



Quality inspection of JET Bandsaws

For the past 14 years JET products have been imported into Australia by five independent companies in different States. This situation has worked successfully with JET being promoted to the hobbyist market, learning institutions and government departments, as well as many industrial applications.

In April 2007 a decision was made by the management of JET (Europe) to expand their operation in Australia by establishing a new company, JET Tools and Machinery (Aust). The intention behind this decision was to provide a greater support network for the dealers, resellers and customers, in order to promote the quality of the JET product.

JET Australia is committed to expanding its network of dealerships throughout Australia as soon as possible, to provide customers with a greater choice of machinery within easy travelling distance of where they live.

An extensive range of quality woodworking machinery including the heavy duty Powermatic brand will be offered to the Australian woodworking enthusiast, both amateur and professional. The machines include Tablesaws, Bandsaws, Jointers, Thicknessers, Belt and Drum Sanders, Lathes, Mortisers, Spindle Moulder, Drill Presses, Dust Collection and Air Filtration. The availability of these products will allow customers to build up a complete workshop, to cover all processes from the machining of rough timber stock to the completion of the fine quality end product.

JET Australia intends to support its network of new and existing dealers with the backup necessary for them to offer the high level of customer service that JET believes its end users deserve. This will involve giving the dealers access to available stocks of machinery as well as spare parts, consumables and accessories.

JET Australia will also assist the dealers in the warranty process if and when these claims arise.



JET Bandsaws in production

# Jet Strengthens Its Commitment in Australia



Examination of a Powermatic Tablesaw



Production line of Powermatic Tablesaws



JET Thicknessers in the line for quality control

## History

The original JET (America) was founded in 1950. Its primary purpose was to promote and distribute machinery manufactured in Taiwan.

In the early 1990s the Swiss company, Walter Meier Holdings, purchased JET and changed the approach to manufacturing in Taiwan.

At that time most importers of Taiwanese machinery purchased what the factory produced and then 'badged' the machine with their own brand name. The new owners of JET chose instead to open their own office in Taiwan and design an exclusive range of machinery. They also employed their own engineers to maintain constant quality control over the machinery being produced, in line with their stringent requirements.

JET products were now not only better designed, but also far more reliable due to the strict quality control. The changes placed JET at the forefront of the woodworking industry in the United States.

Two acquisitions — Performax and Powermatic — further enhanced JET's reputation.

Performax gave JET the opportunity to move into the wide drum sander market with models ranging from the 250mm wide 10/20 sander to the professional 550mm wide 22/44 machine.

Powermax produces very heavy duty woodworking machinery for the joinery and cabinetmaking industry. These products are competitive with those from European manufacturers.

In 2002 JET successfully promoted its new extended range to the European market. By the end of 2006 JET's turnover in Europe exceeded \$US150M and US sales reached \$US200M.

JET is now recognised as the third largest supplier of woodworking machinery in the world. This has not been an easy feat when you consider the thousands of companies around the globe competing for their share of the market.

The company believes that when a JET machine is bought, there is a certain amount of pride and assurance that the customer receives from purchasing quality and knowing that their time working with the machine will be pleasurable. A first-time JET customer may have reservations about paying for quality, but having bought one, the next time they are in the market for a machine they will readily consider JET.

As JET Australia says, 'when you pay for quality, you only cry once'.