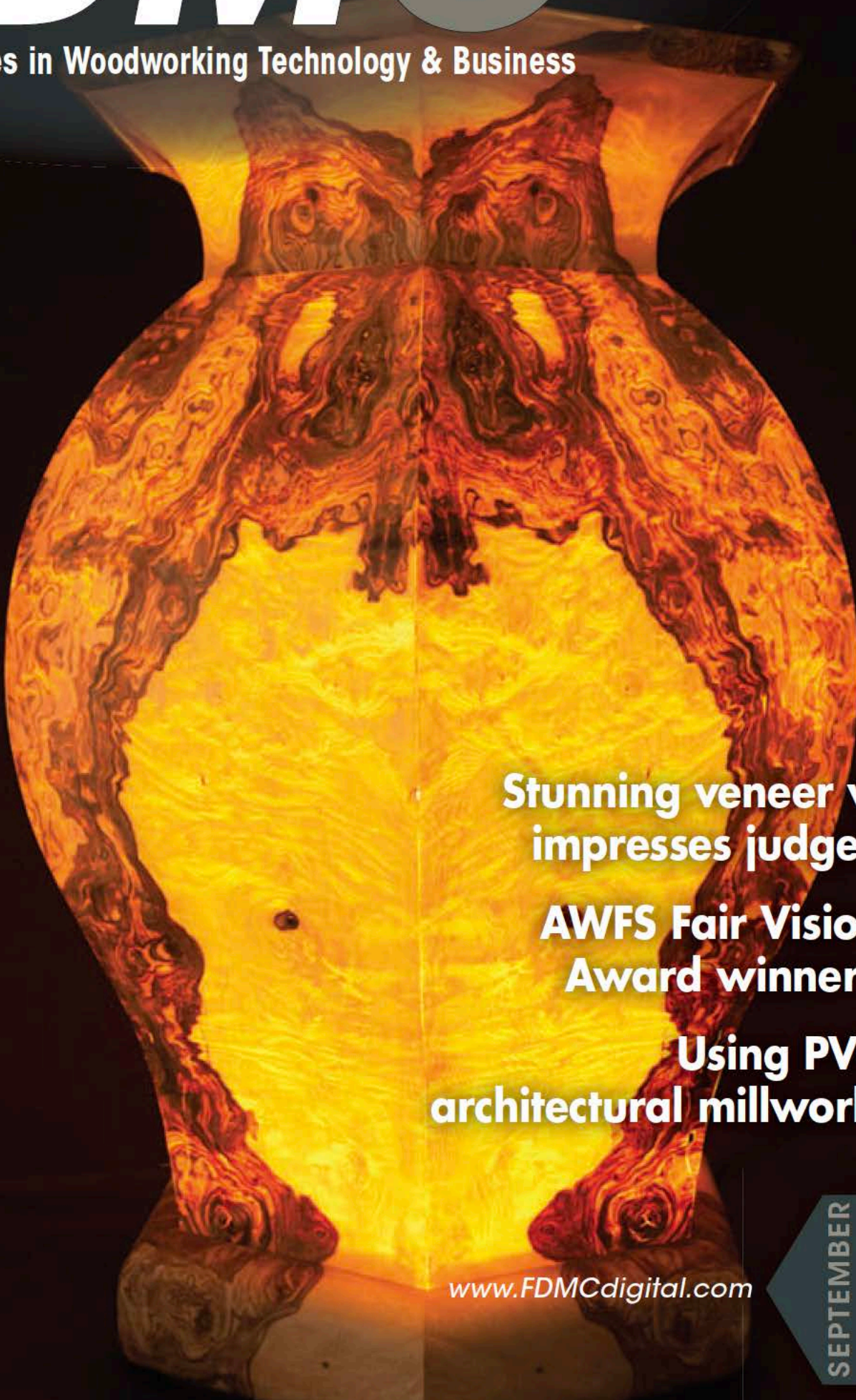


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## Larger location helps complete larger projects

### At a glance

**Who:** Artone LLC

**Where:** Jamestown, New York

**Products:** Hospitality and health care casegoods and chairs, retail displays

**Employees:** 100

**Plant size:** 250,000 square feet

**Website:** [www.designbyartone.com](http://www.designbyartone.com)

Artone marked its 40th anniversary with a move to a new location, and plans further upgrades.

