



Anyone who hasn't heard the name 'PRO100' over the past 12 months must have been wearing ear muffs. PRO100, from Design2Cam Ltd, has been on the NZ market for around 4 years and has gained a reputation as one of the most cost-effective, easy-to-use software packages. It was these benefits that led the team at Jacks to include PRO100 as the software component of the Mityboy package. Featuring strongly in the Jacks Mityboy campaign throughout the country, this design software has had a big profile around the industry, and is only going to get bigger.

"Before Mityboy the software was already selling itself" says Anthony Scammell, Managing Director of Design2Cam Ltd, the NZ and Australian agent for PRO100. "Because it's available as a free trial download with no time limit, customers quickly find how easy it is to use by trying it for themselves."

Anyone who has tried PRO100 will know exactly why it's increasingly popular around the industry. Windows-based, anyone who can use a mouse can quickly and simply put together a kitchen plan, including cabinets, benchtops, appliances, even lighting and specific hardware from NZ suppliers. Using a customisable library of components, designing can be done in plan, elevation or perspective (3D) view, and materials, textures, colours and more can be quickly changed. Photo-realistic images mean a customer can see exactly what their new kitchen or whatever else is being designed will look like, from any angle, and even with a variety of lighting options. You can even upload your own pictures and place them into a project.

While some customers use it specifically for designing and manufacturing kitchens, others such as Danske Mobler use PRO100 to produce prototype designs for customers. In Europe, where PRO100 is very popular, it's used for anything from furniture to interior design. In NZ it's no accident that PRO100 is aimed at the joinery trade. Anthony was an apprentice trained joiner himself before working in

software, so he has an insider's understanding of the joinery business, and how software can add value. His experience of the industry makes for fast and knowledgeable sales and support.

PRO100 is certainly not just a front-of-house sales tool. In the package sold via Jacks, a special link enables any design to be transferred directly to a Mityboy or Weeke CNC machine complete with drilling macros and a nesting pattern for the whole design. Transfer couldn't be easier – and is via USB stick. PRO100 has also been successfully linked to Anderson, SCM and Biesse CNC machines. And PRO100 isn't just for CNC owners, because PRO100 produces a cut list, a hardware list, and pricing details – enabling efficient and accurate costings at the click of a button.

As software has become essential for manufacturing, some software programs promise the world, but fail on industry integration and support. There are plenty of stories of software bought from one supplier failing to link to a CNC from another. Late night calls to foreign-language help lines and huge amounts of money spent for little gain. It was this reason that led Jacks to sell PRO100 as an integral part of the Mityboy package. Work on software integration was done and support structures put in place, meaning a seamless package from one supplier for the customer. Aside from support via Jacks, all PRO100 owners have international support – first from Anthony in New Zealand, but with additional support available from Australia, and the program's developers in Europe.

With such a short learning curve for the user, pricing that starts from less than \$4,000, and a reputation for quality and service, PRO100 has earned its strong position in the marketplace.



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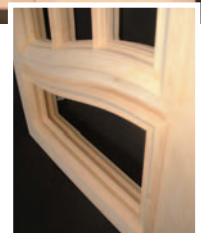


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