

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 Elisabeth Kattenborn. Elisabeth has been working as Service Manager Oceania at HOMAG Australia since 2008.

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

Elisabeth Kattenborn: It is a really mixed market with different customer needs. One the one had we have the single machines like edgebanders and CNC machines. On the other hand we have integrated solutions where several machines are integrated with each other. During the years the automation and software part has become a far bigger piece of the whole puzzle.

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?

Elisabeth Kattenborn: The supply chain as well as finding the right people will be a big challenge over the next year. One solution is to partially automate the production and make the whole handling easier.

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

Elisabeth Kattenborn: For sure we are talking machines but the far bigger component is the service side. Without this essential component it will not work.

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

Elisabeth Kattenborn: It is coming...it is here and now. Still in its infancy but clearly this is the future. We have some excellent products to offer and this is an area which can only grow.

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

Elisabeth Kattenborn: Offer a whole solution to our customers, from machines over software to our service product. The whole package needs to fit and make it efficient internal and external.

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

Elisabeth Kattenborn: Understanding internally and externally on what is required. There is always a new challenge and demanding new solutions.

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



Image 1: Elisabeth Kattenborn, Service Manager Oceania HOMAG Australia

Images

Image source: HOMAG Group AG

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