

10 Year Anniversary Edition



**CUTSHOP**<sup>®</sup> cut | edge | drill | deliver



CUTSHOP®

**Cutshop<sup>®</sup> offers**  
**contract cutting services** to  
designers and manufacturing  
partners for bespoke interior and  
industrial solutions



**THERMWOOD**  
CORPORATION

**LASER**  
CALIBRATED

**⚠ DANGER**  
Stay clear.  
Machine starts automatically.

**⚠ WARNING**  
Never Handed.  
Wear Approved  
eye protection  
in this area.

**⚠ WARNING**  
Risk of eye  
injury.  
Eye protection  
required.

**CUTSHOP**<sup>®</sup>

# 3 flatbed Thermwood CNCs

3660mm x 2100mm

Precision cutting for a wide variety of sheet material

Laminated timbers, composites like MDF, plywood & particle board, acrylics like perspex, aluminium & more



**CUTSHOP<sup>®</sup>**

# 3 Holzher Lumina 1586s

**LTRONIC for perfect invisible joints  
with laser edging**

**Glu Jet for high quality glued edging  
with EVA and PUR**

# 10-year anniversary edition

The following collection of works have been handpicked as a showcase of the finest examples of collaboration between Cutshop<sup>®</sup> and the trade & builders, commercial architects & industrial designers, handyman services & DIY pro's over the last ten years.

Cutshop<sup>®</sup> strives to play an invaluable role in the production line of residential, workplace, and commercial projects, in collaboration with our clients, ensuring the sheet materials are cut, edged, drilled and delivered to an exceptional standard.

**CUTSHOP**

<sup>®</sup>

cut | edge | drill | deliver





# Index

- 1** Factory in your back pocket  
- trade and builders
- 2** Commercial collaboration  
- architects and industrial designers
- 3** Home renovations  
- handyman and DIY pro's

# Factory in your back pocket

- trade & builders

***CUTSHOP***

®

cut | edge | drill | deliver



# Contents

- 3** Double productivity for a custom kitchen maker
- 7** Beyond expectation
- 11** Showcasing diversity
- 13** Reliability
- 16** Primed for success
- 17** A new venture
- 20** Cabinets on display
- 21** Pivot cabinet
- 23** Library shelving
- 25** Beautiful business

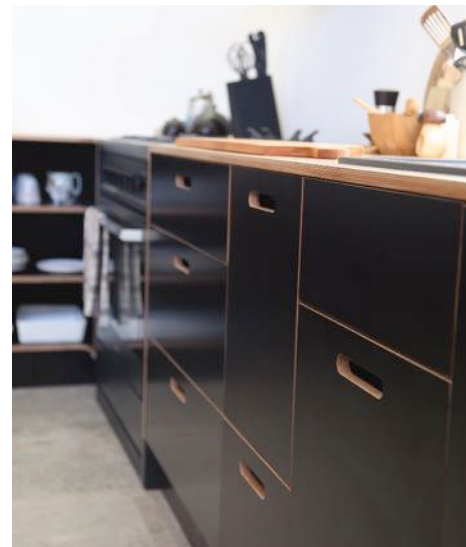
# Double productivity for a custom kitchen maker

## Love Outdoor Kitchens

Rhys, originally a cabinet maker and boat builder, branched out into kitchen-making when he came back from a 13-year stint in Europe working on super yachts in the America's Cup, Round the World Vendee Globe and Jules Verne campaigns.

"I took a break from boat building and renovated our own kitchen using my experience with wood and composites. A lot of people commented on custom features like the waterfall bench and soon I got asked to build a similar kitchen for someone else. That's how it all started."

**"Working with Cutshop® has been the single biggest factor in my business success"**



**“A lot of people commented on custom features like the waterfall bench and soon I got asked to build a similar kitchen for someone else. That’s how it all started.”**





## There's got to be an easier way

Rhys made his first three kitchens by hand. Measuring, cutting and installing every piece himself. It became quite a time-consuming and labour-intensive process and Rhys knew he needed to make changes somewhere to smoothen the process.

"I got to the point, after the third kitchen, that I thought - something needs to change, there's got to be an easier way to do this." As a result, Rhys contacted Cutshop®, and was immediately pleasantly surprised at the solutions he was presented with.

"... [Dave] walked me through my first kitchen, making sure all the measurements were correct and discussing potential design improvements ... once we got started, I didn't look back."

It became obvious that working with Cutshop® was going to take a lot of time out of each job. In fact, Rhys ended up being able to design, measure up and install a kitchen in two weeks - that's half the time it had taken him to complete a job alone.





## **A genuine collaboration**

Operating from his modest workshop at home in rural Waimauku, Rhys has neither the space nor the inclination to invest in expensive machinery, which is a big reason collaborating with Cutshop® made so much sense.

**“Cutshop® acts like an extension of my business. They have all the big machines, so I don’t need to worry about the cost of buying and maintaining them.”**

“Each job comes back to me flat-packed, complete with all the hardware, so it’s easy to store until I go to install the kitchen on-site.” Rhys explains.

Working with Cutshop® has been a genuine collaboration, and, from a business perspective, the productivity gains have been backed up by Cutshop®’s expertise and competitive pricing.

“...The team has so much kitchen expertise that together, we always come up with the right solutions... You get such good pricing for materials like MDF - I can’t source it for less. And only dealing with one supplier means that I don’t have to spend time chasing up orders. It’s all done for me.”

# Beyond expectation

## Next Level Kitchens

Auckland residents Malin and Julian were living in a large home in Glendowie, but they didn't feel they were making the most of the space available.

With an urge to change things up they decided to renovate the property to create a more open-plan home, which meant bringing in some industry specialists to help physicalise their ideas.

When it came to establishing the 'look' of the interior, Malin and Julian were going for a plain, simple, chic and modern design but at the same time, something that wasn't too common in every other Auckland home.

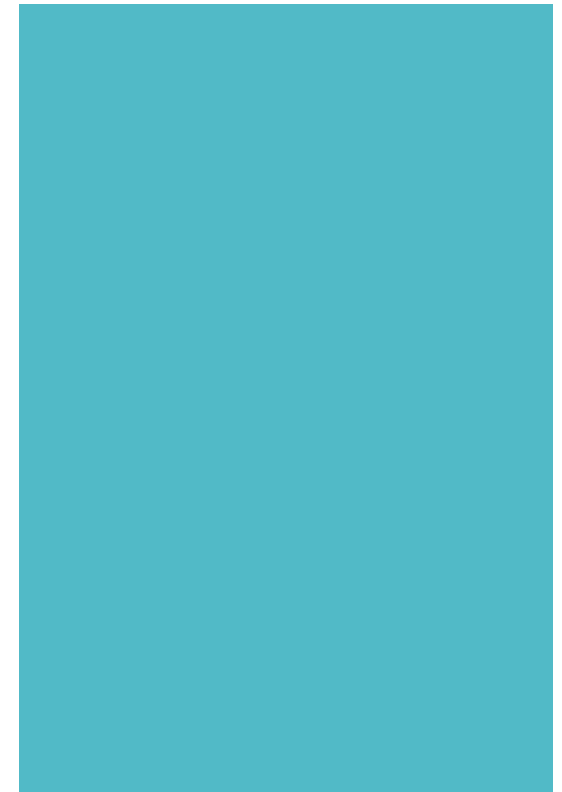
"It was all about creating a sense of calmness with clean colours, lines, and textures. People joke with us that we've gone for the typical 'Scandi' style," laughs Malin, originally from Sweden.

### Sourcing partners

With their ideas in mind, the pair hired an architect to provide guidance on using the space effectively and come up with solutions for the final look. He proved to be of invaluable help - more so than the actual kitchen designers the couple had come across.



**"It was all about creating a sense of calmness with clean colours, lines, and textures."**







The highly specific measurements required to build the new kitchen had to be handed over to a kitchen maker, and among their research Malin and Julian found Karl Ross at Next Level Kitchens who works extremely closely with Cutshop® as a manufacturing partner.

In terms of expenditure, there was no question that incorporating Cutshop®'s services into their process would save them thousands financially.

Right from the start, the couple were impressed by the difference in fees from using a mainstream kitchen provider, and that throughout the process, Cutshop® helped manage cost-efficiency without losing out on quality, which ultimately led to further projects in the laundry and bathrooms.

### **Adding value**

In the early stages, Malin and Julian were welcomed into the showroom and had the chance to choose the plywood, have a look at handles and other material options.



**“People joke with us that we’ve gone for the typical ‘Scandi’ style”**



The Cutshop® team made some invaluable creative suggestions to Malin and Julian which would enhance the already-established designs.

One of these ideas created more storage space in the kitchen. They built in some cupboards beneath the island linking the kitchen, lounge and dining area together. This has proven to be a talking point for every visitor.

Shelving was a high priority in the renovation. The craftsmanship and accuracy in the smooth-edged, neat and modern shelves were exactly what the couple was hoping for.

## Beyond the kitchen

Malin credits the standard of the final product in their kitchen as the reason they decided to see what else could be done to help them with for their home renovation.

It wasn't long before they decided to ask the team to do their vanities, bathrooms and laundry rooms too.

Malin and Julian were thrilled with the personalised service they received.

"[The Cutshop® team] were genuine and honest... for example, they told us we didn't need to have the more expensive plywood in the back of our kitchen drawers because no one would actually see it. They were all about cost-efficiency without losing out on quality."





# Showcasing diversity

## Serious Marketing Serious Food Co.

When Roger Holmes, founder and CEO of Serious Food Co. needed some point of sale stands to showcase his healthy, organic popcorn products, a neighbouring business was quick to recommend Cutshop®.

“We were looking for a business with in-house design capabilities that could also cut the stands,” said Roger. “I took the concept to Cutshop® and they worked up a design that met the supermarket width, height and depth specifications.”

**“The Cutshop® team was really useful and saved us a lot of time. With the first batch we cut first and then got the stands printed. For the next ones, we are looking at reversing the process and printing on whole sheets before cutting.”**

Roderick Mulgan came to Cutshop® with plans for a better way to put his wine collection on display.



# Reliability

## Design Edge Kitchens

Paul Shepherd of Design Edge Kitchens, on how his relationship with Cutshop® works and what keeps him coming back.

As well as making up time, Cutshop®'s state-of-the-art design software, CNC machines and edge banders deliver a highly polished, professional job with pin-point accuracy - crucial when working with customised ideas, like this one-of-a-kind black gloss acrylic kitchen.

This kitchen was one of the seven or eight jobs that Paul puts through Cutshop® every month, ranging from full kitchens to replacement panels, made to measure bookshelves and laundry units.

Paul can't say enough good things about Cutshop®. Working in collaboration has really enabled him to soar smoothly through each project with ease and peace of mind.

**"The Cutshop® team is really good to deal with, I don't like to think about what I would do without them."**





**"If I have a rush job, Cutshop® do everything they can to help me meet my deadline. Using Cutshop® also reduces mistakes."**



**“I used to cut all my own stuff, but it got really time-consuming and I was starting to lose work. With Cutshop®, I get more done and don’t get consumed by one job.”**



# Primed for success

## Prime Design Furniture and Cabinetry

After a dozen or more years spent working for other people, Maungaturoto-based cabinet maker Jake Hill took the plunge and set up Prime Design Furniture and Cabinetry. Although building and fitting kitchen cabinetry is his bread and butter, Jake's first love is designing and making furniture from solid timber. This has led to some stunning cross-overs into some of Prime Design's kitchens.

