

## People behind the brand

### 20 years of HOMAG Australia

20 years of HOMAG Australia – As part of the globalization of the HOMAG Group and the expansion of its reach from the manufacture of the machine to the direct relationship with the end user, the company HOMAG Australia was founded. This gives Australian manufacturers easy access to the HOMAG world and its solutions – all from one source.

#TogetherForYourSolution our employees work with ambition and full of energy day in, day out. To get to know the people behind HOMAG Australia, we spoke with one of them.

For this interview, we spoke with Brian Acraman. Brian has been working as Purchasing Manager at HOMAG Australia for 15 years.

**Interviewer: HOMAG Australia is now looking back on a 20-year success-story. How did Australian woodworking industry develop in this timespan?**

Brian Acraman: Technology has developed and changed over the years towards more automated and digitized solutions.

**Interviewer: What will be the main challenges in the Australian woodworking industry in the next years and which solutions does HOMAG Australia offer to help customers mastering them successfully?**

Brian Acraman: From my perspective as purchasing manager, a significant challenge we are facing now and in the future is supply chain issues. Freight prices are at an all-time high, shipping space is scarce, and the shipping schedule is constantly changing right up until arrival. The best solution currently is to get timely and accurate updates from our suppliers and pass this information on to our customers as soon as possible.

**Interviewer: What are HOMAG Australia's core products – its daily business in term of machines?**

Brian Acraman: Machines - edgebanders, CNC machines, saws and storage systems together with the people who sell, supply, maintain and install the machines.

**Interviewer: How important is digitalization in Australia and thus the digital products of the HOMAG Group?**

Brian Acraman: I believe it becoming more and more important.

**Interviewer: What are your expectations for HOMAG Australia in the next five years?**

Brian Acraman: I expect that Homag Australia will continue to develop and maintain solid long-term relationships with our suppliers and customers.

**Interviewer: What are your personal highlights in your time with HOMAG Australia?**

Brian Acraman: Reaching milestones of 10 and then 15 years with Homag Australia. I still feel like the new guy as I'm still learning and coming across new challenges. A lot of the people I communicate with (workmates from here and Germany, transport suppliers, customers) are the same people from the day I started.

Thank you, Brian, for the exciting impressions. We are already looking forward to the next interview of our #PeopleBehindTheBrand story – stay curious!



**Image 1:** Brian Acraman, Purchasing Manager HOMAG Australia

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#### **Images**

Image source: HOMAG Group AG

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