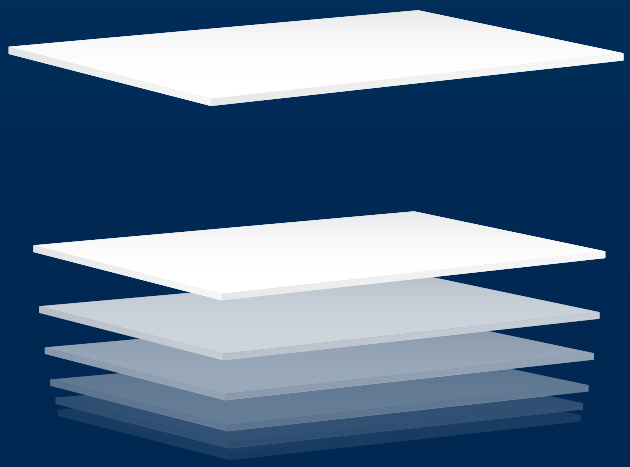


The **RISE** of **CUT TO SIZE**

And how cabinet manufacturers are taking advantage of the **growing demand**

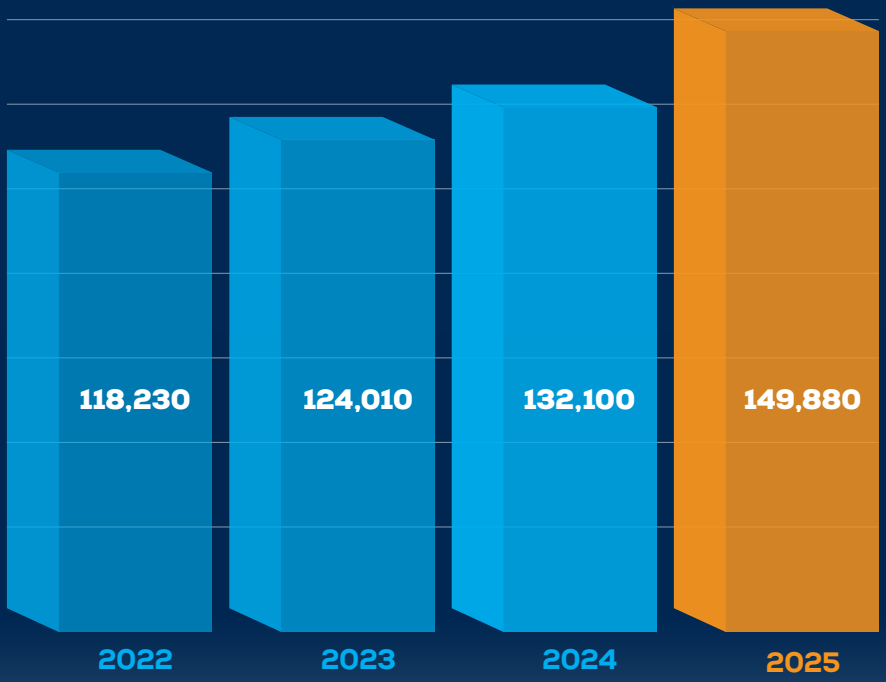
Cabinetry.Online®

AUSTRALIAN CUT TO SIZE DATA

The RISE of CUT TO SIZE

Australian search demand for cut to size cabinetry **INCREASED** by almost **27% IN THREE YEARS**

GOOGLE SEARCH VOLUMES for cut-to-size cabinetry



Search volume rose from **118,230 in 2022** to **149,880 in 2025**, an increase of **more than 31,000 searches a year**.

In 2025 alone, that averaged more than **12,000 searches every month** from people actively looking for cut to size cabinetry and related solutions.

How manufacturers are **TAKING ADVANTAGE** of the **CUT TO SIZE BOOM**

As demand grows, manufacturers are changing how they use their factories, serve customers and generate revenue.

The manufacturers making the most of this growth aren't necessarily buying more machinery or hiring more cabinet makers.