"Anyone can have a square box kitchen, but solid wood adds some real impact," said Jake. "I built my brother's kitchen using solid timber



panels and countertop and he absolutely loves it - which is good, because I'm in and out of there every couple of weeks!"

According to Jake, setting up his own business was 'a big learning curve'. Business is really picking up now, thanks to word of mouth recommendations from happy clients, a bit of local signage and Facebook advertising.

As a mobile cabinet maker, Jake didn't invest in a workshop and machinery up front – instead he gets all his kitchens cut and edged at Cutshop®.

"Their turn-around times are really good - within a week - and Cutshop®'s planning and accuracy are great. I've got a strong relationship with the team and it's all working really well for me," said Jake. "I wouldn't have been able to get the ball rolling without Cutshop®."



# A new venture

## Total Space Interiors

We're passionate about collaborating with you to create the most outstanding interiors, and take some of the stress away when it comes to manufacturing so that you can focus more on your outcomes.

Mike Tanner of Totalspace Interiors specialises in fitting high quality, custom-made kitchens; kit sets aren't for him, which opened the door for a collaboration with Cutshop®.



**"I focus on the top-end of the market, which means that I need to maintain a very high quality of materials and finish"**

## A priceless partnership

After 25 years working in cabinetry, with eight of those spent specialising in kitchens, Mike decided to strike out on his own in December 2016.

He started by doing a couple of kitchens for family and friends, but without having his own machinery, he took that end of the work to Cutshop®, and since then hasn't looked back.

Mike made many gains through outsourcing some of the work, particularly in financial savings, peace of mind and decreased workload at the same time as taking on more projects.



The investment that Mike and his team have made in Cutshop®'s services mean they can now turn a custom-designed kitchen around from signed-off plans to fully-fitted end-result in just three to four weeks.

And he converts about 95% of prospective jobs into sales, thanks to glowing, word-of-mouth referrals that he receives from existing clients.

**“They provide a very good personal service and never let me down. My business wouldn't be where it is without them.”**



**“Losing that overhead has been a huge saving for the business... it’s removed a lot of stress... It means that I can take on more work... and allows me to keep a healthy margin in each project.”**



# Cabinets on display

## CCIA

Colour Communications Inc Australasia (CCIA\*) was approached by Fiji-based specialist paint supplier, APCO Coatings Pacific to design and manufacture a full colour system for display.

This included making the display stand, plastic holders, colour chips and inspiration cards to go into the display stand.

Dean Viljoen from CCIA got in touch with Cutshop® who quickly swung into gear, and designed the display unit to customer specifications ensuring that all angles of the display matched the plastic pockets.

The end result was 15 professional fit-for-purpose display units for stores in Fiji. An additional ten units were subsequently ordered by APCO for a different paint brand later that year.

Thanks to Cutshop®, CCIA was able to meet all of APCO's needs.

**“Cutshop® were great! They built a prototype which then went through some changes. Once the final design was approved, 15 units were manufactured and flat packed for assembly in Fiji.”**



# Pivot cabinet

## Marcel Group

As design discussions on a custom-built unit incorporating a cupboard and some bookshelves progressed, it became clear that there would be some wasted space behind the unit.

Alan suggested creating a pivot cabinet to double the available shelf space, creating a hidden set of shelves tucked away out of sight.





The client loved the idea, as a great way to tuck away all his ugly but necessary business files and folders. Alan based the shelving unit on a pivot design, capable of bearing up to 300kg in weight.

As the Marcel Group has grown, Alan has found it more efficient to get rid of his own workshop and outsource to Cutshop®, saving time and money on machinery, as one of his key suppliers.

**“I use google sketch to work up the designs then send them off to Cutshop®. They get the job turned around in four to five working days. This gives my team more time to spend carrying out the building work and installations on-site.”**

# Library shelving

## Paul Kiely

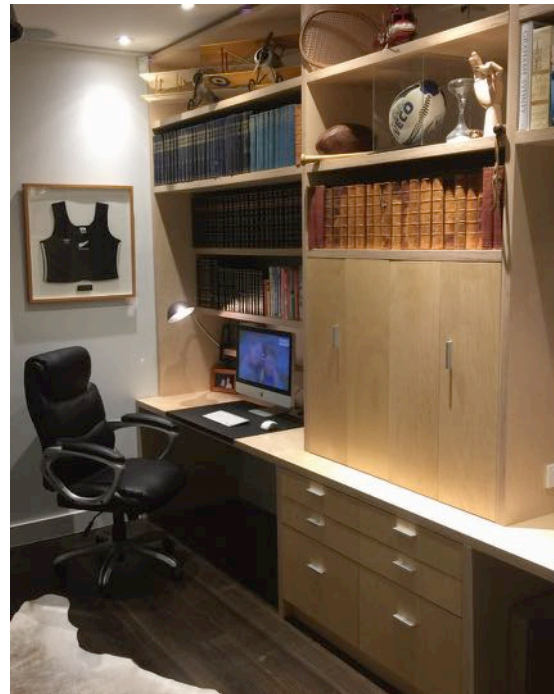
Paul Kiely remembers starting to mess about at his dad's big tool bench when he was 18 or 19 years old. The youngest in a family of eight, Paul started work as a labourer after school. He built plenty of fences and decks before tackling his first 15 house renovations.

When Paul bought his current house, he wanted to turn the dining room into a library/office, somewhere to keep the things he had collected over the years while travelling overseas for business.

"I've got an eye for antiques and I wanted to build some bookshelves and a desk in that sort of style". Paul gave the design dimensions to Cutshop®, who helped out by making some practical suggestions to improve the design and make it more cost-effective.

"They put the dimensions into the Cutshop® system and the cut pieces came out perfectly. The precision machinery meant that every cut was accurate to within 0.5 mm or less. It took me about a week to stain all the timber, put three coats of varnish on and two coats of sealer - then about a day to install. When I was installing it, everything just slipped into place."

"Cutshop® offer a very good service - it's a professional, cost-effective business."



**"I've renovated  
15 houses over  
the years - and  
built a couple  
of houses from  
scratch."**



**“Most of my friends are tradies - plumbers, electricians, builders - so when I’m working on something, my mates help out.”**





# Beautiful business

## Timbertops

When building his own kitchen, Martin wanted to purchase sheets of laminated timber for his benchtop, however he found it wasn't so easy here in New Zealand.

So, using contacts in the UK, Martin imported the timber needed. During the process, it occurred to Martin that he might have discovered a business opportunity, so he set up specialist wooden benchtop company called Timbertops. At around the same time, he also discovered Cutshop®.

"At Timbertops, we specialise in quality wooden benchtops. When a customer places an order, we get Cutshop® to cut the timber to size, cut holes for the sink and taps as well as cut grooves underneath so benchtops can be bolted together." Though Timbertops has a workshop, Martin says it is uneconomical to cut benchtops themselves.

"We just can't do it for anywhere near the low price Cutshop® charges – we don't have a CNC machine, so the process is labour-intensive and takes too much time."

By using Cutshop® to cut and drill benchtops, Martin says Timbertops can take on more work, reduce overheads, and be far more price competitive than they otherwise could be.



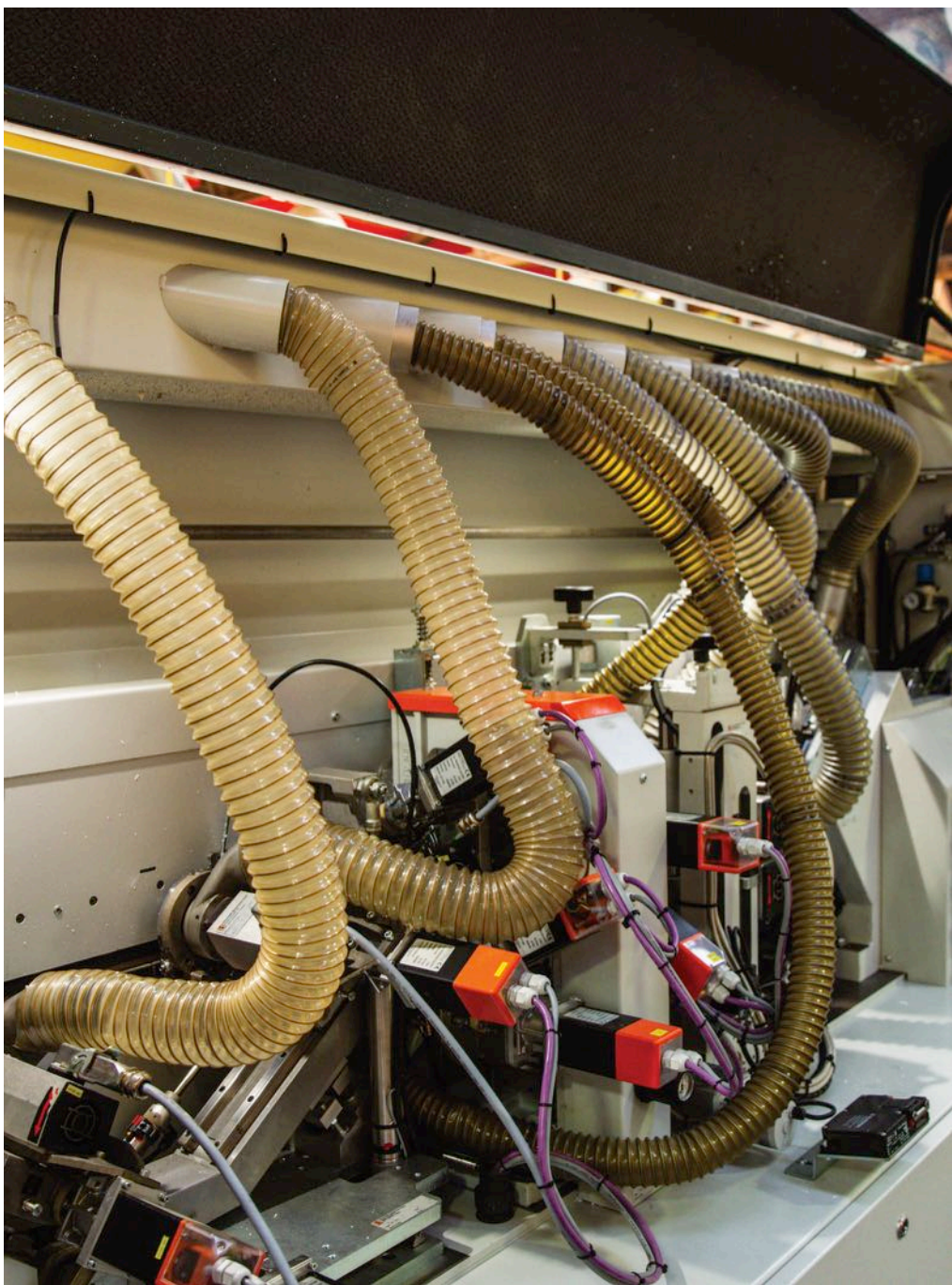
# Commercial collaboration

- architecture & industrial design

***CUTSHOP***

®

cut | edge | drill | deliver



# Contents

- 29** Hotel refurbishment
- 31** International export
- 33** Fashionable fit-out
- 35** Tiny kitchens
- 37** Motorhomes on a mission
- 38** Customer comfort
- 39** Iconic store fit-out transformation
- 41** A new lodge from ashes
- 44** Head-turning features
- 45** Innovative ideas for repurposing materials
- 47** An extension of our team
- 48** Classy fit-out



# Hotel refurbishment

## Syracuse Joinery Collective

A 150-room hotel refurbishment put Cutshop®'s ability to deliver scale to the test - and the team came out on top. However, the real challenge was that all 150 rooms stayed open to guests throughout the project.

