

MACHINES GIVE CUSTOM WOODWORKER A PRESSING ADVANTAGE

Hesser Handcrafted manufactures high-end residential furniture and cabinetry, all of which is veneered.

At Hesser Handcrafted, it's the details that make the difference.

Owner Brett Hesser is a hands-on person in all facets of his company, where he designs and creates high-end residential furniture and cabinetry for a decidedly upscale market. His clients are sophisticated; many are collectors, choosing pieces for form and aesthetics as well as function.

"In my business, you are only as good as your last piece. To do the kind of work I want to do, it is very important for me to work with the raw material and have control every step of the way — from veneer selection to cutting, stitching, and pressing — rather than outsourcing the material," Hesser says.

Hesser was able to establish an in-house veneer center with the addition of several key pieces of equipment, including the Joos Junior veneer press and the Langzauner veneer saw, also from Joos USA Inc. "All of my cabinetry and furniture is veneered so I use these machines in virtually every piece I make."

A recent high-end furniture commission featured quilted maple teamed with flat-cut bubinga and ebony. "If I had to buy the veneered panels from another supplier, they'd use what I specified. But doing it myself gives me complete control, and that makes all the difference. I need to be able to examine the work at every point and give attention to detail and design, plus be involved in the installation — hands-on each step. You can't do that when you let someone else cut, stitch and press the veneers," says Hesser.

Hesser has used the Joos Junior press and Langzauner veneer saw for a year, and couldn't be more pleased with their performance. "I feel like I was crawling on all fours before, and now I am walking upright. The Joos Junior press is the perfect size for my shop. It's not so big that it crowds the space, but big enough that it gives us flexibility in all we do," he adds. Hesser also notes the boost in quality and productivity.

"I control the quality. If I make a mistake on something or am not pleased with the finished panel, I can make a new panel in roughly 30 minutes. When you outsource a piece of veneer from a supplier and you have a problem with it, you are looking at a few



days or weeks to get a replacement. Doing veneers in-house gives you so much more flexibility. Our volume is also way up. We can do in 30 minutes what it used to take four to five hours to do by hand."

The Langzauner 10-foot veneer saw is also critical in the veneering process. "The saw is incredibly accurate. I can cut an entire bundle of veneer in 2 minutes with absolute precision....The veneering center has opened an entire world of panel processing options for us. We make exactly what we want, the way we want, using our own materials."



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Brett Hesser relies on his Langzauner automatic veneer saw for high quality, accurate cutting of all veneers.



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Brett Hesser (right) is pleased with the quality he gets from the Joos Junior hot press. "High quality machinery and reliable service are two important keys for my production. Joos USA comes through 100 percent on both counts."

The ability to produce veneers in-house has also been appreciated by Hesser's clients, many of whom represent the wealthiest 5 percent of the San Diego population. "By doing veneers in-house, I can show them my ideas for a piece at the raw material stage. It also helps me know early on that we are giving them the piece they really want."

In addition to giving Hesser greater control, the veneering equipment has enabled him to become a veneer supplier to others. "I never intended to do veneered panels for other shops, but when people found out we had the capability, they started coming to me with requests to do veneered panels." Hesser estimates that 20 percent of his business now includes laying up panels for other companies.

"Outsourcing veneers to other companies just sort of evolved, but it is a nice side line for us. Once or twice a month I do panel processing for outside companies. It's just one of many reasons I am happy with the equipment."

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