

QWERTY LTD INVEST IN NEW ZÜND CUTTING MACHINE



Qwerty Ltd, a leading supplier of point of sale materials to the FMCG marketplace has purchased a Zünd G3 flatbed to help drive their business forward. Originally formed in 1986, Qwerty has grown from a husband and wife team into a multi-disciplined business employing 10 in-house designers at its premises in Theale, Berkshire.

Over the last four years, Qwerty have increasingly moved away from litho presses and have made a significant investment in digital and large format printers. The new Zünd G3 enables Qwerty to bring all print finishing in-house thus ensuring the quality and speed of work. As Gary Waters, Director of Qwerty explains,

“When we installed our first large format printer we created a bottleneck in production in the finishing of the product. Our options were to cut and finish by hand or to send the product to an outside finisher. The Zünd G3 has enabled us to release the bottleneck and has increased our productivity. The time taken finishing each job has been reduced and our staff have been freed up to complete other tasks. We have made savings in overtime costs as well as production costs.”

Another benefit of bringing print finishing in-house is the flexibility it provides to the whole Qwerty team. Qwerty produce a lot of mock ups and short run quick turnaround items and the Zünd G3 has made the team of in-house designers able to feel more confident in being adventurous and pushing the boundaries of print for Qwerty’s clients.

Qwerty’s Zünd G3 kit also includes the CTT1 Creasing Wheel, the CTT2 Creasing set and the POT40va Pneumatic oscillating tool. This turns the Zünd G3 into an extremely flexible machine able to cut crease and score a multitude of materials. So far it has proved useful in a wide range of scenarios including digital and litho work, signage, point of sale, cardboard engineering and bespoke boxes for kitting jobs. Qwerty are also confident that should they wish to add further capabilities to their Zünd, they can add further cutting tools as and when required in the future.

When making the decision to purchase the Zünd G3 cutter, a number of factors were taken into consideration.

“We looked at the whole range of digital cutters and our decision to purchase the Zünd was based upon more than just Zünd’s superior productivity levels. We also considered the ease of use of the software application for our team of in-house designers and the Zünd software was outstanding.”

Qwerty is looking forward to a very exciting future. Investment in digital processes has allowed the company to be at the forefront of technology, able to meet customer demands for speed and quality. Qwerty’s new Zünd G3 cutter means that all work can be planned, designed and produced in-house to the highest standard.

Sales Director of Zünd UK, Peter Giddings comments; “Qwerty Ltd is the perfect example of why the Zünd G3 is a market leader in digital cutting solutions. The flexibility of the cutting module system means that they can employ a wide range of cutting and finishing solutions in one machine, with one footprint and one software workflow.”

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.

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