



Life-like renderings make design concepts immediately tangible – as seen here in a Woodline apartment project.

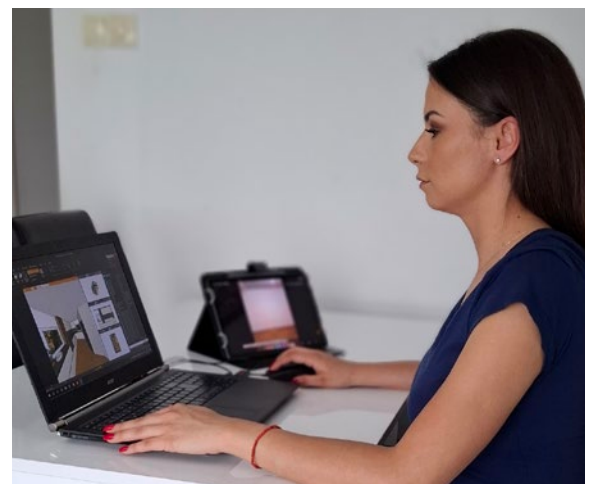
DIGITALISATION AS A SUCCESS STRATEGY FOR FURNITURE DESIGN

Rooted in craftsmanship, driven by digital innovation

Since its founding in 2018, Woodline s.p. in Banja Luka, Bosnia and Herzegovina, has steadily grown – as a family-run business with a distinctive flair for design, quality, and technical precision. The company produces bespoke furniture for kitchens, bathrooms, wardrobes and full interior installation, both residential and commercial.

With a tightly coordinated team of six – one in planning, three in the workshop, and two on-site – the company also delivers complex projects at home and abroad today. Entire apartment complexes in Bosnia, Germany, and Austria have already been fitted out by Woodline.

Motivated by the aspiration to make its planning and production more efficient, structured and future-proof, Woodline adopted digital processes early on. At the core is a now end-to-end workflow based on Palette CAD – an integrated platform connecting design, visualisation, and production preparation. This digital shift was never seen as a sudden transformation, but rather as an organic evolution of daily working practices – tailored to the company's needs and capabilities.



Kristina Šešić brings projects to life with vivid 3D drafts – simplifying client discussions and decisions.

” What used to take days I can now complete in a matter of hours. It saves time and builds trust with our clients.

Kristina Šešić
designer and co-founder

Manual processes and external dependencies slowed down project execution

Before introducing Palette CAD, day-to-day operations at Woodline involved manual data preparation and externally produced renderings – a cost-intensive, slow, and error-prone process. Production data had to be painstakingly derived from plans. When clients requested last-minute changes, the team would quickly reach its limits: error rates were high, lead times long, and responsiveness restricted.

„We wanted to become more independent – not only in the design stage but also in execution. The need for a more efficient, self-managed workflow was becoming increasingly urgent,“ explains Managing Director Đorđe Šešić.

Solution

A unified platform for planning, presentation and production

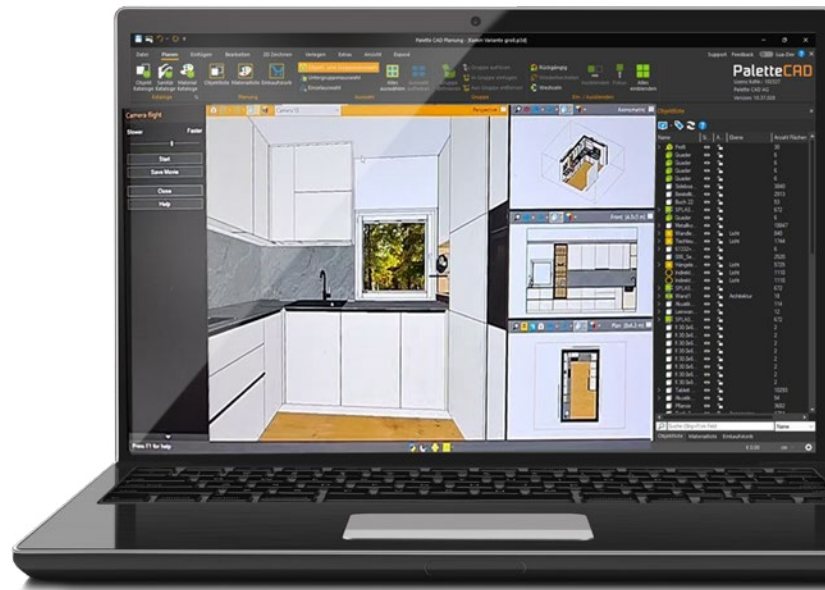
With Palette CAD, Woodline was able to consolidate every step of its project workflow onto a single platform – from planning and visualisation to material optimisation, parts lists, and handover to production.

