

New Zealand's own



Managing Director and founder of iCAM Mechatronics, Troy Cundy, shares his experience of iCAMs road to success - designing and manufacturing CNC Routing machines in New Zealand.

When I first established iCAM Mechatronics in 2001, there were undoubtedly skeptics who thought iCAM would not succeed.

Indeed, establishing a brand of CNC Woodworking Machinery designed and built in New Zealand seemed a grand plan, some probably thought a little too grand.

Many believed that a home-grown brand could never compete with the European imports.

Breaking through the 'brand barrier' proved to be iCAMs biggest challenge.

We've come a long way in the past three years. We've listened to our market. The results of the feedback we've received shows in the product we offer today. A stronger, faster extra heavy duty machine utilising the latest in technology.



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We're certainly comfortable with this shift, the build quality and technology we put into our machines puts us in good stead when compared with the European brands.

There was always the possibility that the 'brand barrier' would be too tough to break - that parting a joiner from his well known European brand would be like parting a runner from his Nikes. But Kiwis are a pioneering breed, and usually willing to at least take a look. And once you take a look you will see we offer everything the big brands do - and more.

For many of our clients the expert local support has been a major contributing factor to choosing an iCAM machine. Local support, coupled with our ability to custom build machines to meet our clients specific needs has contributed to iCAM gaining market share.

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At iCAM we realise New Zealand is a small country and that word of mouth is a powerful tool. Keeping our customers happy is our priority - we appreciate the good reputation we have built has been achieved through end-user satisfaction.

If you would like to find out more about iCAM machines, or request a product brochure - give us a call on 0800 422 669 - we'd love to talk with you.



iCAM entered the market with a machine specifically for nested based manufacturing, and in retrospect - we were possibly a little ahead of time. The nested based manufacturing vs point to point debate was still alive and well in New Zealand and NBM wasn't yet widely embraced. At that time prospective clients were most likely to be weighing up our machine against an Australian built nesting machine.

In the last two years, as we have developed and improved our product further, nested based manufacturing has become more accepted. Now prospective clients are