

# HAMPSHIRE FLAG DELIGHTED WITH NEW ZUND CUTTER



**Zund reseller, I-Sub Digital Limited recently supplied Hampshire Flag Company Limited with a new Zund G3 XL3200. Hampshire Flag took delivery of the outstanding cutter in July 2012 at their Waterlooville factory close to Portsmouth where it has already started proving it's worth.**

Established over 30 years ago, Hampshire Flag started trading as a traditional flag manufacturer producing hand-sewn flags. In the past seven years the company has invested in digital printing technology, revolutionising the business by bringing down production costs and increasing sales.

Despite this investment in new technologies, Hampshire Flag were still cutting all textile banners and flags they produced at their factory in the traditional manner using a hand guided machine. It was a time consuming and laborious task and the company realised that the next phase of development required a new digital cutter.

Graham Wilkinson, Managing Director at Hampshire Flag company explains how they chose a Zund G3 XL3200 cutter over other products.

"We looked at a few competitor machines and the Zund G3 XL3200 stood out as a robust and adaptable machine. Zund also allowed us to carry out thorough testing of the machine before we made a decision to purchase. The service we received was exceptional at all times."

Installation and training were provided by the Zund UK team, including setting up the new Zund G3 XL3200 for optimum performance taking into account the particular production needs and tasks of Hampshire Flag.

As soon as the Zund G3 XL3200 was installed, Hampshire Flag noticed an improvement in work flow through their factory. The bottleneck in the finishing department was removed, allowing Hampshire Flag to take on more work without having to increase staffing levels.

Wilkinson continues, "We have calculated that we would need to employ three more members of staff to cut textiles to replace the Zund machine when it is operating at maximum output."

Not only are customers benefiting from a quicker turnaround, now Hampshire Flag are able to produce more intricate and accurate finishes and there is also less wastage, as the Zund G3 XL3200 is so accurate. Some of the products that Hampshire Flag produces are "cold cut" a technique that means a lengthy and highly accurate hand cut finish, now the new Zund G3 XL3200 can complete the same task in a matter of seconds.

Wilkinson is very happy with his new Zund G3 XL3200 cutter and sees the machine as vital to the future success of Hampshire Flag in a rapidly changing industry.

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**Production made profitable.**

Zünd G3 eliminates the bottlenecks in your finishing department by automating all cutting/trimming functions. Manual cutting, with all inherent costs, potential for mistakes, and lack of efficiency, is reduced to an absolute minimum. With optimized workflow, G3 further boosts productivity.

**Versatility and longevity.**

No other cutting or routing machine is as flexible or adaptable as G3 with its modular tool concept. G3 cuts materials up to 50 mm/2" thickness. The selection of sizes, modules, tools, and material-handling options is extensive yet straightforward.

**Swiss workmanship, quality, reliability.**

G3 cutters from Zünd are specifically designed for 24/7 operation. They offer a unique combination of heavy-duty construction and superb accuracy. The standard 2-year manufacturer's warranty on the base machine is further evidence of G3's exceptional quality.

**Ergonomics and user-friendliness.**

Designed by award-winning industrial designer Richard Amiel, G3 provides optimal workflow efficiency with such timesaving features as uninhibited access from all sides, an ergonomically designed control panel, and 60 mm/2,36" clearance between beam and cutting surface.

**Safety and eco-friendliness.**

With G3, Zünd has made a conscious effort to set new standards in safety and concern for the environment. All G3 safety features are standard equipment. An integrated variable vacuum system keeps both cost and energy consumption to a minimum.

**The Best from the Global Market Leader.**

G3 is not only a product of celebrated Swiss workmanship but also of Zünd's 20 years of innovative digital cutter development and 13,000 installations worldwide. With this latest generation, Zünd as global market leader has developed the world's most advanced cutting/routing system.

"Over the last decade companies that have not adapted to new technology haven't been able to deliver the same service levels and many have had to close their doors. The new Zünd G3 XL3200 will help us keep on delivering excellent service to our customers in this competitive marketplace. We are able to provide more complex items that we simply couldn't have delivered before installation and our production times on simple tasks has fallen dramatically. I have no doubt this machine will pay for itself many times over."

Peter Giddings, Managing Director of Zünd UK commented, "It's great when we see a Zünd Cutter having such a positive and immediate impact upon a business as in this case. Zünd UK will be here to support Hampshire Flag Company with all aspects of their new Zünd G3 XL3200 and we have enjoyed working with them on installation and training."

For more information or to book a demonstration, you can visit [www.i-subdigital.com](http://www.i-subdigital.com) or call Zünd UK on 01727 833003 or email [sales@zund.co.uk](mailto:sales@zund.co.uk).

**About Zünd UK:**

The Zünd name is synonymous with the words performance, reliability and quality. Established in 1993, Zünd UK has rapidly become one of the industry leaders in the supply and service of precision cutting systems. Situated to the North of London and close to the M1 / M25 motorway network is Zünd UK's sales and service centre offering a full pre- and after sales service. It's also where they house their state of the art demonstration suite complete with a range of G3 cutters, cutting table options and finishing solutions.

Seventeen years on, Zünd UK as a company is still renowned for its' excellent customer service and superior engineering skills. They have UK-based service engineers & stock all spare parts. Factory trained technicians and a comprehensive spares service at Zünd UK ensure that all systems are maintained to the highest level and with a fast response by UK-based engineers.

**For more information on Zünd UK, call 01727 833003**