

DIARY NOTES:

- 21–24 March—
Easter Public
Holidays
- To assist our
NSW retailers
during daylight
saving, our
office will be
attended from
7.30am–4.00pm
(Mon-Thurs) &
7.30am–2.00pm
(Fri)

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March Madness & Metal Legs

The Commercial Express range now has an option to incorporate a metal leg instead of the standard melamine gable ends on all desks, returns, workmates and workstations.

This metal leg option is made up of three different legs - a desk end leg (which has a longer foot counter-levering out from the bottom), a return end leg (which is smaller in the bottom foot) and a 60mm diameter corner leg and all are available for both the Ironstone and Brushed Aluminium bases. The ironstone base matching metal legs are powder coated in Graphite Ripple and the Brushed Aluminium base has matching legs in Silver Grey.

You need not worry about ordering what leg goes where as the metal legs are predetermined to each product. For example, the workmates and workstations come with a pair of desk end legs and a corner leg and each desk comes with a pair of desk end legs.

Modesty panels are drilled and supplied with the necessary fittings.

Now, we are offering some really exciting colour combinations available to put on your floor such as Rosewood/Ironstone and Young Beech over Brushed Aluminium



with metal legs giving a clean modern architectural look.

The Commercial Express range with metal leg option can be viewed at the Aspire Design showroom.

Due to the overwhelming popular-

ity of this release over Christmas, and the purchase of our new machinery, our Express lead times extended beyond the 3-days. However, we are back on track and Express is ready for despatch within three working days.

To celebrate the release of the metal leg range, a **5% March Madness discount** is being offered on **ALL Express orders** placed between 1 and 31 March 2008. (10am cut-off on 31 March). No exceptions. The discount does not apply to standard or custom made orders or in conjunction with any other offer. Discount applies to total invoice price.

Any queries or large orders, please contact Trevor or Sophia on (07) 5535 0099 or email info@aspiredesign.com.au.

January 2008 Price List

The new DeskKing price list was released in January 2008 incorporating the Commercial Express—Metal Leg Option.

To make way for the Metal Leg option to our Express range, we had to remove the following ranges from our standard range portfolio—they included the Concept, Essentials, Organiser, Nu-Wave and Ultra Ranges.

All items previously available in

the deleted ranges are still available as custom made options. One major exception was the NuWave server unit, which due to its popularity, will continue to be available as part of the standard Commercial range.

The CD price lists were mailed to all of our retailers in December. Any retailers that requested hard copies should have received them in early January.

The price list has once again been reduced down to a single booklet.

Line drawings of the new metal leg range are available on our website.

For additional copies of the price list, please contact Emma on (07) 5535 0099 or email info@aspiredesign.com.au

From Trevor's Desktop

A significant trend developed towards the last half of 2007. Although evident for a couple of years, the requests for quotes on non-standard items rose dramatically in 2007 due to the "need it now" demands on the commercial furniture industry as a whole.

Demands on the retail commercial furniture industry to provide an "on demand", "take it with you" philosophy has followed the modern way of life. In nearly every aspect of life, society has steered towards cheap and disposable. Let's face it, have you visited a retailer to purchase a lounge only to be told the one you sitting on is not for sale and you have to wait over six weeks or until a container comes in before you can have it?

The imported products have satisfied this instant demand to a point, however there will always be a need for that custom fit item that can't be bought off the shelf. It may need to be slightly higher, a bit wider or even a different colour. The retailer may need to spend another hour with the client to satisfy them so they get exactly what they want and the client will normally be happy to pay for it.

A very real scenario is that part of your client's "instant" order is able to be filled but they have to wait on that custom piece, the frustration begins – for you and your client. The client is told it will

have to be made and it will take approx. three weeks. So when the custom piece is delayed, or the ETA is not what the client expects, the level of frustration increases and relationships are damaged.

As the owner of a manufacturing business I understand these issues and try to improve upon them every day. In order to change this attitude and relieve the levels of frustration, I began to implement some critical changes to our manufacturing process. A second CNC was purchased and installed in December 2007 from Biesse Australia. Biesse have a very reliable and credited range of machinery that is designed to specifically compliment our wood-working industry.

In 2006, I had the privilege of visiting Biesse's manufacturing plant in Pesaro, Italy to see their operations and understand what goes into the machines. By purchasing the new RoverB, I am now able to offer my customers a new level of service, confidence and quality.

