



CASE STUDY:

Manufacturing world-leading
appliance lines for Fisher & Paykel

CLIENT: Production Machinery Limited
Industry: Household appliances
Type: Machine builder
Project: Designing key production
stages for appliance products

CASE STUDY

Manufacturing world-leading appliance lines for Fisher & Paykel

The company

Production Machinery Limited (PML) builds bespoke production and assembly lines for domestic appliances. “We build the machines that build the machines - from concept all the way through to production,” explains Rob Craigie, PML’s Business Development Manager. “We started as a Fisher & Paykel division, and while still owned by F&P, we now mainly supply lines to offshore clients including other world-leading appliance companies.”



The challenge

Starting out in the low volume New Zealand market meant that PML had to produce very flexible assembly lines that could quickly be adapted to produce different products. In today’s marketplace, where appliances have shorter lifecycles, this kind of flexibility is in high demand. Rob says: “We build custom-made, versatile machines. It’s a very competitive business and to succeed we need a reliable partner - like CNC - who delivers innovative and creative technologies. Every product line is different.”

Why CNC?

Expertise

Steve Honey, Project Manager at PML, one of the managers who manages the manufacture of world-class automated production lines under the brand Fisher & Paykel. He says: “We could use other control hardware suppliers for Fisher & Paykel’s motor lines, but have selected to use CNC because they have proven skills and experience.”

World-class service

Steve says: “All around, CNC provides a good turnkey package with world-class service and support. They’ve performed to target and they have met the schedule. In other words: they’re delivering exactly what we require.”

Cost-effectiveness

“CNC has been asked to participate in overseas commissioning and they’ve done so at a very realistic cost,” says Steve. Rob adds: “They take responsibility and offer a cost-effective, high quality service. They always deliver what they promise and meet tight deadlines. We’re happy with the results.”

Partnership approach

“We trust CNC and work collaboratively with them. They are very professional, open and honest, and have a very high standard of conduct and performance,” says Rob. “We’ve been working with the CNC team for about 20 years now and there is likely to be more work for them in the pipeline.”

The result

“CNC has been instrumental in building stages for a number of appliance production lines over the years,” says Rob. “They complement skills that we have in-house. Their technology and expertise help us build world-leading machines for our clients, which ultimately translates into export sales. That speaks for itself.”