This was a job that spanned 18 months and required top notch communication and accurate, fast-paced turnaround. Wayne Billings of Syracuse Joinery Collective project-managed the refurbishment and helped to fit the ready-assembled units in each room.

The objective was to refresh and update the rooms, giving them a modern design that was both user-friendly and easy to maintain.

Wayne and the team had six different types of room to fit out in the four-star luxury hotel - and uneven walls and floors in the older section of the hotel presented a challenge at times - but found Cutshop® very responsive.

Cutshop® cut, edged and drilled the carcasses and delivered them flat-packed to Wayne who would build them off-site and bring them in ready to install.

"Cutshop® was always very responsive and helped us to solve the problems as we faced them. The result was that we've delivered solid, modern, well-designed units and they look great," admits Wayne.

**"We were given a four-hour window for each room. The guests normally leave around 10am... We had to fit the units, clear up and be out by 2pm."**

**“We haven’t had to change anything. Everything just fits together – it’s stunning. The units are cam-locked and designed so that you can’t see any screws.”**



# International export

## Futura Trailers

An innovative idea, some clever engineering and excellent execution have opened the door to an export market for Glen Reid and Futura Trailers, who started out manufacturing bespoke trailers before specialising in open trailers for transporting race cars.

The design of the single and twin axle Futura trailers makes it easy to drive low profile racing cars on and off the aluminium trailer deck, without removing parts or risking damage to the vehicle, being dubbed by two-time Indianapolis 500 winning race car driver Al Unser Jr. as 'the best trailer in the world'.



**“they are a supplier that we can really rely upon, accurate, agile and reliable.”**

### Agile, flexible partnership

Behind the scenes, Cutshop® is worked alongside Futura Trailers to produce the almost indestructible, thermoplastic stone guard that sits at the front of each trailer to protect the high-value vehicles from damage while they are in transit; and the custom-made packing crates to house the parts in export.





One of the things that Glen values about his relationship with Cutshop® is the way in which the two businesses have grown together.

When Cutshop® opened a new franchise closer to Futura Trailers, Glen moved his business - with all franchises having the same machinery, software and capability, there was no disruption to business.

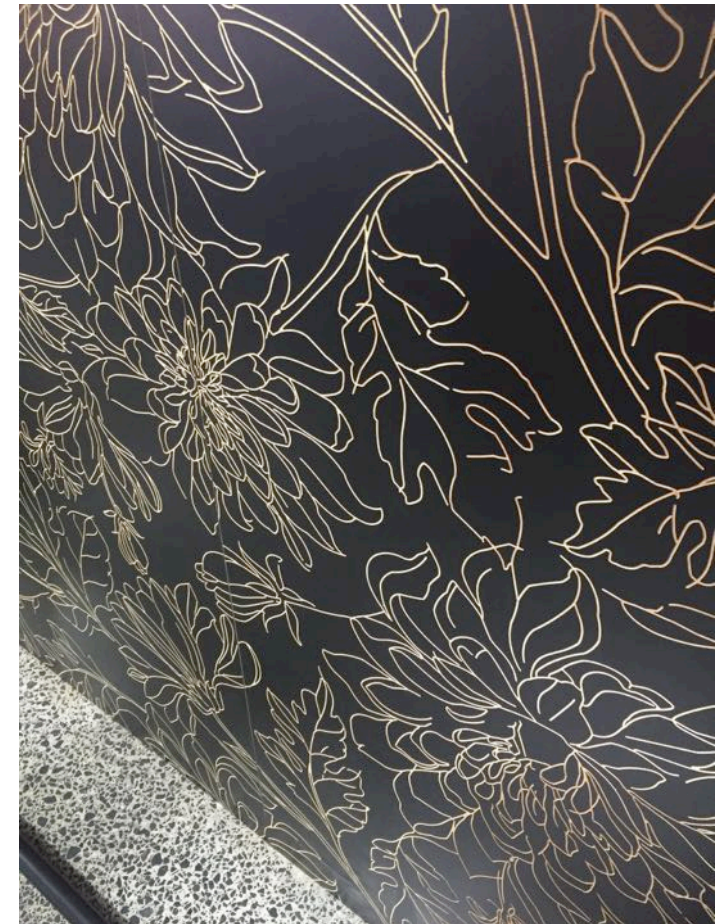
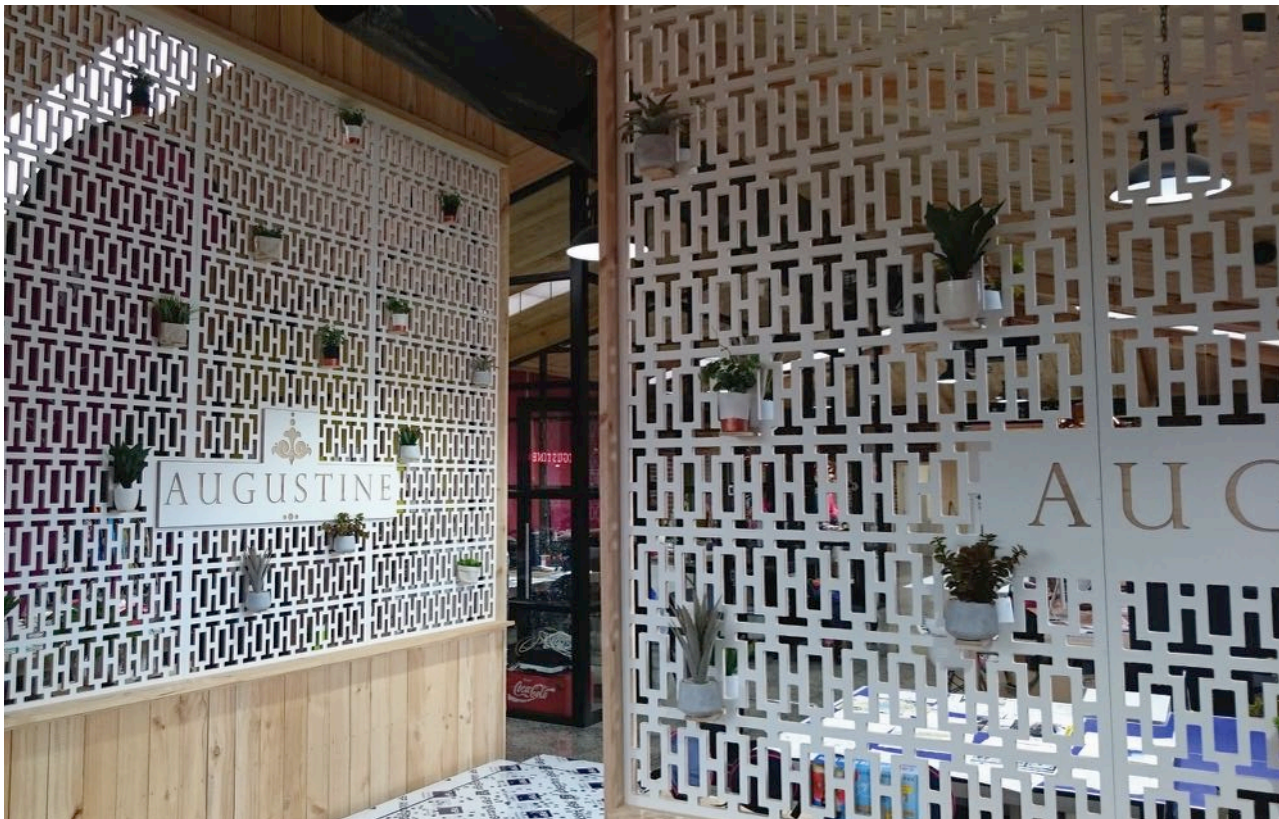
**“Cutshop® was always flexible enough to make whatever I wanted and they saved us having to buy a machine to do it ourselves. Another great thing was that Cutshop® charged a fixed cost per sheet which made great commercial sense for us while we were developing our product...”**

# Fashionable fit-out

## Augustine International

Nathan approached Cutshop® with plans to refit Augustine's new Auckland offices, wanting the brand's colourful, fun styling to be reflected in both the interior and exterior design.

Nathan wanted a room divider with the company name and logo engraved on either side. Due to the sheer size of the wall, Cutshop® had to split the screen into three parts, to be machined and put back together to form the final product.



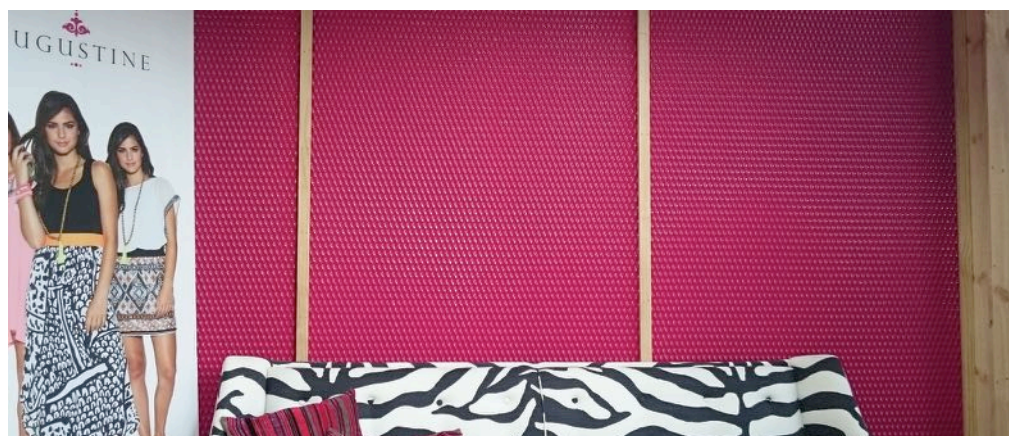
Cutshop® engraved a flower pattern onto oversized black melteca on MDF, that repeated onto the next sheet of material and to match up like wallpaper.

Cutshop® also made wall panels, machined in a 'golf ball' pattern from our decorative panel library, on oversized material (3660 x 1220).



These screens were then sent off to be spray painted in luminous yellow and shocking pink with a high gloss finish.

With the interior complete, Nathan shifted his focus outside. Augustine had created their own design for a patterned fascia, based on the concept of bubbles floating in the air, which they supplied to Cutshop® in a DXF format. We cut the 4mm aluminium composite material (ACM) with a special tool that allowed the builders to fold it around a wooden frame to create a box.



**The results speak for themselves, and Augustine now have an amazing head office that is funky and bright.**



# Tiny kitchens

## Modern Building Solutions

When you specialise in building small living spaces, you've got to make every centimetre count. Custom-made kitchens, cabinets and space-saving solutions from Cutshop® help Hamilton company, Modern Building Solutions to deliver premium cabins to a growing market. Business owner, John Scantlebury, started working with Cutshop® 12 months ago, after he stumbled across them by chance.

### Wanted! - A reliable supplier

Around half the cabins produced by John and his seven-man team are custom-built, so finding a better solution quickly became a priority. After the first job with Cutshop®, John felt confident that he had found the supplier he'd been looking for.

"Cutshop® does a high-quality job with great accuracy and they are very responsive to tight deadlines ... We're now booked out six months ahead, so it's really important to have reliable suppliers."