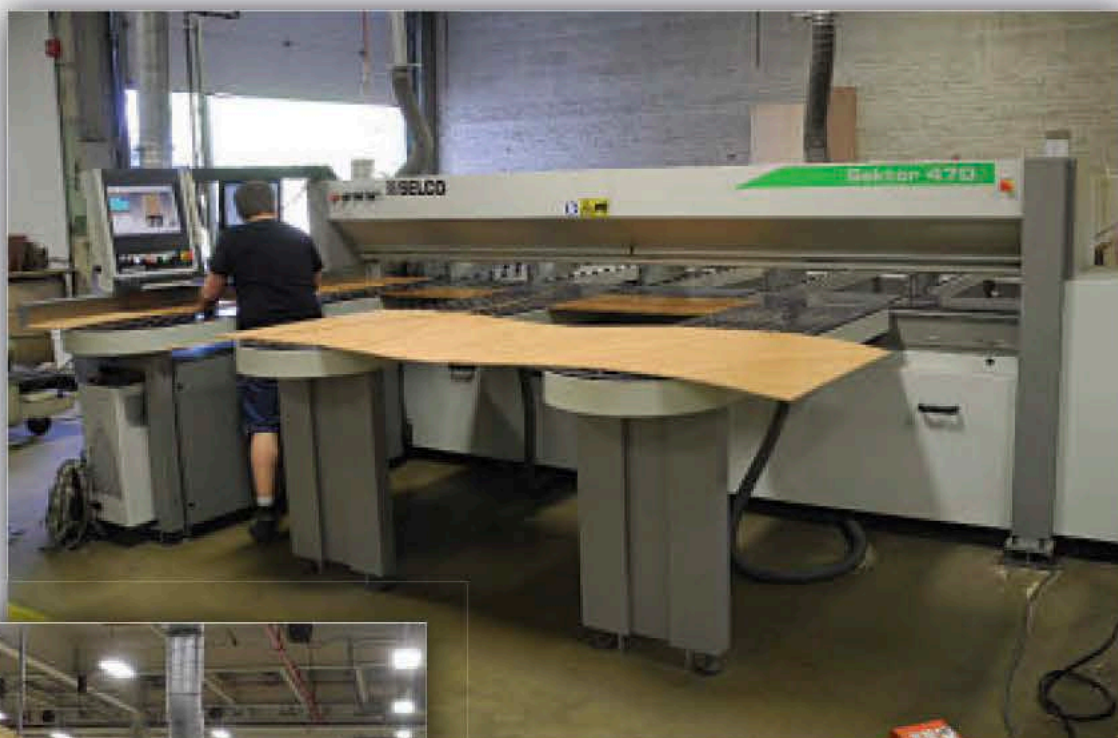
Artone LLC marked its 40th anniversary last year by moving to a new location, and the company is looking ahead by improving its services to customers and its own efficiencies in its new space. The company also wants to ensure a future for furniture manufacturing in Jamestown, New York, a city with a proud past in that industry.

Artone was started in 1974 by Rosario Calimeri, a cabinetmaker and native of Sicily. Customers and products today include hospitality, health care



Artone tackles a wide range of projects primarily in the health care and hospitality fields and is in a new location in New York.

A front-end loaded Selco Sektor 470 saw cuts smaller jobs and can process a few sheets at a time.



A Biesse Rover B7 CNC router is on the high-volume side of the production area.

