

Field Study

Customer: Allprint Displays

Machine: Zünd G3 L2500

Industry: Sign & Graphics



Allprint Display upgrades with a new Zünd G3 L2500 cutting table from i-Sub Digital

Allprint Display says it plans to target the packaging industry following its investment in a new Zünd G3 L2500 cutting table from i-Sub Digital.

Northamptonshire-based Allprint Display started life as a screen-printing business before moving into digital, eventually replacing all of its equipment with digital machines to keep up with the market. This included a Zünd M800 cutting table purchased several years ago from i-Sub Digital Ltd. However, to meet increased customer demand Allprint Display decided the larger sheet size and greater capacity of the Zünd G3 L2500 was required.

Allprint Display's new Zünd G3 cutting table offers a working area of 2,500 x 1,800mm as standard, plus an additional 1,200mm thanks to an optional extension. Designed for 24/7 operation, the G3 features an integrated variable vacuum system to reduce energy consumption while providing the ability to cut and finish materials up to 50mm thick.

This extra space and functionality will allow Allprint Display to offer packaging services to its existing customers, which include long-run packaging printers looking for short-run digital work and retail POS customers.

"In all the years we had the smaller Zünd we never once had to call an engineer out," says Allprint Display director James Daldy of the new purchase. "We knew Zünd was reliable so went to see the G3 at the Zünd demo centre before buying the machine from i-Sub Digital, with whom we've had a relationship for several years."

Based just ten miles away in Kettering, i-Sub Digital supplied Allprint Display's first Zünd in 2008, plus Mimaki JV3, JV5 and Agfa Anapurna printers. The new Zünd was installed in early May followed by two days of training. Since then it has been 'perfect', says James Daldy.

"The larger sheet size of the G3 is ideal for Allprint Display to move into the packaging market while offering a new service to its existing display customers," says i-Sub Digital director Andy Spreag. "The upgraded machine plus the extension gives a huge 3.7m-long working area and the extra capacity to keep up with the company's growing demand. We're pleased to have been able to assist Allprint in the process to establish what they required to enable them to move the business forward and develop new markets.

"It is also encouraging that they chose and trusted us again as their preferred supplier which demonstrates that successful business is very much reliant on a close working relationships that are built over time, in this case over the past eight years of i-Sub Digital working with Allprint Display."

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