

Field report



ONLINE DRUCK.BIZ
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Online printing firm relies on Zünd Cutter for dependable, high-quality production while expanding product line.



Josef Frick

Frick Werbeagentur

Frick Werbeagentur is very easy to find. A Google search for "online druck" (German for "online printing") brings up the company's website, www.online-druck.biz, in the top spot. Frick offers anything from simple

flyers to glossy hard-cover books. What's unique about the company's online print operation is that everything is printed digitally and everything is available in quantities as low as a single copy. Calendars, cards, gift certificates, packaging, and photo albums can all be designed online by the customer. Frick Werbeagentur themselves built the software for this purpose, accessible from any internet browser. Grafik-Singles, Frick Werbeagentur's design department, creates the designs. By continually expanding into new, creative applications, the company has been able to maintain steady, 50% growth rates. Investing in a Zünd M-800 cutter with automatic material feed and load/off-load tables opened up a whole new range of possibilities for expansion.

Making it stick - labels and decals

Within a very short time, orders for labels and decals have more than doubled. Because of the accuracy of the Zünd cutter equipped with ICC camera, the company can produce labels

as small as 20mm×20mm/¾"×¾" in almost any shape. The customer can choose from 7 different layouts. If desired, paper or PE-film labels/decals can be top-coated during printing, a process that makes even paper products moisture-, and to some extent, UV-resistant.

Gift certificates - another bestseller

Another Frick product in high demand from the moment it was launched is the company's self-mailer gift certificate. The success of this innovative product recently also prompted the addition of custom gift packaging, and both items can now be created online. Customers can choose from a multitude of designs and change them as they please. Needless to say, all of these custom-designed printed products are cut and creased with the Zünd M-800 cutter.

New product - no competition

Another completely unique product is the company's 600×800mm (24"×32") photo-mosaic wall calendar. The calendar consists of 13 components: 12 squares and a frame. Each of the 12 openings holds a 180×180×50mm (7"×7"×¾") box. Each box has a segment of a large photograph on the front and a calendar month printed on the back. The backs of the boxes can be color-coordinated with the image on the front. Alternatively, as permanent decorative piece, the customer can choose up to 13 different photographs without adding a calendar on the back. A variety of finishes are available, including high gloss, even with or-

der quantities of no more than one. The Zünd M-800 cutter automatically and flawlessly cuts and creases the boxes with little to no operator intervention.

Online design and print - custom-made for success

By combining online design, digital printing, and high-quality finishing, the company's goal is to maintain significant long-term growth. Because of the varied capabilities of the Zünd M-800 cutter, Frick Werbeagentur is in the fortunate position to be able to count on easily making the leap at any time from creative idea to sellable product. Only when demand for any single product exceeds the limits of digital cutting does the company move to finishing with more traditional die-cutting methods. The strength of the Zünd cutter lies in its ability to quickly and efficiently produce a wide variety of custom products without the trouble and expense of producing physical dies. Even for somewhat longer runs, no other production method is as efficient or as economical, particularly if the customer demands fast turn-around.

www.online-druck.biz
www.grafik-singles.de



Factbox	
Application	Online printing, quantities 1 to 1000 pcs
Printer	Kodak Nexpress, Xerox iGen4
Cutter	Zünd M-800 Cutter with automatic sheet feeder.
Benefits	Significant added value with limited personnel requirements. Flexible, digital finishing meets highest quality standards. Superfast turn-around possible even with larger order quantities.

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