To see the Biesse Rover B7 CNC router at Artone's new contract furniture manufacturing operation in Jamestown, New York, watch the video on your smartphone or



[www.FDMCdigital.com/Artone](http://www.FDMCdigital.com/Artone)

(the Cooltree brand is focused on the marketing of medical products), casegoods and chairs, contract casework and retail displays. One of biggest changes has been in sales and marketing, and marketing products to the end user.

“In the past, a lot of what we did was basically making parts and components, and sometimes furniture, for another party that was putting their name on it and selling it to the end user,” Michael Calimeri, Artone president, said. “Now, we feel it is important to sell direct to the end user. Our customers today could be the owner of a facility or a general contractor.”

Artone targets projects that may require 100 or more rooms in a hotel, hospital, or other public space, but in today's marketplace, with mass customization, they can do much smaller projects, and can help a large production client that may require a small production run that may be one or two rooms. Today, everything is custom, everything is made to order, although some larger

orders can get repetitive, Sebastian Calimeri, executive vice president, said.

### New location for 40th

Artone moved into its new location at the end of June 2014, and had a 40th anniversary celebration three months later. The move itself was carefully planned for months and executed in a two-week period.

The company's old location, 54,000 square feet on Institute Street in Jamestown, was landlocked and inefficient in many ways. “We knew for several years that we wanted to do something,” Michael Calimeri said. “One option was to buy raw land and build, and we looked at several other buildings but determined that they weren't a good fit. When we walked into this building, we knew that this was the space.”

Overall space at the new Allen Street location is



## + PANEL PROCESSING

250,000 square feet, with 50,000 square feet of space on the upper floor, which includes a remodeled modern office space with furniture made by Artone and a showroom area. The company added new lighting, electrical and pneumatics, new compressor, new heating, and a large dust collection system with large capacity.

### Concept to completion

“What we’re good at is taking the customer’s vision and bringing it to reality,” Sebastian Calimeri said. “That’s what we can bring to the customer.”

“We’re not designers, but we work in the design phase,” Michael Calimeri said. “We work in the A&D community. We usually start with a concept from the designer or architect. We engage ourselves during those meetings to try and guide them into the most efficient way a product should be made.

“We have gotten very good at determining the right projects and right customer for the company. We consider ourselves to be medium-high to high-end with our products and customers. We’re not a commodity



New location in Jamestown, New York, has room for plenty of office space and a showroom.

### Key points:

- › Project manager oversees each job from start to finish
- › Company had changed focus from components to complete job
- › Company has expertise in a variety of materials
- › High-volume and low-volume work flows on two separate lines



Artone’s Steel Grain chair brand and patented steel process simulates a woodgrain finish.

manufacturer. We make sure our customer understands that way of thinking.”

Michael Calimeri said the company is a custom, higher production run shop that includes some millwork. They are best at a project that allows the most efficient flat-panel processing, which works well with the contemporary look of many current projects.

In hospitality, Artone is competing with some of the largest producers. “It’s rare that we will bid a job that’s being bid by someone else,” he said. “The learning curve that we would have is much greater than the company that’s currently making it. If it’s already being made, and the prices are already set, then we’re competing against someone who is already good at it.

“And we’re noticing that our customer base wants to have more U.S. manufacturing. This is common. We go after a customer base that wants to buy U.S., is willing to pay a little more for it and for all the different services we provide. And that is a change from five to 10 years ago.”

“The day we get an order is when we have an in-house project manager assigned to that project,” Sebastian Calimeri said. “The project manager is responsible for that project through its entirety. That’s one of the unique things we do. Every project that we put through our





Artone uses a U-shaped production flow and has room to organize jobs on its plant floor.

facility has a project manager associated with it. That project manager connects everything, from the sales and estimating stage to engineering and manufacturing, installation, and materials. That person also becomes the contact person internally. That person becomes the focal point both inside and outside to deliver a project.”

