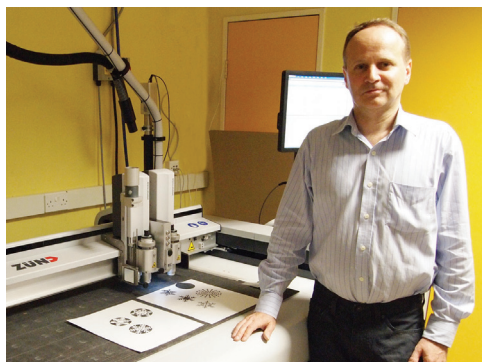


SPOTLIGHT ON WILLOWS MAGIC LIMITED



Willows Magic Limited, a CTP plate maker based in Bromley are one of the first owners of a Zund S3 in the United Kingdom. They took delivery of their Zund S3 at the end of April 2012 and the machine has already started proving its worth, after just a few weeks.

The Zund S3 has been put to immediate use producing bespoke packaging to exactly fit the CTP plates that Willows sends out to their customers across the country. The bespoke packaging is an improvement upon the boxes that Willows previously used.

As Lee Williams, Director at Willows Magic explains,

“Our new bespoke packaging fits the CTP plates exactly meaning that there is less damage in transit. We have made considerable savings in material costs as cardboard sheeting costs much less than purchasing full boxes. Also, we have been able to save on postage costs by using smaller packages when possible.”

Given the volume of CTP plates that Willows sends out, Williams expects the new Zund S3 to quickly pay for itself and over the expected lifetime of the Zund to make substantial savings.

“Everyone knows the reliability of Zund. The Zund S3 is a really solid piece of equipment and it is already saving us money in production costs”, commented Williams.

Willows Magic have invested in the smaller version of the Zund S3, which has a 1330 x 800 bed and is capable of handling materials up to B1 size. Over the next year, Williams is planning on working with current customers, creatives and designers to develop new income streams for the business.

“We want to help our customers attract a premium for the jobs they are working on and we can do that using the finishing and prototyping capabilities of the Zund S3. We can provide short runs for projects that may have seemed too difficult or expensive to quote for and also provide our customers with examples that can help them win business.”



Superior Performance - Greater Longevity

A Zünd digital cutting system increases productivity and profitability, short term and long term. Maintaining close, on-going contact with endusers allows Zünd to respond quickly and effectively to customer demands for new capabilities.

Made-to-Order Flexibility

Zünd offers the versatility to precisely match your current cutting needs, yet also the flexibility to support your business as it grows and changes.

Staying Power through Modularity

What is true today will be true tomorrow: the simple, ingenious modularity of Zünd cutters is a sure way to stay ahead in ever-changing markets. With a continually updated offering of multifunctional tool heads and innovative material-handling systems, Zünd helps you be prepared for any challenges the future may bring. This unique concept guarantees our customers' success - and Zünd's position as market leader.

Material Handling

The universal passive roll-off is ideal for applications involving frequent roll changes and most non-elastic materials. For special applications and those involving materials prone to stretching (e.g. textiles), passive and active shaft-based roll-off units are available. Combined with a material-guide roll, these ensure accurate, wrinkle-free material transport.



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