

Handmade Cabinets LLC uses 2020 Design Live to Grow Business



Handmade Cabinets LLC's sales are
4x
higher since using 2020 Design Live

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What a change in my life and business! This is the first year we have had 2020 Design Live, and so far, our sales are 4X higher than the whole of last year. When I look back, I just think 'why didn't I do it earlier? I could have saved so much time.'

NATHALYN HERNANDEZ
HANDMADE CABINETS LLC

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Challenges

- › Large-scale projects
- › Generic catalogs
- › Low-quality renderings
- › Customization

Background

Handmade Cabinets LLC is run by a husband-and-wife duo in Orlando, Florida. Nathalyn Hernandez and Antonio Camero are both accountants but found their passion in designing and building custom cabinets seven years ago. They began their journey by building cabinets for their own apartment, and slowly started taking requests from family and friends who wanted them to build their kitchens, bathrooms, and closets.

Challenges & objectives

When Hernandez and Camero first started off as custom cabinet makers, all their designs and calculations were done manually on a piece of paper. They eventually got a design software that they used for nearly five years, but it was very limited: It did not have a lot of options, it only had generic catalogs, and the renders weren't spectacular. The couple couldn't incorporate real cabinets and appliances using the software, and the options for personalization were extremely limited.

Hernandez and Camero wanted to expand their business and work with local remodelers on bigger jobs. One of the remodelers they worked with was very design oriented, and the pair realized their existing software wasn't equipped to deal with larger kitchen and bathroom design projects.

It was time to invest in a more powerful solution.

Reduce errors.
Save time.
Win more leads.

Solution

Handmade Cabinets LLC had been evaluating 2020 Design Live for some time. It had seemed difficult at first to make the switch as they were too comfortable using the previous software, but their apprehension didn't last long.

After having completed a 4-day training course on 2020 Design Live, Hernandez and Camero's whole mindset changed. What got them hooked was the ability to import textures, change attributes to personalize almost any item, create different architectural elements, and use built-in catalogs from manufacturers and real appliance brands.

Results

- ✓ Handmade Cabinet LLC sales are 4X higher just one year after using 2020 Design Live
- ✓ Built-in manufacturer catalogs help Handmade Cabinet LLC save time and improve production rate
- ✓ Realistic 3D renderings offer clients an engaging customer experience
- ✓ 2020 Design Live is powerful enough to take on large-scale projects

Solutions

- ✓ Built-in manufacturer catalogs
- ✓ Brand appliances
- ✓ Item personalization
- ✓ Realistic 3D renderings



Realistic rendering