

Field Report

Zund has announced its first customer – worldwide – for the recently announced S3 cutter. Switzerland-based Carton Ideen GmbH has purchased the S3 machine to complement its existing array of Zund equipment.



Josef Weber

Launched earlier this year, the Zund S3 has a smaller, space-saving, footprint than Zund's G3 model, but incorporates all the key features and has the same exceptional build quality. With a revolutionary direct-drive system and ultra-fast Z- and T-axis control, the S3 is built for speed.

The S3 has an unprecedented price/performance ratio and enables exceptional productivity. It is capable of processing a wide range of materials including textiles, vinyls, films and thinner plastics. It has the modularity and quality build typical of Zund technology and its capabilities can be further extended with creasing tools and 300W router insert.

Established in 2007, Carton Ideen has become synonymous with creative, premium-quality packaging solutions. With a young, highly motivated team of 10 employees, the company produces high-end mailings, packaging, packaging designs, displays, specialty & custom advertising products. Through a

marketing agency, Carton Ideen has recently been working on a personalised A5 invitation project for Heineken beer for the Champions League final.

A typical Carton Ideen GmbH order consists of highly individual, often 3-dimensional, personalised mailings. All phases of production - from design to sampling to finished packaging - are handled in-house. Because of the high degree of individualisation, the need for flexibility is enormous - a need that Zund's technology is more than able to address.

In February of 2008, the first Zünd cutter, a PN-series M-800, was installed at Carton Ideen; within 6 months, it had paid for itself. Two more M-800 cutting systems with automatic material advance and sheet feeders were added in November 2010 to handle Carton Ideen's ever-increasing workload.

The S3 is the fourth Zund machine purchased by Carton Ideen over the past 4 years and it has already been installed at Carton Ideen's impressive premises. Josef Weber, CEO of Carton Ideen, explains, "The installation process was very straightforward. As we are a longstanding Zund customer, the look and feel of the S3 is very familiar to us

and we have already made good use of the machine."

"The addition of the Zund Cut Center software suite helps us work faster and smarter and maintain a consistently high quality of output," he adds.

With a highly visual and intuitive user interface, Zund Cut Center encompasses all phases of an efficient graphics production workflow - including designing, planning, printing, and cutting. It maximises the productivity of the company's digital cutting systems. The new Zund software dynamically guides the operator through the cutting process by continually offering best choices based on the material to be cut, available tooling, and quality requirements. By doing so, it virtually eliminates the need for operator experience, minimises set-up times, helps avoid mistakes, and ensures the cutter is running at maximum productivity levels at all times.

On selecting the new S3 cutter, Josef summarises, "The S3 perfectly meets our requirements. It is a very fast, easy to use machine and was the logical next step for us. Our geographic proximity to the supplier also played an important role as it made installation and support very straightforward."

www.carton-ideen.ch



Josef Weber with the new S3 cutter.



Standout design by Carton Ideen GmbH.

Factbox

Printers	Digital press and offset
Cutting systems	1 Zünd Cutter M-800 with router insert; 2 Zünd Cutter M-800 with material transport/Sheet Feeder; 1 Zünd Cutter S3
Customer benefit	Requests from 1 piece to 1000 pieces; applications in absolute premium quality; ability to apply exceptional know-how and creativity

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