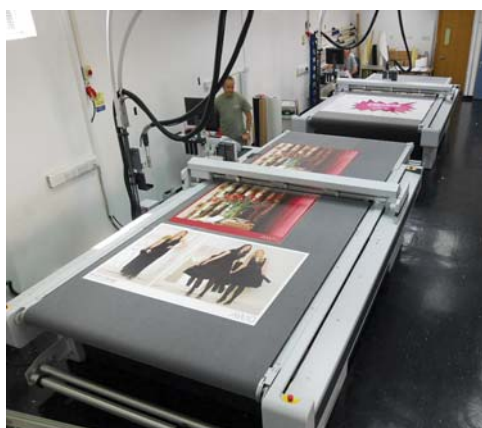


THE RIGHT CLICK CLICKS DIGITAL INSTALL TWO ZÜND G3 CUTTERS



Clicks Digital is one of the most successful print businesses in the UK today.

Their secret? According to Managing Director Dave Spaul, its simple – buy the right technology at the right time to keep innovation alive. This mantra permeates through every part of the business and still holds true today. Clicks bought their first Zünd cutter way back in 2003, followed closely by a second in 2004 and they have just upgraded one to a brand new Zünd G3.

Clicks started out life in 1983 as a computer graphics company, creating bespoke presentations for large corporates. With the introduction of personal powerpoint software this business radically changed and that was when they bought their very first HP Indigo Press. They were leaders in their field and early adopters of digital print technology. But Clicks Digital is not just a printing house, their in house production facilities include a whole range of finishing equipment, products and services.

Projects can be complicated and they have to keep up with the demands of clients and top agencies. They are well known for being able to complete difficult tasks using innovative techniques and creative firepower. They work through the night and weekends, 24 hours a day to react to client demands, focusing on achieving only the highest quality with the finished product.

Time for change

Following the installation of their Inca Spyder V back in 2009, they found that Zünd were bringing out a new model and immediately rang for a demo. Their previous two Zünd cutters were the flagships in their finishing department and almost everything they produced needed to be cut or finished so with promises of increased speeds, extreme precision cutting and more features than you could shake a stick at, they were very excited.

David Spaul comments; “The Spyder V with twice as many heads could produce the right amount of work at the right quality and it was paramount that the finishing process complimented this. We heard that the new Zünd G3 had been virtually rebuilt from the ground up and we new we had to get one to match the new direct to substrate printer. The safety features and new software is impressive and the different tools allow us to create more innovative products for our clients needs.”

Following the first successful installation of the Zünd G3, Clicks decided to buy another unit. Spaul explains; “New technologies and innovations have a reputation for emerging out of recessions we are very fortunate to be in a position to be able to buy the right technology at the right time, which has now enabled us to move forward out of the recessional period with a stronger and more dynamic business and ready to take on any new challenges our customers want to throw at us.”

CLICKS
digital solutions

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.

Flexible

Spaul agrees that the G3 is the most flexible and reliable cutter available on the market, stating cutting perspex panels is like "a knife cutting through butter!" Like all new installations at Clicks, they didn't just train the operators but all the sales executives and other members of staff were trained so that they know just how capable the machines are and what solutions they offer.

Clicks know that with these two new G3 Zünds installed, they are able to take quality finished products into various new markets including retail, transport and banking. Spaul concludes; "We are here to create tangible solutions for our clients and deliver quality products that meet their needs. It's what we do best and that's why we only invest in the best products for the job."

About the Zünd G3:

The new G3 is freely accessible from all sides.

The workstation provides secure storage for modules or tools that are not in use.

A new V-Cut tool can be used to cut rigid materials up to 16 mm (5/8 in.) thick at various angles from 0° to 45°. This makes it possible to create 3-dimensional displays from materials such as Kapa, Egafix, and similar dense sandwich board or honeycomb materials.

A high-resolution ICC camera attaches to the tool carriage and can be freely combined with any and all tools and modules. This option is indispensable for applications that require efficiently and accurately matching cut to print.

Zünd's high quality standards for G3 are also reflected in the unprecedented 2-year warranty that comes with the base G3 machine, something no other manufacturer to date is willing to offer.

G3 is fully compatible with many widely available CAD and packaging programs.

About Zünd UK:

The Zünd name is synonymous with the words quality, performance and reliability.

Established in 1993, Zünd UK has rapidly become one of the industry leaders in the supply and service of precision cutting systems. Industries such as Graphics, Sign & Display, Galleries, Textile, Aviation, Motorsport, Membrane Switch, Packaging, Retail, Interior Design, Outdoor advertising etc...have all benefited from the introduction of our 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. Zünd UK as a company is renowned for its' excellent customer service and superior engineering skills. Their headquarters have fully equipped demonstration facilities with all the latest products and accessories from the Zünd portfolio.

For more information on Zünd UK, call 01727 833003

For more information on Clicks Digital call 0207 2782300