Many are using the capacity they already have, moving away from labour heavy installation work and making it easier for trade customers to order cut to size directly.

IDLE CNC = NEW REVENUE STREAM



JAMAL

Cut by Bees
BRISBANE QLD

THE OPPORTUNITY

Jamal already owned a CNC and edgebander through another part of the business, but the machinery was sitting unused for large parts of the year.

WHAT THEY DID

He launched Cut By Bees to use that spare capacity for flatpack and cut to size cabinetry.

> *We've got a CNC machine and an edge bander that sits there a lot of the time not being used... I decided to sign up and keep the machine working more throughout the year.*

LESS SITE WORK = MORE FOCUS ON MANUFACTURING



PIETER & RETIEF

Provence Brothers
PERTH WA

THE OPPORTUNITY

Provence Brothers started as a traditional supply and install business before seeing the opportunity to manufacture for other cabinet makers.

WHAT THEY DID

They progressively shifted their business towards cut to size and today operate as a supply-only manufacturer.

> *When we signed up we still did the installs and now we've just turned completely to supply only. No site work at all. That's been a massive change in our business and really helped us to grow and scale.*

MAKING CUT TO SIZE EASIER TO BUY



PAOLO

DIY Kitchens Perth
PERTH WA

THE OPPORTUNITY

DIY Kitchens Perth had already been supplying components and flatpacks for around 20 years, but Paolo found the manual process increasingly time consuming.

WHAT THEY DID

They moved customers towards online ordering rather than spending their own time working through drawings and orders manually.

> *It's the ease of ordering and giving me that freedom of not dealing with drawings and sitting with customers... it's just pointing them in the right direction and getting the orders through.*

CLICK HERE to watch VIDEO TESTIMONIALS

5 THINGS every manufacturer should know BEFORE STARTING CUT TO SIZE

1 CUT TO SIZE NEEDS A DIFFERENT MINDSET



It's getting out of the mindset of being a cabinet maker and being a manufacturer, and focusing on the manufacturing processes.

BEN | *Cabinet Systems*

2 YOU DON'T NEED EVERY ROLE FILLED BY A HIGHLY SKILLED CABINET MAKER



The cut to size stuff is quite scalable and it's not so dependent on people with a specific set of skills. We've found that we can quickly train people into the roles needed... much quicker than intricate joinery or on site work.

TONY | *Easy Peezy Cabinet Co.*

3 THE CUSTOMER NEEDS TO DO MORE OF THE WORK



Now we don't waste time on quotes that we don't get... they just do it on their own.

ADRIAN | *H+F Custom Flatpacks*

4 DON'T TRY TO OFFER EVERYTHING



Just because we can do something doesn't mean we should do it... there's a big difference between what we sell and what we can do.

RETIEF | *Provence Brothers*

5 KNOW WHO YOU'RE BUILDING THE BUSINESS FOR



We target mainly the man in his ute, where they don't have the capability of having a factory and cutting their components. They're skilful workers, but they don't have the process to get their cabinets done.

PAOLO | *DIY Kitchens Perth*

CLICK HERE to see examples of what recent manufacturers have GENERATED in their FIRST 12 MONTHS

CUT TO SIZE and the RENOVATION MARKET

Cut to size sits inside a **much larger renovation market**, with **BILLIONS** being spent **UPGRADING EXISTING AUSTRALIAN HOMES** and **KITCHENS** remaining one of the **highest-value areas**



40% OF RESIDENTIAL CONSTRUCTION SPEND IS NOW RENOVATION RELATED

Renovations accounted for **40% of Australian residential construction spending in 2023–24, up from 34.2% five years earlier**.

Adjusted for inflation, renovation spending was **6.5% higher than in 2018–19**.

