

# THE CUTTING EDGE

## CABINET MAKER'S **GROWTH EXPO**

TAKE CONTROL. **WORK SMARTER. INCREASE PROFITS.**

MELBOURNE  
CONVENTION CENTRE  
**JUNE 13 2025**

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# The Cutting Edge CABINET MAKER'S GROWTH EXPO

Proudly supported by industry leaders and experts, this years event aims to impact cabinetry businesses across the country looking to achieve stability and success.

Featuring five focused sessions featuring demonstrations and panel discussions—covering business model innovation, technology and automation, efficiency strategies, culture development, and scaling for growth—the Cabinet Makers Growth Expo is the ultimate hub for cabinetry professionals ready to take control of their future.

This event is designed to empower cabinet makers with the tools and insights needed to regain a sense of comfort and safety in their operations, while exploring innovative strategies to stay ahead of competitors and maximise profitability.

Drawing top-tier attendees from across Australia's cabinet-making and joinery sectors, the expo offers unparalleled opportunities to connect with key suppliers, discover groundbreaking solutions, and gain actionable insights to take control, innovate, and drive long-term success.



**70+ Cabinet  
Makers &  
Manufacturers**

**10**

**Industry Specialist  
Speakers**



**THE LATEST in  
Cabinetry Technology,  
Tools and Software**

**100+ YEARS  
of Combined  
Industry  
Knowledge**



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## SCHEDULE

10.30- 11.45am	<b>SCALING A CABINET MANUFACTURING BUSINESS</b> Lessons from the Industry
12.45- 2.00pm	<b>THE SMART FACTORY</b> Layouts, Tools & Machines for Scalable Manufacturing
2:15- 3:30pm	<b>AUTOMATION ADVANTAGE</b> Profitability Through Technology
3.45- 5.00pm	<b>STAND OUT OR BLEND IN</b> Finding Your USP & Building a More Profitable Business

Session content subject to change based  
on confirmed guest speakers expertise

# SCALING A CABINET MANUFACTURING BUSINESS:

## Lessons from the Industry

### What You'll Learn:

- **How to define your niche:** Avoid the “yes to everything” trap and focus on the right customers for sustainable growth.
- **Specialising in high-value work:** Learn when and how to phase out low-margin services like installation and project management.
- **Optimising workflow for profitability:** Identify what slows down your production and make strategic changes to improve efficiency.
- **Outsourcing vs. in-house production:** Understand what processes to keep and what to outsource to reduce overhead and increase output.
- **Real-world lessons from industry peers:** Hear firsthand how cabinet makers successfully transitioned their business models for better scalability and profitability.

### Guest Speakers:

- **Gary Cannard (Cabinets by Computer):** Simplification and flat pack production – why CNC-equipped businesses must adopt flat packing to boost profitability.
- **Retief & Pieter Joubert (Provence Bros):** How to pivot, specialise in high-value work, and optimise workflow for profitability.
- **Andrew Steel (ASC Flatpacks):** How shifting from full-service cabinetry to a focused flatpack model unlocked scalable growth, operational clarity, and a more profitable business.

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# THE SMART FACTORY

## Layouts, Tools & Machines for Scalable Manufacturing

### What You'll Learn:

- **Factory layout from experience, not theory:** See how manufacturers are transitioning from traditional setups to process-led layouts that support lean manufacturing principles.
- **From mistakes to mastery:** Learn from what other manufacturers have got wrong, what they changed, and how these lessons reshaped their factory.
- **The essential machines to scale with confidence:** From flatbed CNC routers to edge banders, understand which machines are must-haves and how to choose what's right for your operation.
- **Invest once, not twice:** Insights into strategic equipment investments that deliver long-term ROI and support scalable growth.
- **Tooling, Layout & Efficiency:** Why faster isn't always better – and how lean coaching revealed 10 minutes of actual work hiding inside 15-day lead times.
- **Software that simplifies everything:** See how machine integration and factory management software can eliminate bottlenecks and streamline your processes.
- **Designing your next factory:** Explore how letting your process determine your layout – not your machines – can transform efficiency and prepare you for scalable growth.

### Guest Speakers:

- **Retief & Pieter Joubert (Provence Bros):** Their journey from a traditional install shop to a lean cut-to-size operation, including factory photos, layout redesigns, and their next facility plan.
- **Leigh Swalling (Innovera):** How digital production management, real-time job tracking, and barcode-driven systems can streamline factory flow and maximise output with less labour.

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# AUTOMATION ADVANTAGE:

## Profitability Through Technology

### What You'll Learn:

- **Scale without more staff:** See how simplifying workflows and automating the right steps can increase output without growing your team.
- **Real-time visibility into your business:** Discover how ERP systems help you understand job costing, scheduling, and staff productivity at a glance.
- **Fix bottlenecks before they happen:** Learn how smart scheduling and time tracking can flag delays early and help deliver jobs on time.
- **Digitise, then automate:** Understand why clear processes are essential before adding layers of automation – and how to start small.
- **Choose the right tech stack:** Get guidance on what to implement first – and how to avoid overinvesting or stacking disconnected tools.
- **Break through your business ceiling:** Hear how aligning key business drivers (team, systems, sales, factory flow) can unlock the next level.

### Guest Speakers:

- **Aaron Crees (Jobman ERP):** How ERP brings clarity to job costing, scheduling, and staff productivity – with practical ways to simplify, digitise, and then automate.
- **Bruce Poling (The Joinery Coach):** The 9 key business drivers (team, time, systems, factory, product, customer, money, brand, sales) that create sustainable growth and frees you from day-to-day chaos.

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## STAND OUT OR BLEND IN:

### Finding Your USP & Building a More Profitable Business

#### What You'll Learn:

- **How to define and refine your unique selling proposition (USP):** What makes you better, different, or more affordable? Understand how to clearly position your business in the market.
- **Differentiation vs. Competition:** Learn how to attract the right clients by standing out instead of racing to the bottom on price.
- **Real-world transitions:** Hear from business owners who pivoted from general cabinetry services to high-margin, niche offerings.
- **Branding for manufacturers:** Strategies to market your capabilities and communicate your value in a crowded market.
- **From 'yes to everything' to strategic focus:** Why saying no to the wrong work creates space for the right opportunities.

#### Guest Speakers:

- **Darren Garufi (Craftmark):** How systemisation, financial literacy, and a clear market position fuel long-term profitability and industry leadership.
- **Leigh Swalling (Innovera):** How connected production systems, real-time tracking, and digital workflows help cabinet makers reduce rework, scale output, and turn their factory floor into a competitive advantage.

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## BRAND PARTNERS



## WHERE YOU CAN FIND US



## MELBOURNE CONVENTION CENTRE JUNE 13 2025

### CLARENDON ROOM G

Enter via Clarendon Street entrance & turn left.

**10.30am - 5.00pm**

Don't miss this opportunity to elevate your business. This is your chance to shape the future of the cabinet industry and transform your approach with innovative, actionable strategies.

**Join us in SHAPING THE FUTURE  
of the industry's EVOLUTION**

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