“One of the things we’re good at is the marriage of many different materials in our products,” Michael Calimeri said. “We could use thermally fused laminate, high pressure laminate, three-dimensional laminate, quartz tops, any type of hardware from basic slides to soft closings, same with hinges. We incorporate LED lighting, glass, and different metals we can now fabricate in house.”

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Large space available

In its new building, Artone has plenty of space, with 190,000

square feet on the plant floor. A large dust collection system from MAC is 120hp and 40,000 cfm. A new break area for the company's 100 employees is being added.



The finishing area includes a spray booth. The company may add a flatline system in the future.

The U-shaped production begins with a panel receiving area. Most panels are thermally fused melamine, but the company is also laying up about 15 percent of special laminate or veneer panels on a Black Bros. glue line.

There are two parallel processing lines separated by a wide aisle, one with more specialized work, the other with higher volume jobs. A Biesse WNT600 rear-load panel saw handles larger quantities. On the other side, a front-end loaded Selco Sektor 470 saw cuts smaller jobs and can process a few sheets at a time.

A Biesse Stream B edgebander is used here. A Biesse Rover B7 is on the high-volume side. Another CNC router will be replaced by a new CNC vertical processing machine on the lower-volume side to provide faster setups on all products. An Omal dowel inserter is on the low-volume side, with a Gannomat dowel inserter on the high-volume side.





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After machining and dowel insertion, there is a sanding and finishing area with a spray booth.

A more automated finish line, possibly a flat panel system, is planned for next year. A millwork area processes solid wood components or specialty fabrication,

and other things that don't fit on the large-volume panel lines, such as curved reception areas and other one-time pieces.

An R&D area is used where small machines can test new types of glues, hardware, fasteners, LED lighting, functionality, connectivity, and any kind of new product offering. This R&D is for anything Artone hasn't made or experimented with before.

Also on the shop floor is Artone's Steel Grain chair brand and patented steel process that simulates a woodgrain finish. Sheet metal is fed through an embosser, cut out with a laser, and subcontracted out for roll forming to make the tube. Tube fabrication can be done here with an in-house tube bender. Components are sent out to a contract finisher for powder coating. This chair has been on market almost 10 years and is sold primarily for health care, hospitality and restaurants.

Another large area in the plant is for solid surface fabrication. Countertops can be cut, machined, routed, glued and sanded here. The style trend is also toward quartz, which they outsource.

Completing the U-shaped plan is the assembly area, where pieces can be shipped flat packed or put together with a case clamp. Artone often does its own installation (CFI is a separate company under the same ownership that performs installations of their projects), but can also have customers handle installation.

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One of biggest changes has been in sales and marketing products to the end user. This has allowed Artone to compete against the large-contract producers.

### Planning ahead

Artone made its move to its new location mostly with the equipment they had. The new building has given them the opportunity to expand and grow into the future. Sebastian Calimeri said that now they are looking at new equipment and looking to upgrade, increasing automation and integration of processes.

Artone uses Microvellum as its main engineering and bill of material software, along with home-grown software in accounting, order entry and production planning. They are in the process of looking into software that can provide ERP and engage engineering software, and they are contacting other AWI member companies to identify challenges in ERP.

“One major capability we’re looking at is to take designs from the A&D community, with our involvement, and turn those into photo-quality renderings to present to our customers,” Sebastian

Calimeri said. “Once approved, it’s almost like pushing a button, and it happens.”

“Due to our growth, we’re busy, and when you’re busy you tend not to refine things you need to refine,” Michael Calimeri said. The company is also doing more lean practices, and is requiring every employee to read Paul Akers’ book, 2-Second Lean. He wants a facility that “screams efficiency.” The older location had bottlenecks. Those constraints are gone and there is no excuse now. Artone is also looking at solar energy for the new building.

Michael Calimeri is also involved in developing Jamestown, Lucille Ball’s hometown, as a center of comedy. With deep roots in Jamestown, the company is involved in the local community in a number of other ways and has donated to many local organizations and connected with local schools to ensure a better future for a town known for furniture. ◀

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