*Source: KPMG Australia, Renovation Domination, November 2024

$3.0 BILLION SPENT ON ALTERATIONS & ADDITIONS IN ONE QUARTER

Australians completed approximately **$3.04 billion worth of alterations and additions to residential buildings in the September 2023 quarter**, an increase of **4.2% from the previous quarter**.#

#Source: Australian Bureau of Statistics, Building Activity, Australia, September 2023



AUSTRALIAN CABINETRY DEMAND IS STILL BEING SERVICED LOCALLY

Only **5 kitchen cabinet import shipments** were recorded for Australia under HSN 39249090 in Volza's 2025 dataset.^

Renovations are strong › Kitchens are a major spend › Relatively little is coming through this import category › Australian manufacturers have the opportunity to **capture the demand**

^**Source:** Volza Import Trade Data, 2025

How manufacturers are **ADAPTING THEIR FACTORIES** for more **CUT TO SIZE**

As cut to size demand grows, manufacturers are redesigning their factories around faster, simpler production.

For Provence Brothers, growth eventually exposed a new bottleneck.

Their existing factory had been built around the way the business used to operate. As cut to size increased, parts had to move through multiple turns, teams were physically separated and the layout made future machinery upgrades harder.

Rather than simply adding more space, they redesigned the factory around the process they wanted to run.

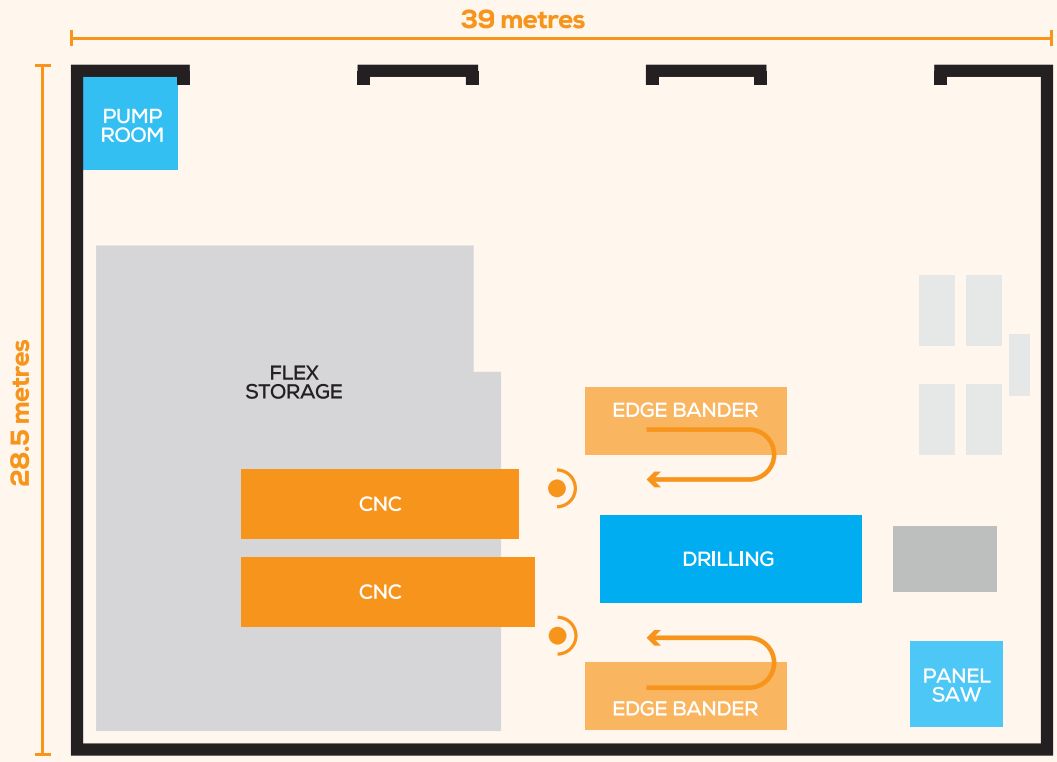
PROVENCE BROTHERS

The **SHIFT**

OLD APPROACH
FACTORY determines **LAYOUT**
LAYOUT determines **PROCESS**

NEW APPROACH
PROCESS determines **LAYOUT**
LAYOUT determines **FACTORY**

Their goal was to create a factory that could handle more cut to size work with less handling, fewer production bottlenecks and more room to automate.



