

Fieldreport



First Zünd G3 Installation in Hong Kong.



Ming Sum

Intech Graphics founded in 1991, began as a film processing company and gradually expanded into digital printing and cutting. In early 2010, Ming Sum, Account Manager of Intech Graphics, invested

in Hong Kong's first Zünd G3 multifunctional flatbed cutter and Agfa UVjet printer. This acquisition significantly enhanced Intech's ability to handle a wide variety of materials. With an in-house design and installation team, Intech can now provide one-stop, high-quality printing and cutting services. In addition, the G3 M-2500 gives Intech the tools to create innovative products that no one at the company or among its clients could have even thought of before.

Easy to install and operate

Space in Hong Kong is both limited and expensive. Especially in tight production environments, safety is a prime concern. Because of the Zünd's compact and ergonomic design, with various safety features and no moving parts that extend beyond the machine, the operator is unencumbered and can work freely around it. Materials can be loaded from any side, giving the operator additional flexibility. Both in terms of tooling and user interface, the G3 is extremely easy to operate. Customers can begin producing

as soon as the installation is completed.

Fast production, no outsourcing

For Intech, outsourcing jobs for die-cutting tended to be a lengthy, tedious process that caused frequent delays in delivery. With the Zünd G3, all jobs can now be processed promptly in house, and Intech has the ability to react immediately to last-minute changes by the customer. Being able to directly control the entire production process has made scheduling and committing to delivery times a great deal easier. Although the investment in digital equipment is considerable, time is money as well, and customers are usually willing to pay a higher price for rush orders. Higher, more consistent quality and better service result in greater customer satisfaction. For Intech, this has translated directly into an increase in both order volume and profit margins.

Innovative & competitive advantage

Besides providing printing and cutting services, Intech is also keen on developing its own line of innovative products. Recently the company developed a series of wall-hanging custom photo frames. Customers simply send in their own photo(s) through a variety of electronic media, and the photo frame can be printed and cut in a very short time sometimes even delivered the same day. To remain competitive, Intech feels compelled to become ever more innovative in developing new skills as well as new

products. For this, Equipment suppliers can be an easy and highly accessible resource. Zünd Asia, based in Hong Kong, has been just that for Intech, providing whatever support is needed at any given time. Experienced technical staff and a complete stock of spare parts are always at the ready. Zünd Asia is quite happy to send an engineer to a customer to assist with product R&D or optimizing the production process. This helps reduce the amount of time needed to bring a new product to market and is exactly the kind of service customers like Intech have come to expect from Zünd. A superior cutter backed by superior service and support, that is precisely why customers choose Zünd.

In Ming's words: *"Both the Zünd cutter and the software that runs it are very user-friendly and easy to operate. The system as a whole is exceptionally reliable. The training provided by Zünd is thorough and efficient. Our operators could handle the machine on their own immediately after installation. Thanks to our new capabilities, we recently developed a new product - a series of photo frames. If confronted with a problem, we can always rely on Zünd Asia for immediate support which helps us maintain on-time delivery. More than ever, our customers are extremely satisfied with our products and our service."*

www.intech-graphics.com.hk



Ming Sum (Intech) and Alex Cheung (Zund Asia Ltd.) in front of the new G3.



A typical application cut by Intech on a Zünd cutting system.

Factbox

Application	Graphics, decorations, novelty products
Cutter	Zünd G3 M-2500
Benefits	Reduced production time. Predictable delivery time. Higher profit margins. Ability to fill a wider range of customer needs.

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