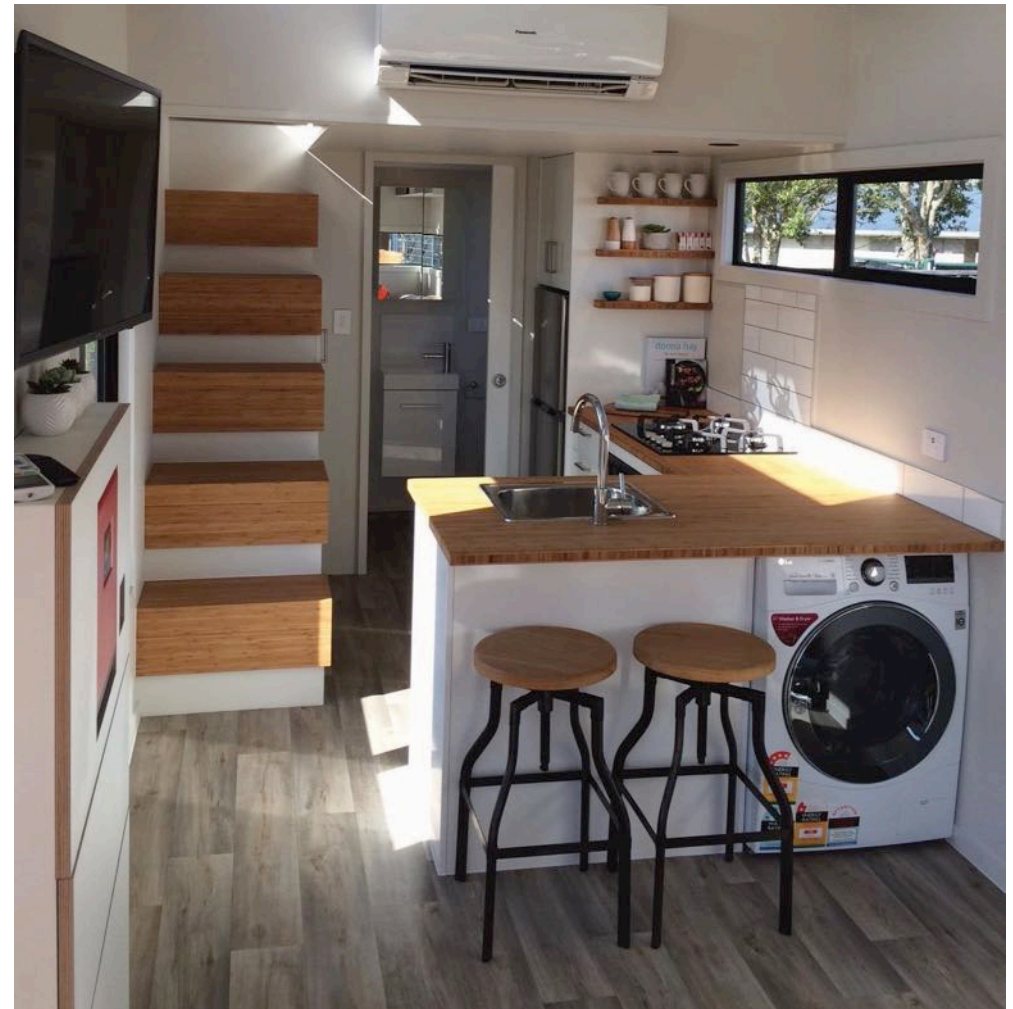
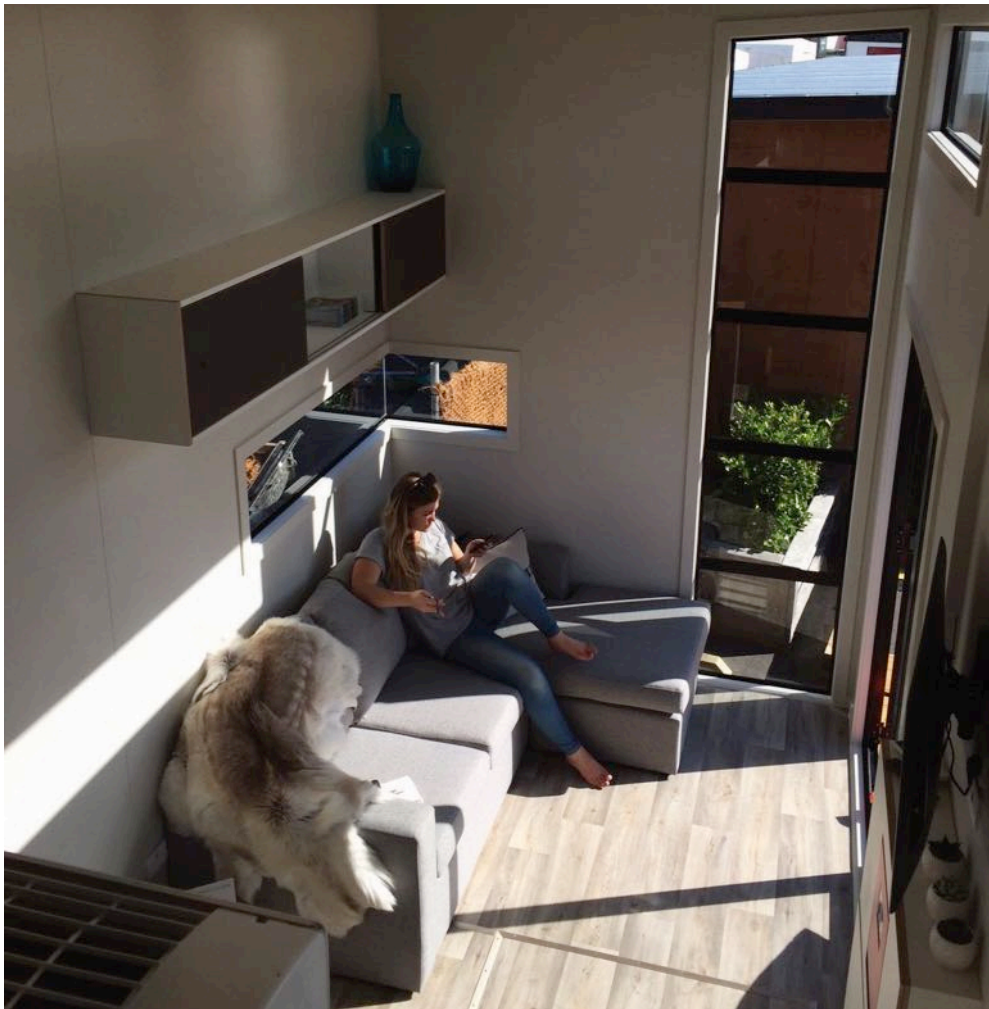
### A versatile space built in no time

The beautifully-designed cabins range from 10m<sup>2</sup> units to the biggest 'tiny home' on wheels measuring 40m<sup>2</sup>. These spaces can be used as an additional bedroom or studio, extra office space, granny flats, baches and sleep outs – and they offer a high-quality alternative to renovating, extending or building.

"When you're dealing with such small living spaces, there's no room for error... Cutshop® get it bang on every time. And they're a lot faster than anyone else I've ever dealt with. They can cut, edge and drill a kitchen in a week."

### Variety, quality and affordability

Cutshop® also supplies all the materials for the bamboo benchtops and joinery in a wide range of colours and finishes at a price that works.



**“For a single kitchen, using Cutshop® is equivalent to buying a kitset, but when you order two or three at a time – Cutshop® can lay out the templates to get the most from each sheet, with minimal waste. Then the pricing beats a kitset – and Cutshop® offers so much more value.”**

# Motorhomes on a mission

## Van fit-outs

When you're building up a fleet of campervans, you want them all on the road at the start of summer, so new vehicle fit-outs have to be turned around fast.

Cutshop® worked hard to cut and assemble cabinets for 50 campervans over a period of eight weeks.



Each campervan needed cabinetry for the kitchenette to house the sink including storage underneath, plus cabinets for the microwave and small fridge, and two long bed units with storage compartments.

The cabinetry is a soft plywood coated with a high-pressure laminate to ensure integrity - they need to be lightweight to avoid increasing vehicle fuel consumption.

**“Cutshop® are really easy to deal with, they're very friendly guys. We've put a bit of pressure on them at times and they've done well... Cutshop® always deliver a nice, tidy job. The flow-through has been much easier - and that keeps our customers happy.”**

The client had originally planned to assemble the units but found themselves short-staffed with a deadline looming. “We didn't have the time to put them together, so it was handy that Cutshop® could do it.”

# Customer comfort

## Hillcrest Healthcare Pharmacy

Relocation gave Hamilton pharmacist Thomas Bennett the opportunity to realise a new concept for pharmacy, a plan he had been working on for more than three years: the Remadee Retail Lounge.



With far fewer shelves than a typical pharmacy, a large section of floor space is dedicated to comfortable chairs, a cafe, beauty spa and consultation rooms.

Mr Bennett had shelves custom-made, to his specific designs, by Cutshop®. The shelves are mobile and display only a few of the key products sold in store, improving visual presentation. The other items are stored within cupboards contained in the shelves.

The robotics-equipped dispensary is tucked off to one side, so the pharmacists and technicians can work within, while customers sit happily in the lounge area yarning to each other and pharmacy staff.





# Iconic store fit-out transformation

## The Sound Store

Cutshop® is passionate about bringing visions to life and transforming the ordinary into extraordinary. New management meant a different look for Auckland's iconic Newmarket audio retailer - The Sound Store.

The carefully designed fit-out recreated different areas of the home to showcase high-end audio brands and bespoke home automation solutions.

"We wanted to show people how to get the best from their homes, in sound quality and function... Our showroom can now demonstrate this in a meaningful way."





Chris du Toit, co-owner of The Sound Store, went to Cutshop® with a very clear idea of the different zones that he wanted to create in the store.

Cutshop® worked with Chris to design a well-finished kitchen area, two island desks and two display benches using MDF White Satin and Polaris 24mm Black from Plytech.

**“Our timelines were very tight... Cutshop® had to turn the jobs around very quickly and they did it without compromising on accuracy or finish. We were happy with the price too. Everything went very smoothly, and the outcome is exactly what we were after.”**



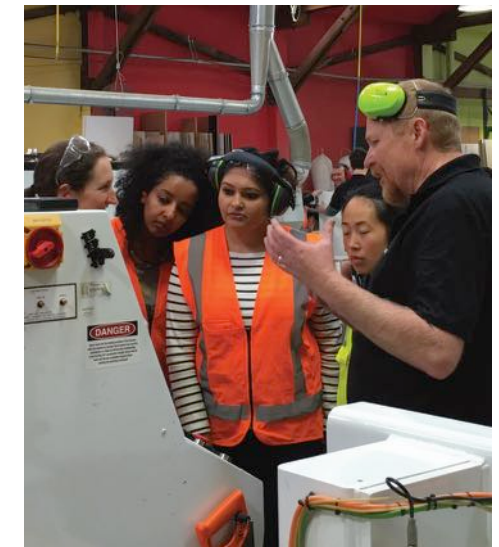
# A new lodge from ashes

## Strachan Group Architects

## Architecture + Women NZ

Cutshop® works on projects of all shapes and sizes but one particular job captured a special place in our affections. When the communal kitchen-living and dining building on Motu Kaikoura fell victim to an arson attack in 2013, it deprived the island reserve of a much-needed resource to accommodate research workers, volunteers and educational groups - and the insurance claim didn't cover the cost of a rebuild.