Before we did any of this layout, we first defined our process. Because process determines your layout. Your layout should support your process, it shouldn't determine your process.



We worked on our processes and realised changing a few small things in line meant we actually didn't need [the second edgebander]... our productivity went up.

What they **CHANGED**

STRAIGHTER PRODUCTION FLOW

The old setup forced parts through multiple 90 degree turns. The new layout was designed to move work more directly through CNC, edging, drilling and assembly.

MACHINERY POSITIONED FOR GROWTH

Two CNCs were planned side by side, with shared drilling capability and space for future automation.

LESS SEPARATION BETWEEN TEAMS

Removing physical barriers brought preparation, machinery and assembly closer together, improving communication and reducing unnecessary handling.

CAPACITY PLANNED BEFORE IT WAS NEEDED

The factory was designed with future production lines, edgebander upgrades, additional machinery and automation already in mind.

We eventually got a CNC which had extra capacity. That opened us up to cutting for other cabinet makers, and then we saw this as an opportunity we could scale in the long term.

Manufacturers taking advantage of the rise in cut to size are not just adding more machinery. They are redesigning their processes so the factory can handle more volume without adding the same amount of complexity.

CLICK HERE to watch VIDEO

AUSTRALIAN CUT TO SIZE DATA

QUOTED WORK for CUT TO SIZE is ON THE RISE

Quoted work grew from **$5.6 MILLION** in 2024 to **$18.2 MILLION** in 2025, an increase of **MORE THAN 220% IN JUST 12 MONTHS**

These figures come from goCabinets®, which connects builders, cabinet makers and other customers looking for cut to size cabinetry with Cabinetry.Online manufacturers around Australia.



What **CUT TO SIZE CUSTOMERS REALLY WANT**

What to expect when you start servicing trade customers, and how to make the relationship work.

One of the biggest unknowns when moving into cut to size is the customer side of the business.

The good news is that most trade customers are not looking for more meetings, more design help or more hand holding. They are already busy quoting jobs, managing their own customers and getting installs completed.

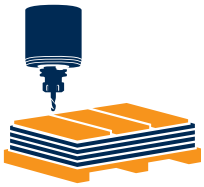
What they value most is a manufacturer that makes their job easier.

Tom from Smart Cut (Ballarat) built their customer service approach around exactly that idea.

Smart Cut
Cabinetry Supplies

CUSTOMER GOAL	WHAT IT LOOKS LIKE	WHAT THIS MEANS FOR THE MANUFACTURER
They want to ORDER and KEEP MOVING	A trade customer generally wants to place the job, know what it will cost and move onto the next thing. The easier your ordering process is, the less time both businesses spend going backwards and forwards.	Tom describes customer service to his customers as: ***"Seamless. Easy. No friction. No need to call us."*** Make as much of the normal ordering process self service as possible. The customer should not need to ring you just to get a price, place a standard order or understand what happens next.
They DO NOT WANT to CHASE their manufacturer	Cut to size customer service tends to be very different from dealing with an end consumer. The questions are generally operational: ***Do you have this material?*** ***Can you do a recut?*** ***When will the job be ready?*** ***Can I collect this with another order?*** ***Can you help me solve something that has happened on site?***	Keep job information visible. Make sure more than one person can answer customer questions. Communicate delays or problems before the customer has to ask.



