



## Hubb Timber Frame builds its competitive edge with Framing

**Summary:** Hubb Timber Frame Limited is a small, yet established, building contractor and timber frame design company based in Somerset. It uses Framing from Elecosoft to help it operate efficiently, drive manufacturing, and save significant time on design and design changes. It manufactures all its timber frames in-house and delivers complete projects, from design concept to installation and specialises in bespoke timber frame houses, barn conversions, extensions and garden pods.



Adam Poole is co-founder and chief designer for Hubb Timber Frame, a small Taunton-based building contractor which specialises in bespoke timber-frame structures.

As a qualified carpenter, Adam used to design frames by hand. When he and his partner founded the business, they were determined to get to the point where they could manufacture in house as soon as possible, to maximise quality and profitability. Making this work meant that they could efficiently design buildings and drive production, as well as find premises for a manufacturing workshop.

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Adam learned about Framing when Elecosoft reached out to them, and once he saw the software demonstration immediately realised it was the solution they needed: "It was an easy decision once I saw what the software could do, and the time it could save. It was unprecedented and would save us days or weeks in designing the frame."

### Realising rapid benefits

Having decided to invest in Framing as a strategic platform, getting up and running quickly and effectively with the new software was essential. Adam told us: "The training was superb. I was a bit older than my classmates, and was slightly daunted initially, but it didn't matter – I grasped the software quickly, and my existing knowledge of reading drawings was actually an advantage."



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## Small business, big competitors

The company has now been using Framing software for 13 years. Although Hubb remains small, with just three people in its workshop, today it can compete against much bigger rival contractors. Adam is the sole designer and software user, which makes efficiency vital. He described Framing's contribution: "Framing is phenomenal and has made us completely competitive against bigger companies. Not only has it eased the design and quotation process, but it makes it all incredibly easy as it calculates the materials required for each job. It is simply a massive time-saving tool."

By investing in its in-house manufacturing and Framing design software, Hubb has not only assured its ability to turn around projects rapidly but managed to eliminate some of the outsourcing limitations that face many of its competitors and keep prices competitive. Adam outlined the difference it has made: "Most other small firms have to go to outside designers to do the frames, then send their drawings to a manufacturer for production. At Hubb, I can design any frame directly and rapidly using the Framing software, then send the drawing to our own workshop to be manufactured."

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## Speed and control

As well as losing no time or profit to third parties for design and manufacture, having access to the design software also simplifies and speeds up any troubleshooting and enables Adam to respond to design change requests: "Framing gives us both a speed advantage and more control. If we encounter an occasional problem with a frame, we can jump on it fast. We don't need to go outside to get panels redrawn, and if a customer wants a small change we can process that easily."

## Bringing ideas to life

Hubb specialises in one-of-a-kind bespoke commissions for timber-frame buildings ranging from houses and extensions, to barn conversions and garden pods. Almost exclusively it works directly with private clients, who have a clear vision of what they want. It is Adam's role as designer to bring the vision to life. He explained: "Framing helps us show the customer their vision in three dimensions. We can print 3D drawings of the frame and show it to them, then spin the building around to show them different elevations. Their reaction is often 'wow, that's our house!'"

## Full flexibility

The flexibility of the software enables Adam to respond to the needs of the customer. He described one project: "The most special build we've done to date was an 'inside out' structure of straw and concrete. The boarding was on the inside, while the frame was left on the outside to be filled with Hemcrete. We could use Framing to plan it and design the frames, and illustrate the boarding on the inside, so we could easily calculate the cost of materials for this rather different type of design."