



How Diversified Equipment Helped Nick Hall Launch a Custom Cabinet Shop



The Challenge: Starting a Cabinet Shop the Right Way

Nick Hall was preparing for a major transition—leaving active duty military service and launching his custom cabinet business full time. While he had several years of cabinetry experience on the side, he faced a critical decision:

How do you invest in CNC automation without overbuying, underbuying, or risking downtime when you're just getting started?

Nick didn't want a used machine, patchwork support, or a short-term solution. He needed:

- A reliable, low-maintenance CNC router
- Strong technical support close to home
- A machine capable of handling future growth
- A partner who understood his budget and long-term vision



The DES Difference: Planning Beyond the Sale

Nick connected with Diversified Equipment (DES) after posting in an online cabinetry group asking for CNC recommendations. CNC Applications Engineer Jim Paden reached out—not with a pitch, but with questions.

Rather than focusing on machine specs alone, Jim worked with Nick for over a year to:

- Understand his business goals and growth plans
- Forecast production needs 1–5 years out
- Balance performance, support, and budget
- Select a CNC solution that would scale with the business

Nick noted that DES never pressured him into a one-size-fits-all solution.

“They kept my budget in mind the entire time,” he said. “It felt very personal—like they actually wanted the business to succeed, not just make a sale.”

Pre-Install and Setup

- Coordinated with Nick's electrician
- Assisted with shop layout and power requirements
- Helped plan cost-effective delivery and offloading
- Completed a full pre-install visit on a Saturday to match Nick's schedule

"I texted Hunter, and within two minutes he FaceTimed me. Then Jim jumped on remotely, took control of the machine, fixed it, and taught me how to fix it myself. That was on a Saturday or Sunday.

That level of support is wild, that just doesn't happen with most distributors."

Nick Hall

Owner, Hall's Hardwood & Cabinetry

Ongoing CNC Support - Even on Weekends

DES's commitment didn't end after installation.

When Nick ran into an issue on a weekend:

- A DES technician responded immediately
- Troubleshooting was handled via FaceTime and remote access
- The issue was fixed and explained so Nick could resolve it independently in the future



Training Built Around Real Production

This was Nick's first CNC machine, making training critical. DES technician Hunter tailored training around Nick's learning style—hands-on, real-world production.

- Cut live customer jobs during training
- Focused on workflow, not just software
- Encouraged learning through doing, without risking damage

"I'm very much a learn-by-doing person," Nick explained. "He worked at my pace, helped me cut real projects, and wasn't afraid to let me fail—within reason."

Company Info

Nick Hall

Hall's Hardwood & Cabinetry

www.hallscabinetry.co

Sanford, NC

919-612-9289

Nick@hallscabinetryco.com





The Results: ROI, Control, and Production Capacity

Before owning a CNC, Nick outsourced cutting to other shops—spending nearly \$4,000 on a single job. His monthly CNC payment is now significantly less than those outsourcing costs.

With his Anderson CNC router, Nick gained:

- Full control over production timelines
- Faster turnaround times
- Lower per-job costs
- Increased capacity without additional labor
- Confidence to grow without changing equipment



“It just made sense,” Nick said. “Control, speed, production capacity—it checked all the boxes.”

Why Nick Chose DES

For Nick, DES wasn't just an equipment supplier—it was a strategic partner.

Key factors included:

- Honest, future-focused guidance
- Deep CNC and cabinetry expertise
- Hands-on installation and training
- Rapid, reliable support after the sale

"They wanted to see us succeed," Nick said. "Not just sell a machine."



Choose Diversified Equipment & Supply for Your CNC Machine Needs

If your organization requires the expertise needed to fit the right CNC machine with the right manufacturing process, Diversified Equipment & Supply can help. By cutting through the typical listing of specifications, we get to the heart of what's holding your organization back. Then, our team makes solid recommendations to help you reach your growth and productivity goals.

To find out how your shop can benefit from customized CNC solutions and next-level customer service, contact a dedicated DES expert such as Jim Paden online today. You can also call [704-545-5198](tel:704-545-5198) for more information on our services.