



WoodNews Feature

Profit from Wood

A Case Study on Timbor Home





Timbor Home was started in late 2004 as a company to manufacture solid wood kitchen shutters. The Ahmedabad-based company started out operating from a 5,000-square-foot space equipped with a few semi-automatic machines. Today, Timbor Home has grown into an ISO 14001:2004 and ISO 9001:2000 certified, CRISIL SE1B rated, multi-crore, pan-India operation.

A major turning point for Timbor Home came in July, 2006 when the company opened its first Timbor Cucine – a complete kitchen solution showroom (“Cucine” is the Italian word for kitchens). Today, the company has over 70 franchisee retail stores all across the country and also markets its products on the internet. Having set up an effective distribution infrastructure, it was possible for the company to start selling its products on a large scale – a vital step on the road to success in today’s marketplace.

Nowadays, Timbor Home produces all types of kitchen components (except for hardware and appliances), including complete kitchens

and components such as shutters, carcasses, wire accessories and wooden drawers. They also make all kinds of plain and decorative doors, windows and joinery and are now well into their second year of manufacturing solid wood furniture: sofas, dining tables, chairs, beds and wardrobes. They have three factories covering a floor space of approximately 200,000 square feet, equipped with high output automatic and CNC machines for timber and panel processing, assembly and finishing.

Investing in Capacity

According to the company’s Director, Mr. Manan Patel, “We have always relied on our manufacturing capabilities and our vision of being a low cost producer of kitchens, doors and furniture has made us invest in capacity and technology ramp up and reaching our customers directly. We strongly believe in our business partners and work very closely with them on selling and end-to-end solutions.”



The Right Machine for the Right Job

As far as production goes, Timbor Home uses a mix of Indian, Chinese and European machines, including hot presses, finger jointing lines, dryers, impregnation plant, membrane press, profile wrapping line, edgebander, multi boring machine, tenon and mortise machine and spray booth. From the outset, Timbor Home has chosen Felder machines for its factories, beginning with a Format 4 panel saw, which is still being used today. They are also using a CNC router, a beam saw and a wide belt sander from Felder. Mr. Patel explained, “Felder is a very strong European manufacture of machines for various applications. All Felder machines are made in Europe, which makes them very sturdy and high precision machines with low maintenance. The service back-up provided in India is excellent and we share a very good relationship with Mr. Tejas Majmudar, Felder India’s Managing Director. Felder’s service is just one phone call away.”





The machines are fairly easy to operate once the operator is trained and Felder provides such training at the time of machinery installation. “Felder’s engineers have been very helpful to us and have spent more than sufficient time in training and tuning the machines for their intended use,” said Mr. Patel, “The best part is that if someone gets stuck in something, the guys in Austria get online and solve it immediately.”

Technology Saves Time and Money

How has a company like Timbor Home become successful? A modern approach to manufacturing coupled with a concerted effort at marketing and distribution are the key factors. In terms of production, Mr. Patel explained, “We have taken the CAD-CAM approach for production of cabinets and shutters. When there is a need to manufacture customised kitchens in large quantities every day, with each order being unique, then there is a need for meticulous pre-production planning. Optimising the cutting plan for customised kitchen is a challenging task. Optimisation is a must to reduce wastage and manage inventory in order to be competitively priced. This is very effectively achieved using Industrial Grade Optimisation software which ‘talks’ with the beam saw. It is amazing to see how scheduled orders for the day are optimised, as per different materials, in a few minutes and effortlessly loaded on to the beam saw for cutting. Since the operator does not have to plan before cutting, he can concentrate on the more important task of the cutting itself, thereby increasing machine throughput. We have also invested in inventory management software to effectively utilise off-cuts.

“Kitchens consist of two main components, carcasses and fronts,” he added, “Carcass production is fairly straightforward: panel sizing, edgebanding and drilling. Accuracy is of paramount importance since several carcasses would be joined to make one kitchen. One inaccurately produced carcass would have a cascading effect on the whole kitchen with disastrous consequences. We manufacture a wide range of fronts which include solid wood fronts, membrane pressed fronts and laminated fronts. The latest addition to our program is lacquered fronts which are manufactured on a fully automatic finishing line.”

In today’s rapidly advancing marketplace, middle-class Indians are switching from local carpenters to mass-produced retail furniture. People like the consistent high quality, variety of design and value-added features that come from modern production methods. All over the country, factories are being set up to help fulfil this demand. Likewise, retail furniture stores are quickly becoming established in every city in India. For the Indian woodworker, this means he can no longer survive just by doing hand work for the people in his own neighbourhood. The ones who manage to modernise their methods, as Timbor Home has, will be the ones who are still around 10 or 20 years down the road.

Mr. Patel passed on a few words of advice: “In my opinion, this is one of the best times for the furniture industry to grow. Each manufacturer should understand their strength areas and stick to them and should try to be the leader in that space. Believe in growth.”

Future plans for Timbor Home include continuing to expand their kitchen business and they are working on various partnership models to take this forward. Furniture is one area where the company would like to make some more progress and they are also at an advanced stage to introduce wooden homes into the Indian market.

