportunity.

“unbelievable” profit

Peter Norris and Son is a specialist designer and manufacturer of kitchens, bedrooms, offices and bespoke furniture. Cabinet makers since 1982, Peter and his son, Jon, are also authorised fabricators of materials such as Corian, Hi-Macs and Staron Solid Surfaces. Producing small batches of orders to individual designs is their speciality and to do this they have equipped the company with a Profit H22 CNC Machining Centre from Felder UK.

With its high efficiency and high flexibility, the Profit H22 is designed to offer flexibility to manufacturers of doors, windows, stairs and solid wood furniture for a modest investment. A CNC machining centre from Felder's Format 4 range, the Profit H22 is an extremely flexible machine which optimises both standard production and design-focused non-standard work. "It is unbelievable what the machine enables us to achieve," says a delighted Peter Norris. "The Profit H22 is the best thing since sliced bread!" Before taking delivery of the new machine, Peter reports they were on the point of turning work away which could not be completed within customers' deadlines but now they are "sailing through the work".

The speed and accuracy of the Felder CNC has not only increased productivity of their own designs, it's enabled them to start manufacturing cabinets and doors for other local

kitchen companies. Trading under the name Cheshire CNC, they now perform CNC work for third parties who do not have a CNC machine of their own. Jon recalls enthusiastically how they were able to make components from simple drawings for one customer who approached them recently. In the past, this task would have taken many hours. Manufacturing everything from a simple circle to highly complex shapes and other time consuming tasks is something that now comes easily to Peter and Jon - and, entirely because of the Profit H22, they've diversified and capitalised on new opportunities.

"The machine's positioning accuracy gives the products the finishing touches other machines in our workshop cannot achieve," says Jon and, adds Peter, "The Profit H22 cannot be faulted."

Peter and Jon are just as delighted with the service they've received from Felder UK: "Felder listened to what we wanted and let us decide things in our own time," says Peter. "We are very happy with Felder and the honest, calm approach they take. The machine is more than paying for itself and what makes everything even better, is that Felder is only a phone call away."

To find out how a Profit CNC H22 could benefit your workshop visit www.felder-group.co.uk or call 01908 635000.