The team from Strachan Group Architects (SGA) decided to step in, setting up a professional development course in collaboration with Architecture + Women NZ, volunteering their time to prefabricate the lodge and gain hands-on experience under the guidance of SGA.

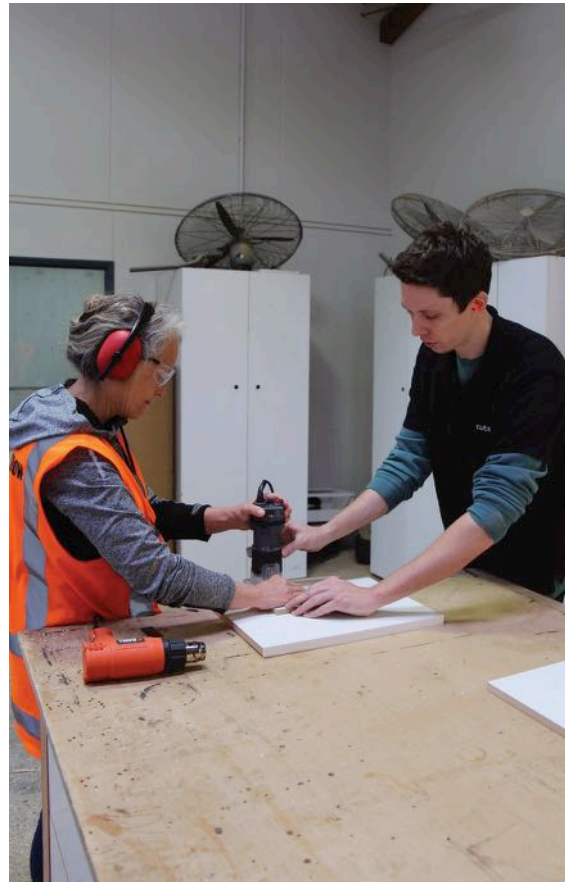




## Donating time & expertise for a great cause

When approached by SGA project architect, Maria Hosking, Cutshop® opened its doors to her all-woman team, and staff happily donating their time and expertise.

Using board and hardware donated by suppliers, Cutshop® coded the designs in and supervised as the architects used our CNC and edge-banding machines to cut the board.





**“The team then built the whole structure in the SGA Workshop in Kingsland before dismantling it for transportation by barge to Kaikoura Island, where it was airlifted onto the building site by helicopter.”**

Maria Hosking explained: “It was a great opportunity to give architects a practical understanding of the processes that other people go through when taking a design through to finished build.”

“The Cutshop® team... shared their knowledge and expertise and showed us the limitations and possibilities of the latest technology.”



Before cutting the four powdered, coated aluminium panels, Cutshop® created a wooden template, liaising with Evonne's builder to figure out where best to place the fixings. Cutshop® also sourced a sign writer that could wrap each of the panels in green or black matt vinyl to create the pattern.

"The installation was seamless. Cutshop® delivered the completed panels and our builder installed them with the signwriter. We are thrilled with it. We had the opportunity to do something quite different and Cutshop® grabbed it with both hands and made it all happen."

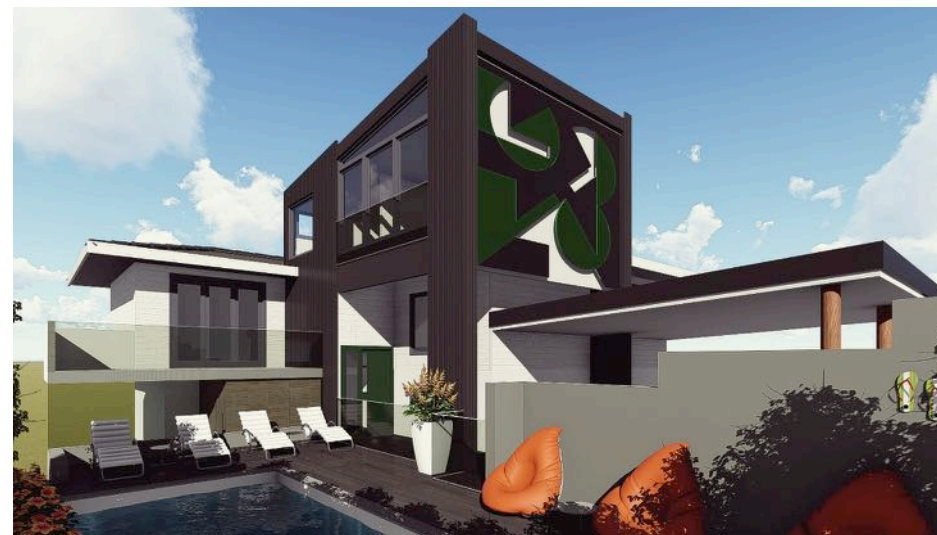
# Head-turning features

## Norenbergs Residence

When Evonne and Craig Norenbergs decided to do 'something a bit different' with the exterior of their house, they were thinking big.

Led by Evonne's love of strong, bold patterns, the creative household designed a unique geometric pattern that became a 3.5m by 4m decorative panel completely covering one of the top floor exterior walls of their house.

"It was quite terrifying! We needed it to blend in but also wanted to make a bold, robust statement piece that would last. We are thrilled with it."



# Innovative ideas for repurposing materials

## Rekindle

The team at Cutshop® love getting on board with crafty, innovative projects.

Turning MDF offcuts into two sleek, viable products took designer Clark Bardsley and architect Andrew Mitchener nine months as part of the 'Resource Rise Again' project.

Driven by Rekindle and funded by Creative New Zealand, the project kicked off by inviting designers and architects from across the country to submit their proposals – only five of which were selected for funding.

"The challenge was to create character and value in waste material that would normally represent a cost to the manufacturer. Our aim was to take waste and transform it into something beautiful," explained Clark.

"The end products had to require minimum finishing, so that they could be produced in volumes that were commercially viable."



### Creating beauty out of waste

Commercial waste is a lower-profile issue than household waste, but it presents a far larger problem in New Zealand. Rekindle's mission is to fully use waste by diverting 'reusables' out of the waste stream.

The material that Clark and Andrew chose to work with was the less-than-glamorous MDF, making the project an even bigger challenge. Cutshop® worked with Clark and Andrew, supplying material, time and manufacturing expertise.

"Cutshop® had a high enough volume of work throughput to make it worthwhile. And, even though their software already nests templates on MDF sheets very efficiently for cutting, there was still 10% to 20% waste material, mostly on the last sheet."



## Incorporating Cutshop® expertise

Cutshop® shared data which helped to pinpoint the areas of a standard MDF sheet that most commonly end up in landfill.

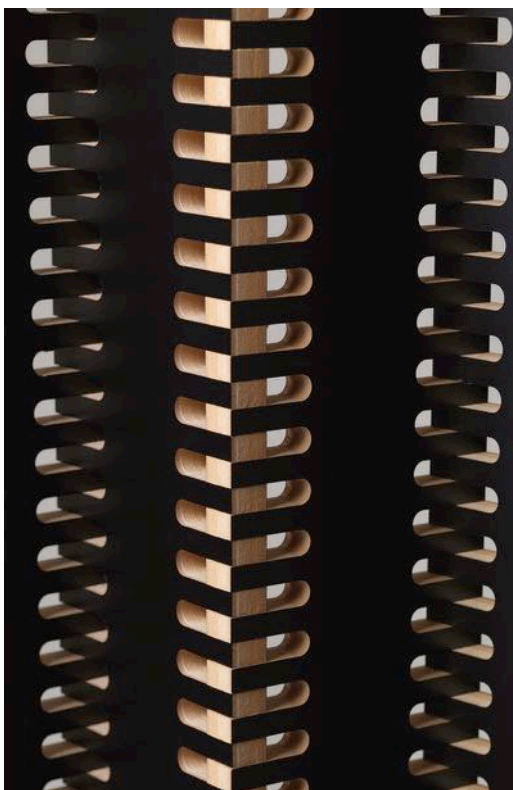
The team was then able to work with the shapes and dimensions suggested by the designers to make maximum use of the whole sheet.

“Cutshop® helped us to eliminate our bad ideas quickly so we could focus on the things that actually worked. Throughout the product development process, Cutshop® gave us feedback from a manufacturer’s viewpoint. This gave us valuable insight into the capabilities of their machinery.”

One of the resulting products, Herring, perfectly illustrates this process. The family of easily-assembled furniture is based on a construction of interlocking ‘fingers’ that replaces glue and fixings. The size and spacing of the ‘fingers’ is based on the 3/8” (9.52mm) cutting tool, standard on all CNC machines.

## Something to sell

“It was really important to produce an end-product that could make a proper dent in the volume of commercial waste being produced. It had to be viable and marketable – something that could turn off-cuts into a source of revenue,” said Clark.

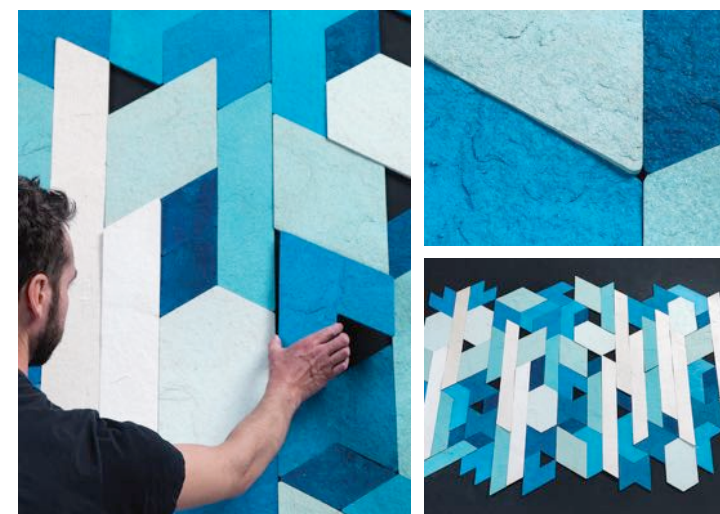


The second product, Isocle, is a decorative, acoustic wall tile system for office environments that demonstrates ‘that design thinking and craftsmanship can transform the perception and value of a material’: words borrowed from the catalogue of the Objectspace gallery in Ponsonby, Auckland, where both products were exhibited.

## Incredible success

After nine months of design, experimentation, prototypes and product development, Herring and Isocles went on to be placed as finalists in the sustainability category of the Best Awards, run by the New Zealand Design Institute.

“We wanted to create something that was greater than the sum of its parts,” said Clark. “At the end of the project, we didn’t just have two new sustainable products, we had a repeatable process that can be used to intercept waste before it happens.”



# An extension of our team

## Apex Interiors

With a high-profile portfolio of successful fit-outs for national retail chains and feature ceiling installs for clients like BDO Spicers and Telecom Towers in Auckland's CBD, there are good reasons why the award-winning team at Apex Interiors continues to go from strength to strength.

### In it for the long-haul

Cutshop® have worked with Apex directors Chris Bamforth and Shannon Irvine from the very beginning. Over the past eight years Cutshop® has cut, labelled and packed MDF and laminated timber pieces for a wide range of jobs - most recently a complex fit-out at Auckland International Airport.

Apex directors value Cutshop®'s ability to up- and downscale according to the size of the job in hand - from creating bespoke display cabinets to precision-cutting templates made from curved pieces of MDF/timber to form the structure for feature ceilings.

