

Because of the unique modularity of Zünd digital cutting systems and ready availability of tools, even unexpected orders can be filled without delay. In this case, adding a new tool helped secure an order and win over a customer!



Daniel Scheller

Scheller Werbetchnik is an owner-operated business established in 1988. The company specializes in building, vehicle, and POS advertising and graphics. State-of-the-art equipment and highly qualified

staff handle orders from a wide client base, including major corporate accounts and organizations, unions, and KMUs (small- and medium-sized businesses); most notably, the company counts among its clients Swisscom, Migros, as well as the Swiss Tourism Office.

Always up to date – investments in small doses

One of the secrets of Scheller Werbetchnik's success is the company's ability to stay competitive and up to date with continual strategic investments in hardware. Besides Mimaki and HP printers, a printing system from swissQprint is also in operation. As of December 2008, all digital cutting

is performed on a Zünd G3 L-2500 cutting system, with Zünd Cut Center as the workflow software. The company particularly appreciates the consistency and ease of use of this setup. *"Zünd Cut Center has made it so much easier for us to maintain consistently high quality levels. The software has given us a lot of process security, and because it is so simple to use, I don't have to depend on my most qualified personnel to run the machine,"* says the owner, Daniel Scheller.

Immediate tool availability secures order

The Zünd G3 L-2500 is exceedingly versatile and virtually unlimited in terms of applications. The immediate availability of additional tool options and the machine's easy upgradeability allows for quick, easy add-ons that may be required for a specific customer or application. A perfect example is the advertising campaign for «Stress», a Swiss rap star. When this order first came in, there was some doubt whether the Zünd, the way it was configured at the time, would be able to cut the type of material specified. A quick call to Zünd Customer Service

confirmed the proper tool requirements. Zünd delivered the additional tool option immediately, and Scheller Werbetchnik was able to secure the order. If not for Scheller's ability to upgrade at a moment's notice, the client would have gone elsewhere. The life-size POS standee was printed on board, and then contour-cut perfectly with the Zünd G3.

The cutter saves me money

Daniel Scheller puts it simply: *"I make money with the printer, I save money with the cutter."* This is where the Zünd cutting system's excellent price-performance ratio comes into play. With such a quick ROI, an investment in a Zünd always makes sense.

"Because of the dependability of our equipment, we can face the future with confidence and optimism. We are convinced that, with these investments, we have laid the necessary cornerstone for our company's continued success. We are ready for new markets," states Daniel Scheller, confirming his positive outlook.

www.scheller.ch



View of production area with Zünd G3 L-2500.



Owner Daniel Scheller with finished „Stress“ standee.

Factbox

Company	Family business Digital printing Indoor/outdoor advertising & graphics
Printers	swissQprint Oryx, Mimaki, HP
Cutting system	Zünd G3 L-2500
Zünd advantages	Speed, flexibility, upgradeability

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