CUSTOMER GOAL	WHAT IT LOOKS LIKE	WHAT THIS MEANS FOR THE MANUFACTURER
 **RECUTS and CHANGES are PART OF THE BUSINESS**	Problems will happen. A panel may need to be recut. A customer may change something. Something may go wrong on site. The important part is not pretending those situations will disappear. It is having a simple way to deal with them when they occur. Smart Cut's approach is to log issues, make them visible to the team and solve them before they become bigger problems.	Have a clear process for: **Recuts** **Material questions** **Changes** **Pickups and deliveries** **Customer issues** The more predictable these processes become, the less disruption they cause inside the factory.
 **The BEST TRADE CUSTOMERS want CONSISTENCY**	Once a cabinet maker or builder learns your ordering process, they generally do not want to relearn it every job. They want to know: ***How to order*** ***What you supply?*** ***What it will cost?*** ***When it will be ready?*** ***What happens if something goes wrong?*** The more consistent that experience becomes, the easier it is for them to keep sending work through.	**The Smart Cut PHILOSOPHY:** *We want customers to get what they need without chasing us, solve problems quickly and stay focused on installs and sales.*

GOOD CUT TO SIZE CUSTOMER SERVICE SHOULD FEEL EASY



Easy to ORDER



Easy to get ANSWERS



Easy to FIX PROBLEMS



Easy to KEEP DOING BUSINESS with you

CLICK HERE to watch VIDEO

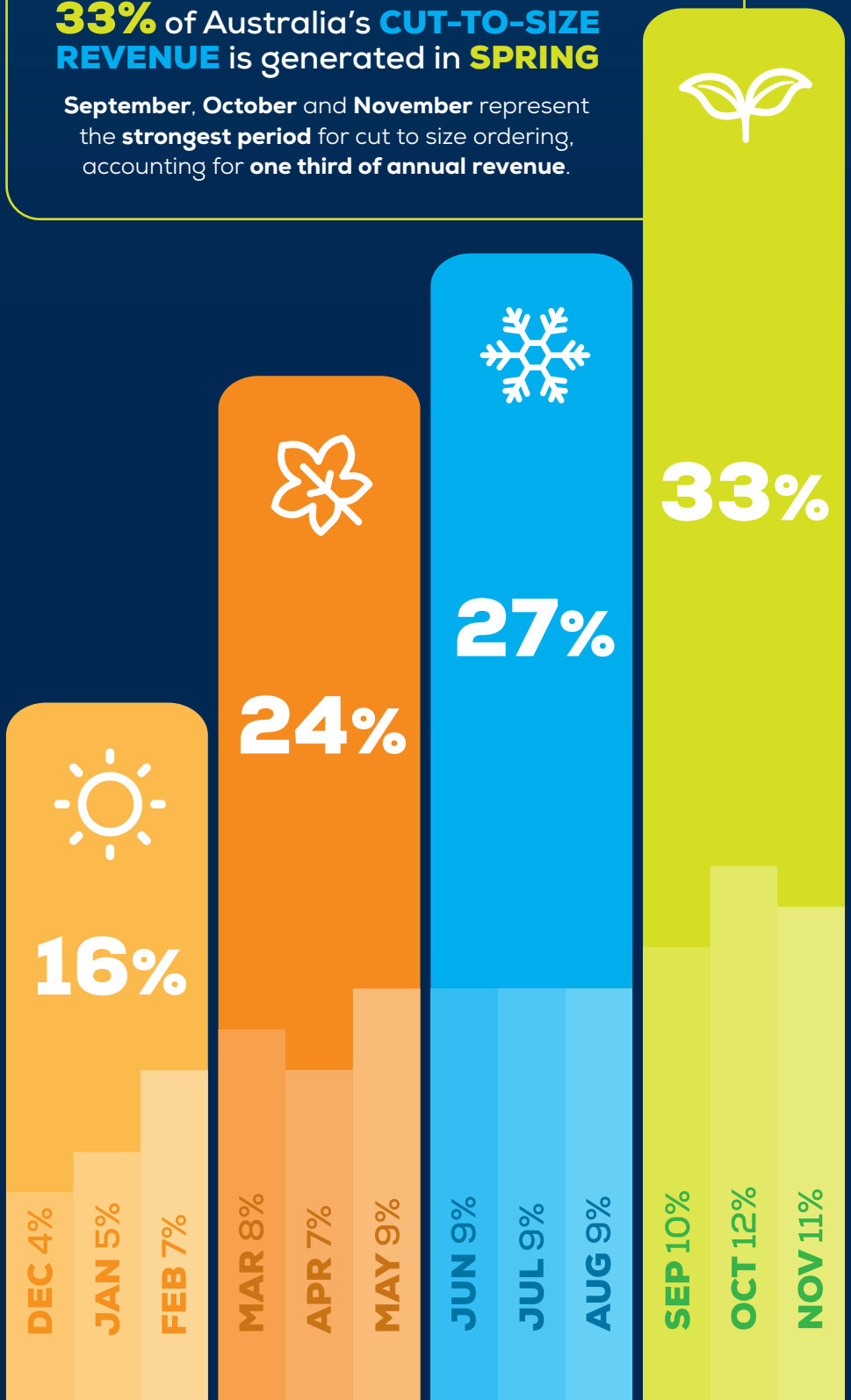


AUSTRALIAN CUT TO SIZE DATA

SPRING is CUT TO SIZE SEASON

33% of Australia's **CUT-TO-SIZE REVENUE** is generated in **SPRING**

September, **October** and **November** represent the **strongest period** for cut to size ordering, accounting for **one third of annual revenue**.