"The end-product is always cut correctly to the millimeter. The architect draws it, we work

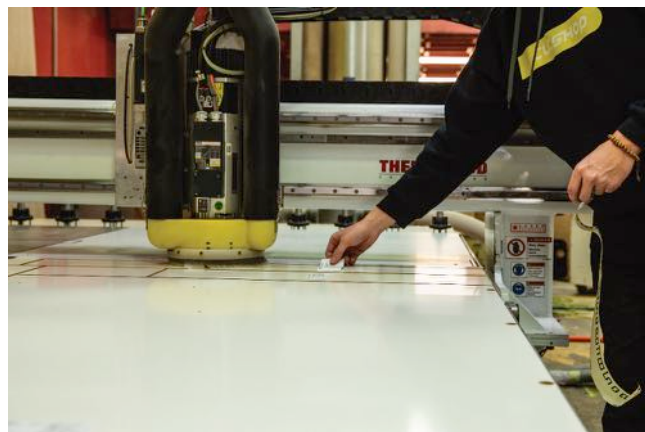
out how to build it and Cutshop® cuts the templates to form the base structure from the CAD plans."

### NZ's largest flatbed CNC's

Cutshop® have three of the largest flatbed CNC's in New Zealand. This means that Cutshop® can use the largest sized sheets of solid wood, composites like MDF, acrylics, aluminium and even polystyrene for moldings and signage.

"Cutshop® provide the factory and we focus on getting it right on-site. In the early days, we used to hand cut some jobs but you just can't match the accuracy that we get from Cutshop®".

Apex worked at the International terminal at Auckland Airport putting up ceilings in three duty free stores - with only six weeks to fit all three ceilings.



"Even if we're involved with a smaller job that needs something a little different, Simon is very helpful. He inputs into design ideas and material options to make the end-product as attractive as possible for the client. Cutshop® can also do 3D modelling of the product so that we can see what it will look like. Cutshop® really acts like an extension of our own team."

**"For large projects, all the pieces have to be cut, labelled and packaged correctly, or it would be a nightmare to install. [Shane] takes care of that and then we lay them out and put them together on-site like a massive jigsaw. Some jobs have 20 to 30 pieces that make up a feature ceiling... It can be quite complex."**



# Classy fit-out

## Niche

Over at Niche, a shop fitting and commercial fit-out company specialising in joinery and custom-cabinetry, project manager Dilin Van de Sandt loves seeing through the processes involved in improving the aesthetic design of business spaces.

It's all about taking Kiwi ingenuity to make work or hospitality spaces that employees love to work in and leave customers with something to talk about.

Depending on the scale of the project, this can require the collation of expertise from different specialists, such as architects for design and Cutshop® for manufacturing, to achieve exceptional outcomes.

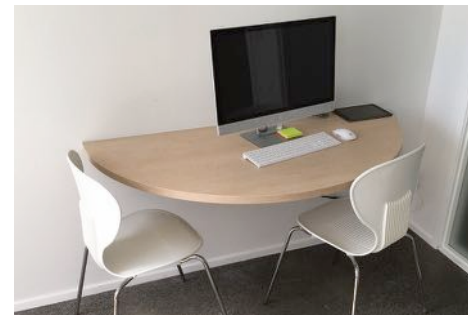
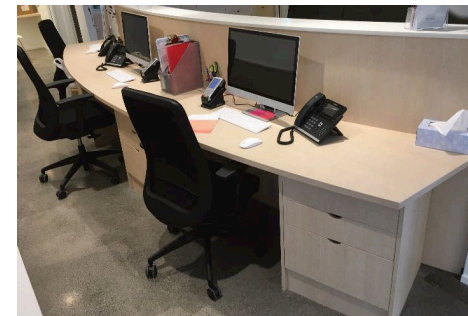
## Masterful design

A recent project that demonstrates this exceptional outcome is the fit-out with 'The Face Place' - a world-class Medispa with a distinctively classy look and feel.

With the second-floor of the building completely revamped and sectioned off dividing the space smartly to allow for 7 different treatment rooms - it was ready to be transformed.

The architects, Millé who headed up design on the project, produced a brief that hosted an array of beautiful designs and ideas that would best represent the brand and goals of 'The Face Place'.

They wanted to maintain an elegant simplicity in the design, with clean lines and light colours throughout, but with clever touches that





displayed on a gorgeous wall cabinet. With all of these additions in one place, customers could enter the building and straight away see the attention to detail - which is reassuring given the services provided in treatments

When it came to making sure the manufacturing of the cabinetry would meet the highest quality expectations of the design brief, there was no doubt in Dilin's mind that

made it stand out from your 'normal cabinetry'. One of the neatest and most 'stand-out' parts of the project was the reception area. The architects at Millé had envisioned a space that reflected the idea of having a positive 'all-round' experience.

The slick, unique and stylish vibe of the business would come through in every way. Curved desks and bench surfaces would add a real sense of dynamism that regular workspaces would be lacking.

Storage was designed to be discreet and fit neatly behind the desks, and some of the products supplied by 'The Face Place' would be elegantly



Cutshop® would be the best partners for the job - and, needless to say, the results are outstanding.

As a contract cutting service, he explained that Cutshop®'s CNC cutting and taping for all the bespoke cabinetry was second-to-none and that he'd have no hesitation working with the team again for future projects.

As tends to be the case with large-scale commercial fit-outs, this project was no different and the timeline presented to Cutshop® for the diverse range of custom cabinetry was rather intense.

Dilin credits the close working relationship with Cutshop®, and their ability to deliver cutting and finishing to an exceptional standard, that meant the cabinetry was delivered on time and did justice to the expertly-crafted designs of the architects.



**“...Cutshop® worked smoothly with me on a large commercial project. This gives me confidence with all other projects, to work with them. It was great to have them part of the team.”**

# Home renovations

- handyman & DIY pro's

***CUTSHOP***

®

cut | edge | drill | deliver



# Contents

- 53** Taking DIY to the next level
- 56** Garden solutions
- 57** Beautiful bespoke bedrooms
- 59** Display cabinet
- 60** Cut to fit
- 61** Floating shelves
- 63** Seeing the grain
- 65** Wardrobe solutions
- 67** A 'Cutshop® home' from top to toe

# Taking DIY to the next level

Devin Hart has spent the last three years building his own house from the ground up, as well as doing his sister's kitchen and his neighbour's home-theatre cabinet. DIY seems to run in the family. Devin's father used to be a kitchen cabinet maker, so Devin had the skills and tools to succeed – the only thing he found himself short of was time.

"When I was half-way through the house build, I looked at the amount of time it would take to do the interior fit-out and felt exhausted. So I went to see Cutshop®."

## From paper to reality

Devin and Dave immediately got into discussions around the work that needed to be completed on the architecturally designed kitchen and pencil drawings of the bathroom vanities, walk-in wardrobes, day-beds for the study and master bedroom with fitted drawers underneath, and a couch with drawers and built-in speaker units for the living room.



**“There’s a lot of knowledge in the Cutshop® team, they can take you from a pencil drawing to the final design: cut, drilled and delivered in a flat-pack ready to build. They are a phenomenal company to help you out.”**



## Low-cost, high-quality solutions

Aside from keeping costs down, ease and accuracy were the two biggest advantages that he gained from using the professional cutting services at Cutshop®.

Devin was particularly concerned that the kitchen cabinets, cut to fit underneath a stainless-steel work bench, lined up flawlessly. The 4m benchtop featuring two waterfall edges is a stunning centrepiece for his kitchen.

“Cutshop® machines are accurate to within fractions of a millimetre. Every screw hole is pre-drilled and 100% correct... Cutshop® delivered. In the kitchen, the whole job was accurate. No extra work, no errors...”

“This is a really good system for the average person to use - you get a custom-built job for half the cost and Cutshop® really make the experience enjoyable for you.”





# Garden solutions

## Vertical gardens



Cutshop® customer, John Mead, came to us with a DIY project to brighten up his grandchildren's outdoor play - and keep the plants and flowers safe from wayward balls and feet.

John had spotted the idea for a space-saving garden in the Spring/Summer issue of Resene's Habitat magazine and decided to make two garden walls, one for each set of grandchildren. He took the step-by-step plan to Cutshop® to avoid the time-consuming task of cutting the pieces - there were 32 front slats for each garden.

"For a person with basic DIY ability, cutting the components would be quite a complex task. I wanted to do a thorough paint job so I drilled and painted each of the 32 front slats before assembly. It was worth the effort and I'm very pleased with the end-products - they'll give good service for many years."

## Stylishly private

Janet Aspoas and her husband were looking for a way to add some privacy to their garden. They wanted something a little different and took a trip to Cutshop® with their plan.

This custom-made garden screen is based on a design by Kiwi artist, Gordon Walters - cut out of robust ACM sheets (Aluminium Composite Material) to provide a long-lasting, no-maintenance, weather-proof solution.



**"It's been greatly commented on by neighbours and friends who love the striking, unique new feature fence."**

# Beautiful bespoke bedrooms

When it comes to family-focused projects, Cutshop® are all over it. The team have worked with the first winners of TV's hit DIY series, The Block. Alice and Caleb Pearson, now known as Pearson + Projects, wanted to create custom-cut beds for a shared bedroom for their adorable children, Alek and Mika. We'll share the low-down from Alice herself!

Designing a kids' room is always an adventure. Creating spaces to play, learn and sleep (hopefully) that suit their individual personalities and style - without the room looking like the kids have designed it themselves!

We decided early on we wanted to create a shared bedroom plus a playroom. As we renovated and designed there were a few things I focused on; adding storage solutions, creating defined areas in the rooms and adding details the kids would love.

## 'Big kid' beds

Choosing the right bed, in my mind, is the most important element of designing a kids' room. Because it's a shared room I wanted the beds to be identical, but provide Mika with a design that helped her transition from a cot. While a single bed is the most common option, I love toddler beds. A junior bed size is a great size for kids from 2-6 years old and frees up more space in the room. But how do you design a custom-sized bed? It's made easy with Cutshop®.

