

Field Study

Customer: PlotFactory

Machine: Zünd 3XL-3000

Industry: Graphics



Successful implementation of Zünd cutting in banner fabrication leads to purchase of another G3 high-performance cutter.

A classic example of creative, visionary professionals at work - For more than 10 years, PlotFactory, with 34 employees, has been an exceptionally dynamic, forward-thinking provider and market leader in the Swiss graphics industry.

One of the secrets behind PlotFactory's success has been its habit of regarding unusual customer request as the driving force behind discovering new solutions. Vehicle graphics and lettering, decorating tarps and covers, posters, flags, displays - PlotFactory can handle it all with the confidence that stems from having all the necessary machinery and know-how available in-house.

In October 2006, the company introduced a Zünd 3XL-3000 to its sophisticated equipment line-up and, having become more and more dependent on the Zünd's output quality and productivity, added the latest generation G3 L-3200 in December 2008.

Besides a wide range of custom applications, PlotFactory routinely produces fabric banners. A recent order from a well-known retailer consisted of 150 display banners. Traditionally, such a job would have required up to 3 people laying out and hand-cutting preprinted fabric in a time-consuming, error-prone process. If all went well, a single banner took approx. 3 minutes to cut and consequently, an order of 150 required an astounding 7 ½ hours of manual cutting, occupying 3 employees.

These days, however, preprinted rolls of banner material simply go to the Zünd cutter for processing.

Because of its considerable size, the 3XL can handle materials up to 3.2m/126in wide. Once the material is loaded, the Zünd's integrated camera system (ICC) reads the register marks and cutting begins. It now takes merely one employee and 20 seconds to cut the same banner. By extension, an order of 150 banners can be produced in 50 minutes, which for the entire job translates into time savings of more than 6 hours.

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Your first choice in digital cutting.

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ZÜND
swiss cutting systems

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As for personnel requirements, two employees are now free to perform other tasks. The savings become even more significant with larger runs, e.g. with an order of 600 pieces (which is not unusual for PlotFactory). Previously, such an order would have kept 3 people busy for more than 3 days. Now it takes one person operating the Zünd only 3½ hours to complete the job.

Factbox*		
Banner Cutting Length of run	Manual Finishing Three Employees	Zund Finishing One Operator
Single Piece	3 Minutes	20 Seconds
150 Pieces	7.5 Hours	50 Minutes
600 Pieces	30 Hours	200 Minutes

“By using a Zünd cutter, we have become so much more flexible. Increased finishing options, nearly unlimited contour-cut capabilities, and quick response time to ensure on-time deliveries have paid off for us in many ways,” says Claudio Fochetti, one of the principals at PlotFactory AG. “We can now accommodate larger-volume orders easily and economically without having to subcontract for dies or any other part of the production process.”

Further diversification and development of new applications for an expanded target audience is another important objective for PlotFactory. With their first Zünd, they had already laid the foundation for future expansion. Yet in view of PlotFactory’s goals and its motto, “Challenge is our Hobby”, company management decided to make a further investment in the latest Zünd cutter generation G3, thereby putting PlotFactory in the best possible position to meet future requirements and demand.

* Zünd cutting systems are now faster than the 3XL-3000 on which this Factbox data is based, so today you would typically see a further estimated 20% improvement in production speed when using current Zünd cutting and finishing technology.

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