

Oceanside Kitchens second time around

Maggie and Gno Ping Zhang have an interesting story. Their journey in the kitchen industry took them from owning and operating Eden Cabinets in Auckland between 2015 and 2019, followed by 18 months back in their homeland China, to opening another kitchen manufacturing business, Oceanside Kitchens, in Wiri earlier this year.

Their motivation for the move back to China was to be closer to aging family members. With changes to their family situation and a challenging economic climate back in China, they decided to return to New Zealand. Upon their return the couple got straight back into the kitchen industry. Maggie took on a role as a designer, while Gno Ping worked as an installer.

Their prior experience at Eden Cabinets, combined with the valuable insights they gathered while working for other industry players, ignited Gno Ping's enthusiasm to re-establish their own business. Gno Ping convinced Maggie they should leverage their experience and have another crack at running their own business. With a very clear pathway of what's needed to be successful in the kitchen industry, they went about making it happen.

Maggie shared some of the lessons they learned while working for others, which included team management, materials sourcing, negotiation skills, the significance of showroom presence, and the importance of selecting the right machinery. Notably, they had explored machinery options in China before returning to New Zealand and observed trends in the industry, such as the widespread use of PUR glue in Chinese manufacturing and the prevalence of Homag edgebanders among high-quality cabinetry manufacturers.



Gno & Maggie Ping have benefited from their earlier experiences in kitchen manufacture including the importance of selecting the right machinery.

It was not uncommon for these manufacturers to use the combination of a Chinese edgebander for carcass processing and a Homag for the important decorative panels.

With these insights in mind, Maggie and Gno Ping met with John Walton – a familiar face from their days at Eden Cabinets – at the Jacks showroom in Auckland. Maggie says, “we knew the edgebander would be crucial to the success of our new business. We had to be able to manufacture cabinets with high quality edgebanding. John recommended the Homag 1130 AT with laser tape processing capabilities. It would give us a better finish than using PUR glue and with much less hassle.”

The couple had initially considered importing a CNC machine from China themselves. However, after witnessing the capabilities of the WDMAX CNC in the Jacks showroom, they were swayed by its speed, robust construction and compliance to New Zealand's high safety standards. The icing on the cake was the attractive pricing, making the choice to invest in the WDMAX an obvious one.

Their ability to cut, drill, edgeband and assemble 80 sheets of cabinetry in a single day for an urgent order underscores the efficiency and potential of their machinery.

Fast forward six months, and both the Homag edgebander and WDMAX CNC have been running seamlessly. A problem with a pneumatic sensor on the Homag was promptly addressed by the Jacks Service team, who installed a replacement part the very next day.

The WDMAX CNC has also been great, says Maggie. “It's so good to know the machine is safe and compliant. We don't need to worry about our workers getting injured by the machine. It's also really clean. Our previous CNC at Eden Cabinets would leave dust everywhere. The WDMAX leaves no dust. The whole workshop is clean and healthy for our staff. Also, the 2800mm bed size is also a big advantage for floor to ceiling panels. We no longer need

to join two panels together. It's also good to know that in future we can add labelling, loading and unloading units to the WDMAX to increase productivity as our business grows.”

Oceanside Kitchens is still in the process of building up its operations but is already experiencing busy days. Their ability to cut, drill, edgeband and assemble 80 sheets of cabinetry in a single day for an urgent order underscores the efficiency and potential of their machinery. Their core objective is to maintain a high standard of service and quality. The return of many smaller builders who were their clients during the Eden Cabinets era, in conjunction with positive word-of-mouth referrals, has meant that they've scarcely needed any marketing. Anticipating the benefits of a new business-oriented government, Maggie and Gno Ping are optimistic about the future. Double the experience, double the success.



*WDMAX is sold & serviced in NZ
by W & R Jack*