

# Field Report



The multifunctional Zünd G3 Cutter makes the case for quality and versatility.



**Saveli Bruskin**

Bum Art was founded in 2005 by Saveli Bruskin. The company produces advertising and marketing products including signage, POS/POP, window decorations, theater sets, custom print jobs, and much more. It counts among its customers such well-known brands as SAMSUNG, MegaFon, Russian Standard, and Sochi 2014.

For this type of multifaceted production, Bum Art uses a large-format printer, a large-format laminator, a drum cutter, several smaller printers, a laser cutter, and a Zünd G3 XL-3200. Many different materials are processed, including vinyl, fabric, paper, acrylic, aluminum composites, e.g. Dibond, carton and corrugated cardboard, hard foamcore, solid aluminum, and even specialty products, such as ball-point pens and USB sticks.

## Material diversity

Finishing used to be a huge headache for Bum Art. Many jobs had to be cut by hand or contracted out, which ran counter to the

company's goal to automate its production processes as much as possible.

This is why they needed to find a machine that would be able to process a wide range of materials while maintaining consistently high quality levels. *„The multifunctional Zünd G3 cutter seemed an obvious choice for our company. A single G3 cutter, configured for our diverse needs, would be able to solve all our finishing problems. We thoroughly investigated the market and all our cutter options but could not find a better solution.“* reports Saveli Bruskin. *„We chose the Zünd model with a 2 x 3m effective working area since this is the sheet size we typically use.“*

## Expanded production capacity

With the Zünd G3 XL-3200, Bum Art was able to expand production capacity and eliminate manual labor. The company can now accept jobs they were previously forced to decline. Because of the high output quality from the Zünd G3 cutter, they have been able to bring in new customers. Both their order volume and client base continue to experience steady growth.

Using the Zünd G3 XL-3200, Bum Art produces e.g. a small series of luxury postcards that could not be cut economically using

traditional die-cutting methods. The same is true for cutting or routing jobs that involve complex shapes. Because they can now rely on their Zünd G3 for perfect cut quality with output that is consistently clean and precise, Bum Art is now using the cutter to also process paper, plastics, and film. For these latter applications, the company already had a different machine in use, but the G3 promptly replaced their laser cutter for finishing rigid materials. In 2012 the G3 was in operation 23 hours per day.

## Modular design concept

*„Because of the modular design of the Zünd G3, we have the option to add more functionality at any time; for instance, we recently added the kiss-cutting tool KCT to our arsenal of tools. Nevertheless, even a year after installation, we can say that we have yet to exploit the full potential of this machine. If there is one thing we have come to know, it's that we can always and under any circumstances rely on our Zünd G3,“* concludes Saveli Bruskin.

[www.bum-art.ru](http://www.bum-art.ru)



Zünd G3 XL-3200



Bum Art products

Fact box	
Production equipment	1 Zünd G3 XL-3200, 1 large-format laminator, 1 vinyl cutter, 1 laser cutter Several printers: Mimaki JFX 1631, Mimaki CJV 33-160, Mimaki JV34-260, Mimaki UJF 3042, Konica Minolta bizhub PRO c 5501
Problems solved	Finishing performed manually or contracted out; diversity of substrates and cutting requirements.
Savings	Incr. productivity, labor savings from automation.

## Headquarters

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