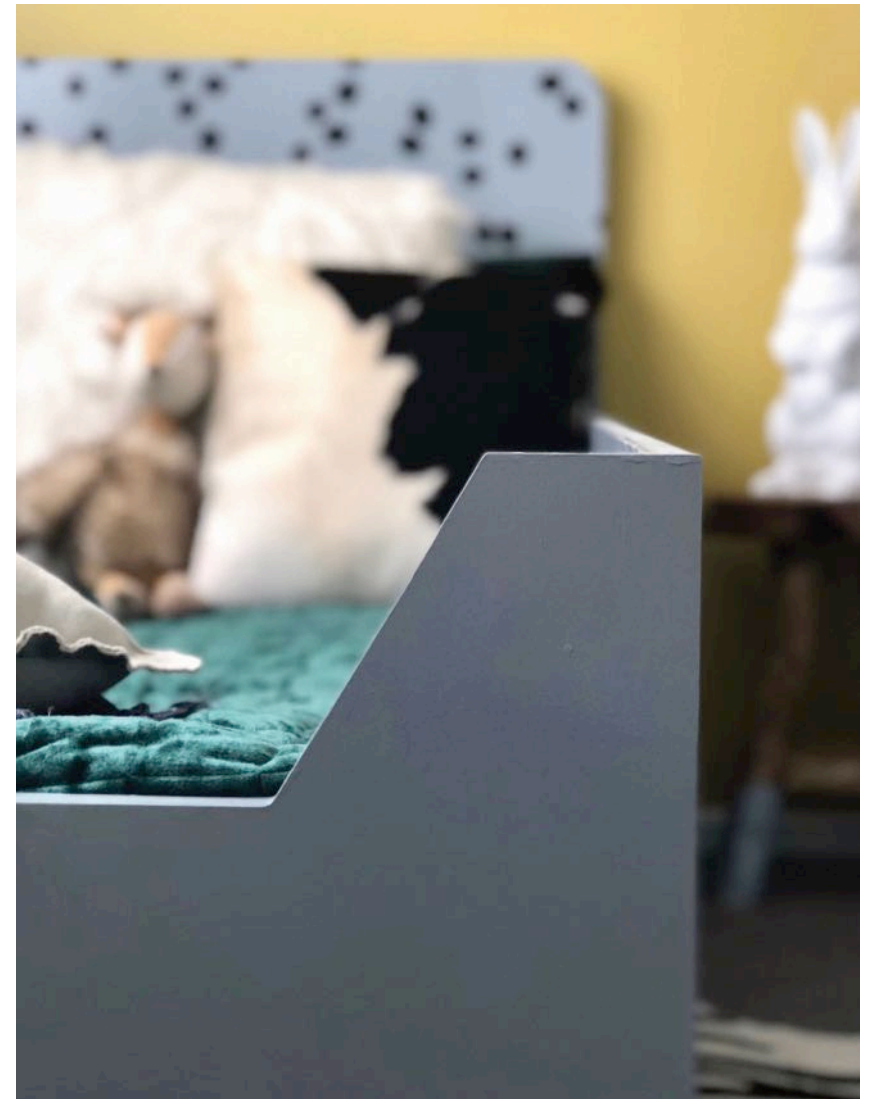


I created a sketch of the beds I wanted, including measurements and some examples, and sent them through to Cutshop®. The programming team got a full understanding of what I was after, the material I wanted and what system to use to fasten it together. They sent a detailed plan of the bed design with all the measurements for me to approve, then within four days the beds were created and cut.

I spray-painted the panels of the bed 'Dusk Grey' by White Knight and then Caleb put together the beds in the kids' room. I finished off the bed by adding an Irregular Dots decal to the headboard.

Alice Pearson

(Alice + Caleb Pearson, husband and wife duo, winners of The Block NZ 2013)



# Display cabinet

Paul and Sandy Munro wanted to build a bespoke glass-fronted kitchen cabinet to display their china. One would think that would be straightforward, but Paul didn't have much luck when researching and speaking to some companies. Just before abandoning ship, he was in luck! One of the companies recommended Cutshop®.

Paul spoke to Cutshop® and arranged to bring in his drawings, and, needless to say, he was more than happy with the outcome.



"I can't speak highly enough of Cutshop®. I drew up the plans and Dave gave me some bits of advice on construction which worked out very well. One of the nice things was that throughout the whole experience nothing was too much trouble."

## A professional finish

Paul is no stranger to DIY but wanted this job done by a professional. He was very happy with the price and even happier with the precision cutting and 10-day turnaround from initial conversation to fully finished unit.

"When we saw the pricing, we decided to add to our order and got a couple of laundry wall units cut at the same time."

Since then Paul and Sandy have had a stone-top bathroom vanity unit cut by Cutshop® and they are delighted with that job too.



**"Cutshop®'s expertise and accuracy are brilliant. The vanity unit had to be cut to exact measurements. It fits perfectly in the small space and the quality is excellent. I'll definitely be using Cutshop® again."**



## Cut to fit

Like many property owners, after moving into her apartment, Alison Cameron started the process of renovating. When deciding which furniture she needed, Alison came across a shelving unit to fit into the corner of her living area that she loved, but the dimensions didn't work for her space! Just when she thought she'd have to abandon the shelves...

### **I wish I'd known about Cutshop® earlier!**

"My daughter suggested that I get in touch with Cutshop®. I wanted exactly the same design, just narrower dimensions."

Cutshop® programmed the dimensions into their CNC software and cut the shelving unit to fit. Then they assembled and organised painting, before delivering the unit straight to Alison's door.

"It was just so easy. I wish I'd known about Cutshop® earlier. As it turned out, I got a custom-built unit for around 30% less than the cost of the original shelving. Cutshop® kept me informed every step of the way - I couldn't have had a better experience."



**The staff at Cutshop® were amazing!  
They made me feel really welcome - like  
their first customer of the day.  
Nothing was too much trouble.**



# Floating shelves

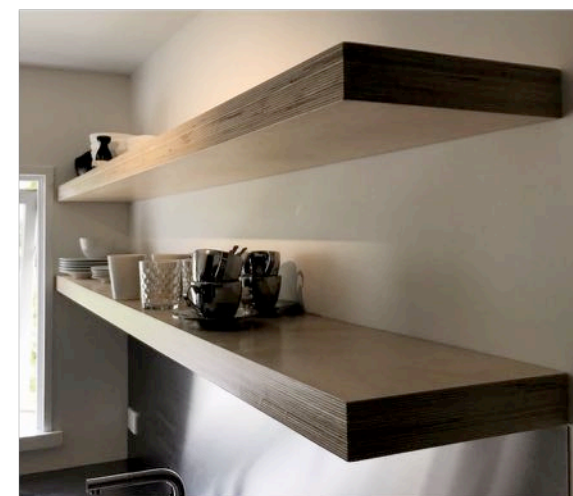
Nicholas Wheadon knew exactly how he wanted to renovate his newly-bought 1960's ex-council apartment in Freeman's Bay. A career in the construction industry meant that he had seen thousands of lay-outs and kitchen designs.

## Collaborating to bring visions to life

The problem came when Nicholas tried to find a cabinet-maker to make his plans a reality. Nicholas spent more than nine months reimagining his 75m<sup>2</sup> space to the last detail – in particular the kitchen/living room area.

"A lot couldn't get their head around what I wanted to do - and the rest wanted to charge some really big prices because my designs were non-standard. I created a more roomy, open feel."

One of the key non-standard design features was a series of floating shelves with inset downlights – instead of the usual upper cabinets in the kitchen, and underneath a 4mm stainless steel benchtop.



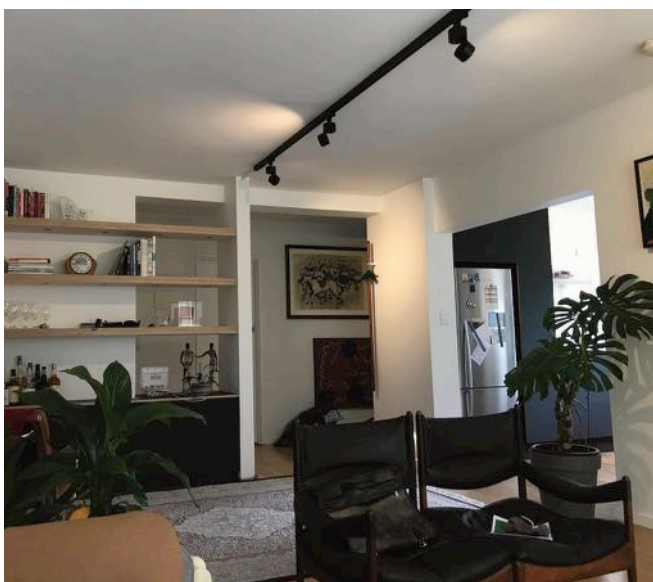


Nicholas opted for a limited palette of colours in the flat, choosing to add colour with furnishings. So, he stripped back the matai floorboards and all the vertical surfaces built from very dark blue, fingerprint-resistant high pressure matt and super-matt Formica. The walls were painted a clean alabaster white.

### **In need of accuracy**

"I didn't want design advice," said Nick. "But I did need accurate cutting and manufacturing, so I spoke to Cutshop® and found they had exactly the range of expertise that I was looking for."

Using solid 60mm ply for the shelving (made up of three sheets laminated together), Nicholas wanted channels routed out to run cabling for the under-shelf LED lighting. In order to have no hardware showing, brackets were plastered into the gib board and the shelves built around the brackets.



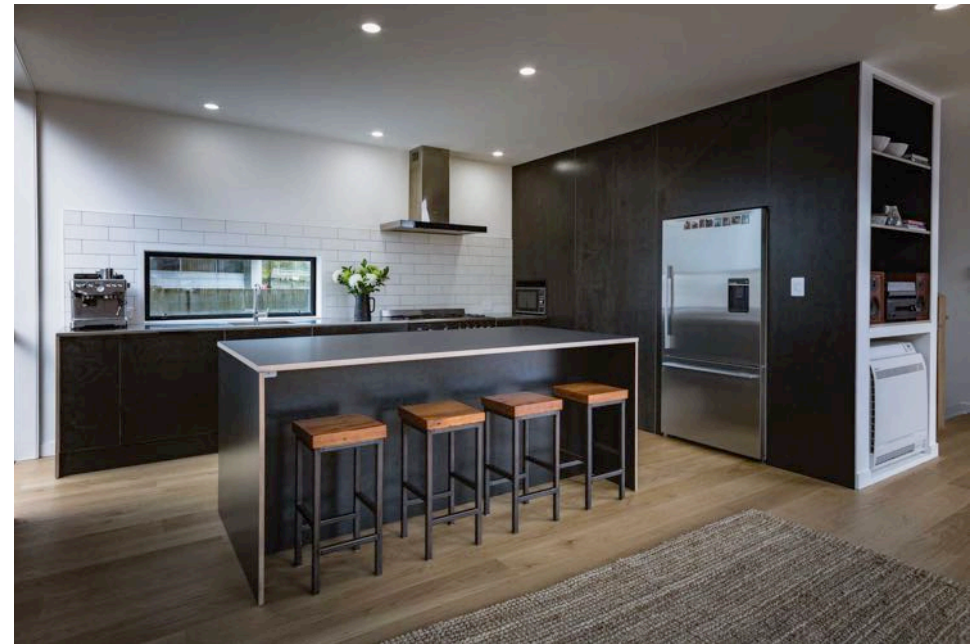
**"It was a highly customised job. Cutshop® cut the material to a 0.1mm accuracy. That level of precision was needed to get the end result – and when I compared pricing, the quote was less than half the price of the others... The time and effort that they spent on my project was amazing."**

# Seeing the grain

With champagne tastes but only a \$10k budget, this couple selected a luscious black plywood for their new kitchen. Prefinished in a satin UV-cured poly, PlyPlay creates a robust and beautiful surface.

When planning their new family home in Mt Maunganui, Courtney Jones saved a Pinterest board of slick black kitchen photos. "When I looked closely at the images, I realised several had a timber finish," she says.

"Having renovated before, I knew I could create the same look with plywood, but black plywood was hard to source until I found PlyPlay."







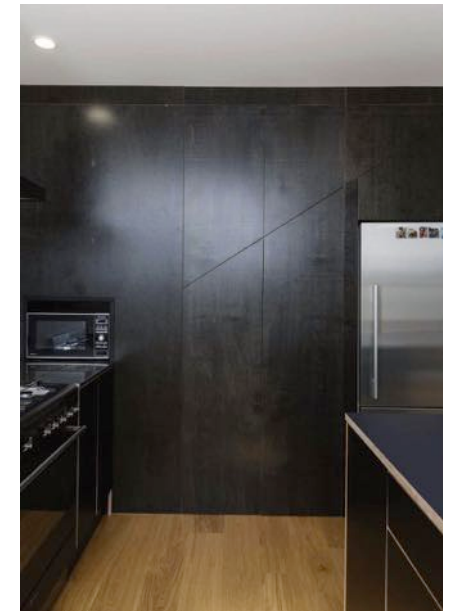
Courtney chose a prefinished 19mm PlyPlay plywood for thick, stable doors and drawer fronts. The board was UV-coated in PlyPlay's Penrose factory, and then sent to the Cutshop® to get it digitally cut for the exact drawer and cupboard sizes.