This new level of service and quality stems from two main areas that were under-utilised previously. Firstly, we have been developing parametric programs from Biesse's new software so that we now can manufacture from any of our current products, any sizes and to

your specifications at the touch of a button every time. This means, for instance, if you want a credenza 870mm high, it is a simple matter now for us to input the altered size and then the cutting list, programs and details are instantly changed to produce this exact size. They will go together correctly and your client gets the product right the first time, every time. Secondly, production flow has increased dramatically. This will mean that lead times can be maintained to a more realistic time frame that suits your clients.

The area of the CNC's had been a bottleneck for some time but since the commissioning of the second machine, a much greater amount of product has been able to flow through. Reliability with a new machine also has a huge bearing on lead-times and ETA's as the down time has been reduced to a minimal level.

Some of the issues we have had in the past was the unexpected downtime on a machine but now with the involvement and relationship with Biesse and other suppliers, scheduled maintenance programs and new machines will enable us to adhere to achievable lead times. All of these improvements have taken place over a very busy period and are now in place so you will see the lead times reduced to an acceptable time frame whilst the ability to manufacture a custom made item with ease is now an everyday hassle-free event.

*When the power
of love overcomes
the love of power,
the World will
know peace.*

Jimi Hendrix

Trev Jnr Turns 21

A very special birthday was celebrated on 1 February when Aaron, Trevor's second eldest son, turned 21.

Although Aaron had a small gathering with friends and family to celebrate the milestone, we celebrated his birthday with an amazing 3D Holden Gemini cake, made by Yenmart in Burleigh.

Aaron is an avid Gemini owner and the cake was a edible image of his beloved car.

Aaron has grown up with the

business and assisted in the administration office whilst Shaun was on parental leave in March.

Due to the expansion of our Express ranges, Aaron has been assigned the role of Express Coordinator.

Aaron will now be responsible for every aspect of the Express order from inputting of your orders through to training of the Express assemblers and quality control prior to it being loaded on to the truck.

Although Aaron is mainly on the production floor, he can still be contacted on:-
orders@aspiredesign.com.au



Australian Made Campaign



As local manufacturers are increasingly having to compete with the cheap, and often poor quality, imports coming into Australia, Aspire Design Furniture has rejoined the Australian Made Campaign for another year.

The recently updated

green triangle and gold kangaroo logo is the most recognized country of origin symbol in Australian retail outlets, enjoying a 96% recognition level amongst Australian consumers.

Nine out of ten consumers say they have purchased goods carrying the trademark and 66% say they actively seek out

products that are made in Australia.

The Australian Made logo is the product symbol of Australia and also a premium mark of integrity.

We are proud licensees of the Australian Made Campaign. Have a say in your children's future and buy Australian Made.

Drawing Software Getting it Right the First Time

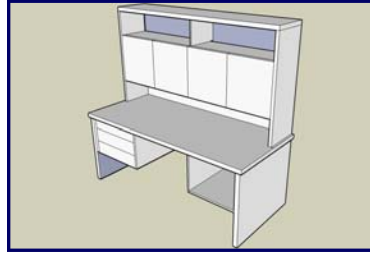
An area of frustration for retailers is the interpretation of your client's needs and relaying that on to our team to ensure that the desired product is received right every time. We have identified in the past, that a lot of problems can stem from incorrect interpretation between (i) you and your client (ii) our quoting/programming team and you (the salesperson) and (iii) within our own internal production team. This interpretation is critical and can take a lot of time and discussion to obtain the correct result and not only meet, but exceed the customer's expectations. We often receive faxes containing freehand sketches of articles of furniture that have very specific requirements, and to be able to manufacture this is often difficult as it opens up to our interpretation of what you and your client have discussed.

We are currently implementing software which will alleviate many difficulties, such as the need for your clients to physically visit a showroom after their initial discussion with you. This software will help them visualise how their furniture will integrate with their own workspace and/or environment.

Through the usage of this software and change in practices, we aim to get as much information as possible at the beginning of the process rather than at the end. This ensures that all the information that we require to produce the item is obtained whilst still

fresh in your minds instead of having to go back and contact the client over and over again.

The software package we are currently trialling will be able to provide your client, an accurate scale, 3D drawing of any product your client may require. We will fax back an isometric view of the item with the price and, if required, an email of the 3D image can



be forwarded for further review.

This 3D image can be viewed from any angle - underneath, on top, the sides or any other angle. This feature is ideal for your client to visualise reception areas, boardroom areas, workstation environ-

ments, executive settings, school and educational fitouts and many more specific requirements for discerning clients.

