

Successful implementation of Zünd cutting technology in banner fabrication leads to purchase of another G3 high-performance cutter.



Rinaldo & Claudio Fochetti

PlotFactory

A classic example of creative, visionary professionals at work! For more than 10 years, PlotFactory, with 34 employees, has been an exceptionally dynamic, forward-thinking provider and market leader in the Swiss

graphics industry. One of the secrets behind PlotFactory's success has been its habit of regarding unusual customer request as the driving force behind discovering new solutions. Vehicle graphics and lettering, decorating tarps and covers, posters, flags, displays - PlotFactory can handle it all with the confidence that stems from having all the necessary machinery and know-how available in-house. In October 2006, the company introduced a Zünd 3XL-3000 to its sophisticated equipment line-up and, having become more and more dependent on the Zünd's output quality and productivity, added the latest generation G3 L-3200 in December 2008.

Resource-saving Production

Besides a wide range of custom applications, PlotFactory routinely produces fabric

banners. A recent order from a well-known retailer consisted of 150 display banners. Traditionally, such a job would have required up to 3 people laying out and hand-cutting preprinted fabric in a time-consuming, error-prone process. If all went well, a single banner took approx. 3 minutes to cut and consequently, an order of 150 required an astounding 7 ½ hours of manual cutting, occupying 3 employees.

These days, however, preprinted rolls of banner material simply go to the Zünd cutter for processing. Because of its considerable size, the 3XL can handle materials up to 3.2m/126in wide. Once the material is loaded, the Zünd's integrated camera system (ICC) reads the register marks and cutting begins. It now takes merely one employee and 20 seconds to cut the same banner. By extension, an order of 150 banners can be produced in 50 minutes, which for the entire job translates into time savings of more than 6 hours! As for personnel requirements, two employees are now free to perform other tasks. The savings become even more significant with larger runs, e.g. with an order of 600 pieces (which is not unusual for PlotFactory). Previously, such an order would have kept 3 people busy for more than 3 days. Now it takes one person operating the Zünd only 3 ½ hours to complete the job.

Expanding Flexibility

"By using a Zünd cutter, we have become so much more flexible. Increased finishing options, nearly unlimited contour-cut capabilities, and quick response time to ensure on-time deliveries have paid off for us in many ways," says Claudio Fochetti, one of the principals at PlotFactory AG. "We can now accommodate larger-volume orders easily and economically without having to subcontract for dies or any other part of the production process."

Accessing New Markets

Further diversification and development of new applications for an expanded target audience is another important objective for PlotFactory. With their first Zünd, they had already laid the foundation for future expansion. Yet in view of PlotFactory's goals and its motto, "Challenge is our Hobby", company management decided to make a further investment in the latest Zünd cutter generation G3, thereby putting PlotFactory in the best possible position to meet future requirements and demand.

www.plotfactory.ch



Zünd 3XL-3000 cutting fabric banners.



Lars Bendixen (Zünd Systemtechnik AG) and Claudio Fochetti (CEO of PlotFactory) with finished banners.

ZS1-01-2009-1bae/trs

Factbox

Banner cutting application Length of run	without Zünd cutter utilizing 3 employees	with Zünd cutter utilizing 1 employee
1 pc	3 minutes	20 seconds
150 pcs	7,5 hours	50 minutes
600 pcs	30 hours	3,5 hours

Headquarter
Zünd Systemtechnik AG
 Industriestrasse 8
 CH-9450 Altstätten
 T +41 71 757 81 00
 F +41 71 757 81 11
 info@zund.com
 www.zund.com

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 swiss cutting systems