



Success stories

**Innovative joinery
company**



SpaceCraft 'blasts off'

COVID-19 shutdown in South Australia has led to a rise in home-working and investment in home renovations and furnishings

Small steps, giant leaps

"The change towards home working and the international border restrictions (which have curtailed our target market's travel spend) has increased the opportunity for us to increase sales of our kitchen and other customised joinery products" says Managing Director, Ellen Wundersitz.

SpaceCraft Joinery was established in picturesque Strathalbyn in 2008 and now employs 13 staff.

"Our focus is on producing one of a kind design solutions which have longevity and are highly functional. We have a design led philosophy, and so choose to work exclusively with clients who engage us from design onward, through to manufacture and installation. This

process enables us to develop a relationship with the client that ensures the project intent is always fulfilled."

Spacecraft has invested in state of art design software and machinery and are continuously looking for ways to improve the design and manufacture processes and offerings.

"Our team are custodians of their work and take immense pride in their contribution to the finished product. We always aim to delight the client but are always open to feedback to assist us to grow and improve."

Star Value Propositions

Ms Wundersitz has ambitions to grow the business adopting best available technology and production techniques, bringing together the inherent hand-crafted nature of the product offering, and the unique skill set of the award winning team.

"Ultimately, the great feedback we get from our clients about the process and finished product is what drives us to tweak and finesse for the future of the

business. Without our loyal clients, suppliers and most importantly our team, we would not be able to produce the breadth of work we do."

"We are a proudly South Australian owned advanced manufacturing company applying leading edge digital technologies driven by trained workforce. Our goal is excellence in design and customer service."

Moving forward

Business SA Growth Facilitator, Michael Williams has worked with the Spacecraft Team for the past 18 months.

"SpaceCraft's success is down to its management teams' focus on continuous improvement and marketing excellence. It's a challenging time for businesses but the same fundamentals apply; knowing what your customer wants and aiming to exceed their expectations, first time, every time. This is Total Quality Management in action. "