Once the faxed image has been viewed by your client, signed and returned in the form of an order from you, the software will, at the click of a button, generate all the necessary information from the quote number to generate optimised cutting lists, drilling and routing programs, edging detail and other essential information for us to be able to provide you with the exact product that was presented originally to your client in the image.

We are trialling several drawing packages at the moment so you will see images come through for quotes on your non-standard items. Sizes will be shown on these drawings and any details that may be needed for us to be able to produce the item will be clearly displayed. Remember, for any variation to our standard product range we will not provide an image (unless requested) as we have the formulas to alter any item to suit any sizes you may require.

There is initially more time required sorting out details at the early stage of sale with your client, however, this shows your client that every detail is important to provide an accurate price and product in the end.

It is impossible to lick your elbow! (75% of people reading this will try!)

The Paradox of Time

A MESSAGE FROM GEORGE CARLIN

The paradox of our time in history is that we have taller buildings but shorter tempers, wider freeways, but narrower viewpoints. We spend more, but have less, we buy more, but enjoy less. We have bigger houses and smaller families, more conveniences, but less time. We have more degrees but less sense, more knowledge, but less judgment, more experts, yet more problems, more medicine, but less wellness. We drink too much, smoke too much, spend too recklessly, laugh too little, drive too fast, get too angry, stay up too late, get up too tired, read too little, watch TV too much, and pray too seldom. We have multiplied our possessions, but reduced our values. We talk too much, love too seldom, and hate too often. We've learned how to make a living, but not a life. We've added years to life not life to years. We've been all the way to the moon and back, but have trouble crossing the street to meet a new

neighbour. We conquered outer space but not inner space. We've done larger things, but not better things. We've cleaned up the air, but polluted the soul. We've conquered the atom, but not our prejudice. We write more, but learn less. We plan more, but accomplish less. We've learned to rush, but not to wait. We build more computers to hold more information, to produce more copies than ever, but we communicate less and less. These are the times of fast foods and slow digestion, big men and small character, steep profits and shallow relationships. These are the days of two incomes but more divorce, fancier houses, but broken homes. These are days of quick trips, disposable diapers, throw-away morality, one night stands, overweight bodies, and pills that do everything from cheer, to quiet, to kill. It is a time when there is much in the showroom window and nothing in the stockroom. A time when technology can bring this letter to you, and a time when you can

choose either to share this insight, or to just hit delete... Remember; spend some time with your loved ones, because they are not going to be around forever. Remember, say a kind word to someone who looks up to you in awe, because that little person soon will grow up and leave your side. Remember, to give a warm hug to the one next to you, because that is the only treasure you can give with your heart and it doesn't cost a cent. Remember, to say, "I love you" to your partner and your loved ones, but most of all mean it. A kiss and an embrace will mend hurt when it comes from deep inside of you. Remember to hold hands and cherish the moment for someday that person will not be there again. Give time to love, give time to speak! And give time to share the precious thoughts in your mind. AND ALWAYS REMEMBER: Life is not measured by the number of breaths we take, but by the moments that take our breath away.

Metal Leg Line Drawings Available on Website

As our Express range expands, we are continuing to expand upon, and make available, our own unique style of line drawings on the website for all of our customers to download and utilise as required.

Please be reminded that our price list, website, printed marketing materials and line drawings are

protected by copyright laws. Except as explicitly permitted under a written agreement with Aspire Design Furniture, no illustration may be altered, re-transmitted or used for any other means but to promote DeskKing™ products and therefore must be accompanied with the DeskKing™ logo.

If a number of illustrations, photos

or line drawings are required, please contact one of the Aspire Design team and we will forward you a CD with all available promotional material on it.



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The Team @ Aspire Design

Introducing Lily Hills...

Proof that the Baby Bonus is really working...

Shaun Hills and his wife, Tash, became the proud parents of a gorgeous baby girl on 22 March 2008.

She was born in the Murwillumbah Hospital at 3.58pm on the 22nd weighing in at 3.7kg and measuring 50.5cm.

This is the first child for Shaun and Tash and from the bags we can see under Shaun's eyes, the pair are still experiencing many sleepless nights as Lily sets about letting everyone know who's boss.

Shaun says, "As she's only four weeks old, she's not doing much yet except for eat, sleep, poop and scream".



Shaun & Lily Hills

Katinka, after having her second daughter—Tijana Mink, re-joined the team to help in the office whilst Shaun was away.

Tijana was born on 5 August 2007 and is a very mild-natured younger sister for Katinka and Rolf's other daughter, Katja.

Tijana Niemeijer

Katinka is leaving the team again to settle back into motherhood but you may hear her in the office again from time to time.