Based on three years of revenue data collected from more than 150 Australian cabinet manufacturers. Data from Cabinetry.Online.

What can **CUT TO SIZE GENERATE** in the **FIRST 12-18 MONTHS**

Actual results from recent Australian manufacturers building their cut to size business with Cabinetry.Online

Moving into cut to size does not look the same for every manufacturer.

Some use it to fill spare CNC capacity alongside their existing work. Others progressively move towards manufacturing only.

But looking at our most recent manufacturers who completed onboarding and went on to convert at least five goCabinets® leads, we can see what the first 12–18 months can look like in practice.

	LOCATION	START DATE	JOBS	TOTAL TURNOVER	HOURS SAVED	TURNOVER VIA goCabinets	% OF TOTAL TURNOVER
NSW	Regional	Sept 2025	22	$110k+	48	$40k+	38%
	Regional	Oct 2025	28	$135k+	61	$70k+	53%
	Metro	July 2025	17	$70k+	37	$40k+	54%
	Metro	July 2025	63	$275k+	137	$20k+	9%
QLD	Metro	Sept 2025	15	$60k+	33	$60k+	100%
	Regional	July 2025	215	$710k+	466	$205k+	29%
	Metro	Aug 2025	262	$425k+	568	$80k+	20%
SA	Metro	April 2025	22	$85k+	48	$60k+	72%
VIC	Metro	August 2025	76	$245k+	165	$65k+	27%
	Metro	August 2025	13	$25k+	28	$15k+	70%
	Regional	July 2025	77	$280k+	167	$25k+	9%
WA	Regional	Nov 2025	57	$195k+	124	$115k+	60%

On average, these manufacturers:

Completed 72 jobs

Generated $220,653 total revenue

Earnt an additional $68,903 from goCabinets® leads

Saved 157 hours of quoting, detailing and processing time

CLICK HERE to see examples of what recent manufactures have GENERATED in their FIRST 12 MONTHS

Manufacturer data last updated 19/10/2026

How Cabinetry.Online **FAST TRACKS** the **PROCESS**

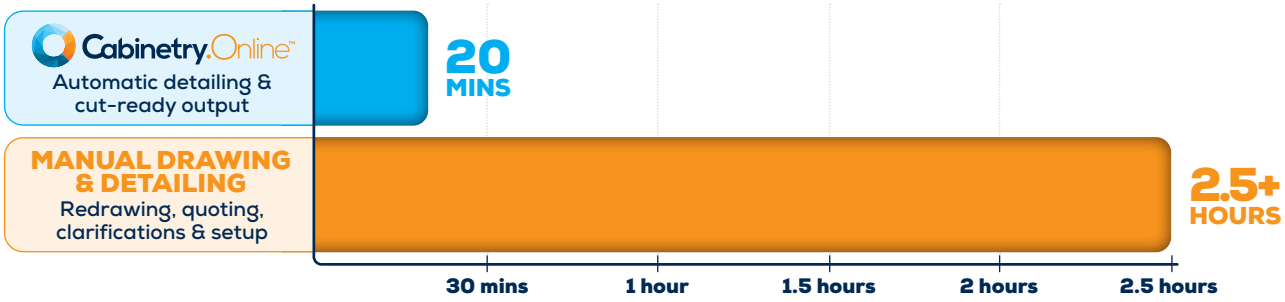
Cabinetry.Online gives manufacturers an online channel for customers to design, price and submit their own cut to size jobs.