A key figure in this digital transformation is Kristina Šešić, designer and co-founder. Having changed her career, she made the leap into the family business – and found Palette CAD to be the ideal starting point:

„Stepping into a completely new field was a challenge – but thanks to Palette CAD, the transition was seamless. From the initial sketch to the finished plan – everything was intuitive to implement. With the right software, this new task quickly became a passion.“

Following a hands-on training course at Palette CAD’s branch office in Bosnia, she took full ownership of the planning process – from early drafts and photorealistic 3D renderings to finalised material lists. The realistic visuals in particular impress clients and speed up decision-making:

„What used to take days I can now complete in a matter of hours. It saves time and builds trust with our clients,“ says Kristina Šešić.



A room can be viewed from multiple perspectives simultaneously. This simplifies planning and coordination.



A fully digital planning process ensures precision and tight coordination from design to installation.

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Kristina Šešić
designer and co-founder

Complex kitchen, simple decision

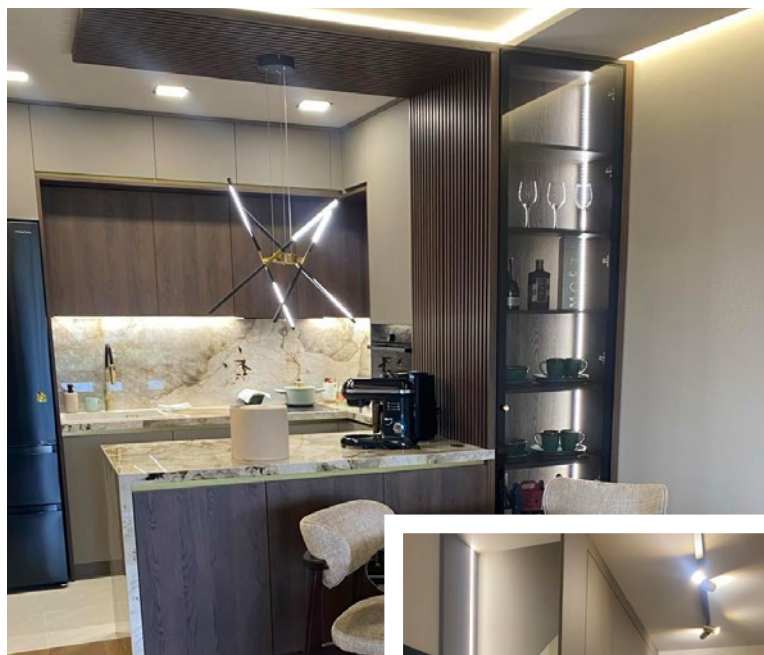
A prime example of the new way of working is a bespoke kitchen designed for a space with particularly challenging dimensions. Thanks to realistic 3D models, Kristina was able to present various layout options in real time. The client made a decision on the spot – with no follow-up questions or revisions. Production began immediately after approval.

■ Results and outlook

Work more efficiently. Think ahead digitally.

Since implementing Palette CAD, Woodline's operations have seen a fundamental improvement. Planning is now significantly faster and more structured, changes can be flexibly implemented, and all stakeholders work from a single, centralised data source. This reduces misunderstandings, minimises sources of error, and enhances the quality of planning. Clients benefit from high-quality, realistic visualisations that support informed decision-making – noticeably accelerating the coordination process.

At the same time, the company has eliminated external rendering costs, and internal communication between planning and production has become more efficient thanks to visualised processes. The next step in this digital journey is already planned: the acquisition of an inhouse CNC machine, which will enable the seamless continuation of the digital workflow into manufacturing.



Realistic visualisations show clients exactly how the space will look – even before production begins.



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CORE COMPETENCIES:

Maßgefertigte Innenausbauten und Möbel
für Wohn- und Geschäftsräume

CAD SOFTWARE:

Palette CAD





LIVE DEMO

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