Courtney and her husband Todd sanded and sealed the edges on site, built the units in the garage and installed them in one weekend.

At the last minute, they also decided to line the stair wall in black ply and use the space underneath for the pantry and fridge. The black PlyPlay has added a strong feature to the white living space, and it connects visually with the black-clad house exterior.

CREDITS  
Photos: Bryce Carleton  
Copywriting: Folio

**“The most successful part of the kitchen is the ply. Despite being black, it has real character and depth. It’s not shiny or matt, making it great for sticky little fingers. I love it when the sun streams in and highlights the grain of the wood.”**



# Wardrobe solutions

When Chris du Toit of iPower Home Automation wanted new fitted wardrobes for the master bedroom and the bedrooms of his two children, he had a design for each in mind and wanted a high-quality job done. He had heard about Cutshop® from a neighbourhood friend.

After talking through the design for varying combinations of long and short hanging space and semi-open drawers, cut away at an angle to view the contents easily, Chris ordered the panels, Blum hardware and some large sliding doors. There was a total of 26 drawers for the three bedrooms.

## Sourcing high quality outcomes

"It would have cost three times more if I'd had the units custom-made and fitted. And I probably wouldn't have done it. For less money I could have had a much simpler design made from cheaper materials - but I wanted high quality end-product - and Cutshop® delivered."

"Altogether, everything took three full days to assemble. There was a lot of work in gluing and clamping the drawers, but it was worth it for the quality of materials and the end-result."



## Maximising the space

Each member of the family now has storage space to suit their needs. Large drawers for Chris's 12-year old son, so that clothes can be put away with the minimum of fuss and effort - which is vital with kids that age! A combination of hanging space and drawers for their young daughter, and his and hers drawers with plenty of long and short hanging space in the master bedroom.



**“Using Cutshop® took a lot of labour out of the job – it would have been way too time-consuming to cut it all myself. The design process was straightforward, and the Cutshop® team were helpful.”**

# A 'Cutshop® home' from top to toe

Howick-based couple Neil and Linda Forrester live in a "Cutshop® home" - as far as interior surfaces and storage go.

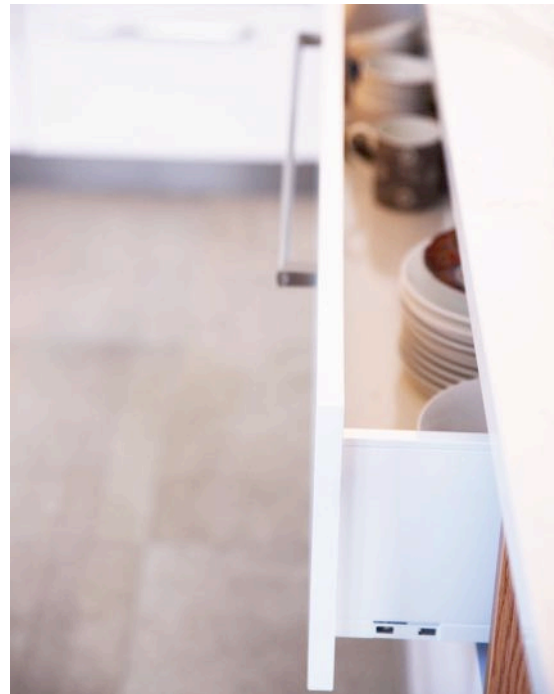
For a while, the two of them lived comfortably in a flat in Howick and, after some consideration regarding their lifestyle, they decided to demolish the flat and build a whole new place, fit for retirement.

## A foundational relationship

In their previous home, the couple had used Cutshop®'s services for some of their interiors, so, when it came to creating new storage spaces and suchlike, there was no question about going back to Cutshop® a second time. Not only was there more freedom to build self-designed ideas, Neil knew that they'd be making an incomparable saving going through Cutshop®. Neil wanted something authentic and cost-effective, and between him and Linda, they created designs in scrapbooks that Cutshop® could help bring to fruition.

## Creative solutions for easier living

When it came to storage (particularly in the kitchen) Linda admits she was never any good at keeping tidy shelves. Things often became quite disorganised and trickier to locate as a result. They decided drawers would be the best option wherever they could be fitted throughout the house. The pair also had to do some thinking about how to tackle storage in those pesky kitchen corners.



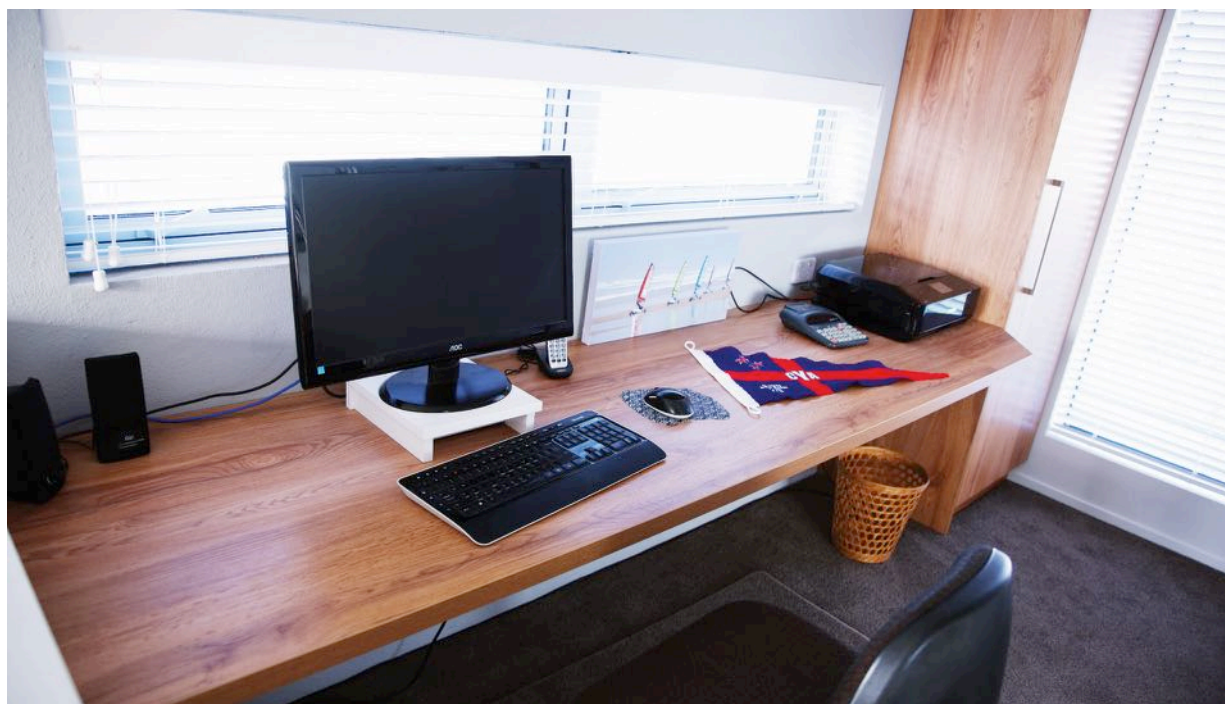




Cutshop® helped create drawers that fitted perfectly into the corner, adding much more space and stopping the couple from having to rely on shelves requiring tons of digging into the depths of dark crevices. This was the first time Cutshop® had cut this type of design, so, once done, the team put it together in the factory first to make sure it would fit correctly.

## Tandem timeframes

With the house being built from scratch around the same time as the work at Cutshop® was being done, the pair needed to work closely with Cutshop® to schedule the production, and have each set of wood/laminate sent to them at a convenient time. The entire kitchen, all of the vanities, bathrooms, bedroom furniture, ensuite, shelves beneath the stairs, all of the garage and laundry storage was being cut by Cutshop®.





## Freedom to explore creativity and bespoke ideas

When asked about recommendations to others hoping to renovate or build a new kitchen, Neil was adamant that there was an advantage to using an architect. Through using an architect, they were able to design what they wanted to the exact detail, resting assured that Cutshop® could deliver the goods after designs were complete.

Throughout the entire process, both Neil and Linda said that the Cutshop® team were very encouraging and supportive and that they're very content with the final design of their cabinets, storage systems and everything in between.

A keen DIYer, some doubted Neil's ability to construct everything alone due to the mass amount of construction required, but his clear vision and determination to bring their ideas to life drove him forward to completion, with some help from the builders as the house was being built.

## Unbeatable value

Neil insisted on the quality of materials sourced and cut by Cutshop® was miles above that of competing providers, and felt thoroughly pleased with the outcome in every way. Cutshop® works closely with Blum, and so, to finish off the cabinetry and drawers, Neil and Linda had a good look at the hardware provided by the Blum team. Neil was stoked at the great cost and choices available, and in the end, all of the couple's ideas were met with the best products and services.



**GET IN TOUCH**

Get in touch to start your next project.

**North Shore**

12C John Glenn Ave  
Rosedale, Auckland  
09 869 8690

**Mt Wellington**

7/135 Pilkington Rd  
Panmure, Auckland  
09 527 2856

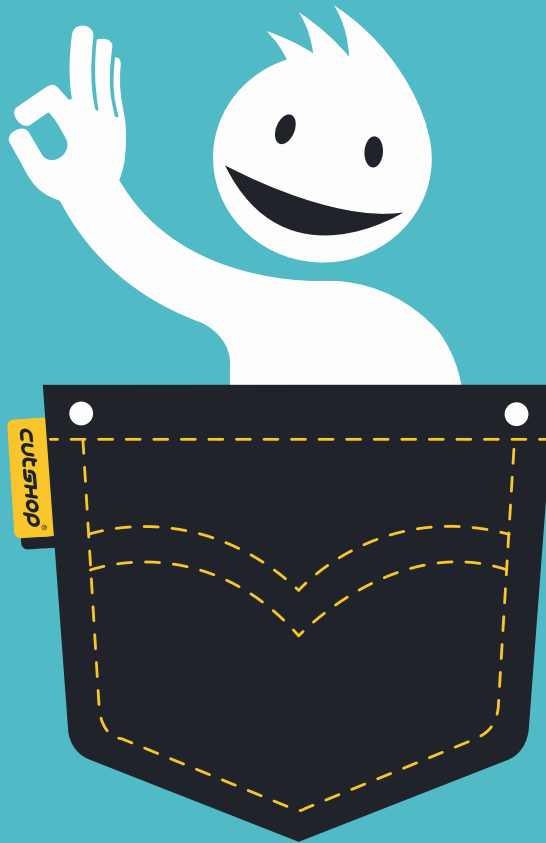
**Waikato**

47 Northway St  
Te Rapa, Hamilton  
07 444 5545

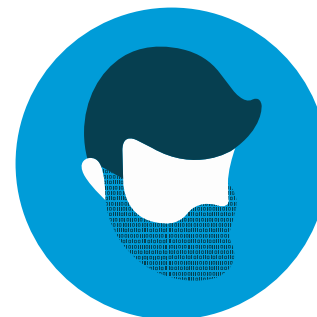
**CUTSHOP**<sup>®</sup>

cut | edge | drill | deliver





*a factory in your back pocket*



Produced by

**Digitalbeard**

[sayhey@digitalbeard.co.nz](mailto:sayhey@digitalbeard.co.nz)

[www.digitalbeard.co.nz](http://www.digitalbeard.co.nz)