

Oaktree branches out into new technology



A Westbury joinery company which manufactures conservatories, windows, doors, stairs and kitchens is using hi-tech methods to fit its way through the recession.

Oaktree Joinery on the West Wilts Trading Estate is making the most of the internet and digital technology to expand its customer base throughout the south-west and is now busier than ever.

Established 18 years ago, Oaktree Joinery has built up a reputation for unparalleled product quality and customer service to match.

The company was started in the last recession and co-owner, Martin Cox, is confident they can see this one through also. His confidence is based on investment in high-tech machinery and sophisticated software, allied to traditional techniques.

"In today's modern world, we needed to be more professional and that means being able to quote quickly, produce professional estimates and eliminate mistakes,"

OAKTREE JOINERY LTD

said Martin.

Oaktree use the latest in computer aided design technology to ensure their work is carried out to the highest standard but have also worked hard to promote a traditional, authentic style in their work.

Martin said, "Although it's a traditional product and a very traditional service that we offer, we still use the very latest high-tech software. We are unique because we've got a product which is manufactured on high-tech machinery but still with a traditional look."

And because of this approach, the company is often used for projects in conservation areas and on listed buildings.

Oaktree Joinery has also teamed up with a 'lead generating' website which has netted the Westbury firm clients as far afield as

Brighton, Reading and Taunton, as well as boosting sales locally.

Oaktree use digital photographs to conduct 'remote quoting' and is now able to give prospective clients a price within 48 hours.

"Before, I might not have been able to get out to see a client for a week. Now we can quote really quickly and this has given us the edge over our competitors.

"We also provide an effective and friendly after sales service. In the unlikely event that there should be a problem with any of our products, customers can rest assured that we will sort things out quickly. Customers are also protected by our offer of a 25% deposit indemnity, and can pay by credit card for further buyer protection.

"With the market the way it is, people want peace of mind," added Martin.

You can contact Oaktree Joinery on 01373 858054 or visit www.oaktreejoinery.com for further information.