Instead of every additional order creating another manual quoting and detailing task, customers do more of the work themselves before the job reaches the factory.

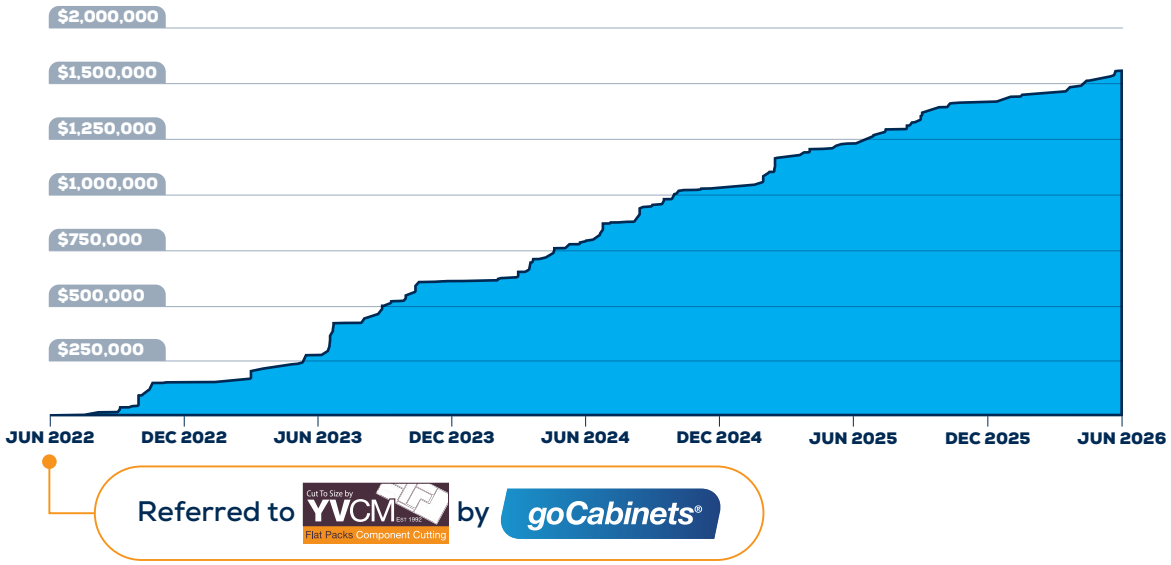
Once a manufacturer is set up and ready to take work, Cabinetry.Online can also connect them with builders and cabinet makers looking for cut to size manufacturing through goCabinets®.

Turn **2.5+ HOURS OF MANUAL DETAILING** into about **20 MINUTES** with Cabinetry.Online

Cabinetry.Online lets customers quote and submit their own cut-to-size jobs online, reducing a **2.5+ hour** detailing process to about **20 minutes** and helping you put more work through your CNC.



Revenue from **1 REFERRED CLIENT** over **3 YEARS**



CUSTOMER DEMAND → ONLINE QUOTING & ORDERING → JOB SUBMITTED TO MANUFACURER → FACTORY PROCESSES the WORK → REPEAT CUT TO SIZE CUSTOMER

Could **CUT TO SIZE WORK** in **YOUR FACTORY?**

If you have available CNC capacity and want to explore what cut to size could look like **FOR YOUR FACTORY**, contact the team at Cabinetry.Online

CLICK HERE to find out MORE!

Cabinetry.Online®