



Part of a series of end-user case studies on Intec products

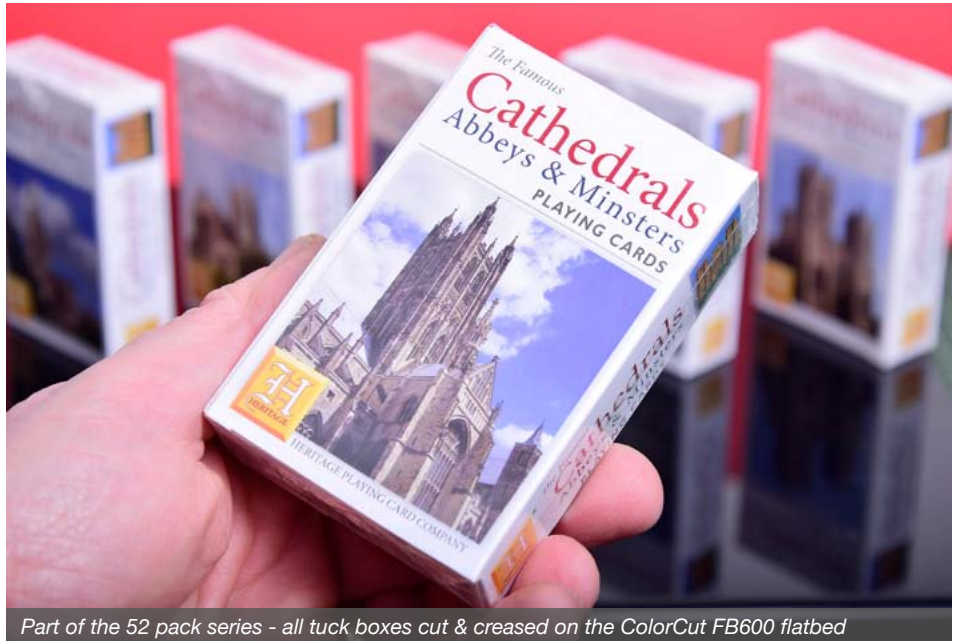
FLATBED CUTTER WINS PLAYING CARDS DEAL...



**Heritage
Playing Card Company**



After researching the market, Heritage Playing Card Company, dealt Intec a winning hand by picking a ColorCut flatbed cutter - and it revolutionised their business!



Part of the 52 pack series - all tuck boxes cut & creased on the ColorCut FB600 flatbed

colorcut

Heritage is one of many progressive and successful businesses who have seen the affordable potential of the superb ColorCut flatbed range and have used it, to not only streamline their business model, but also to develop new market opportunities.

With a whole host of international blue chip customers in their order books, Heritage Playing Card Company is a thriving UK business, with 25 years' trading to its name. Operating out of modest commercial premises, this Derby-based firm has built an enviable reputation for its huge range of speciality and novelty playing cards.

Seeking to bring resources in-house, joint company owner, Jeremy Shaw, came across Intec digital cutters whilst researching options on the

internet. The ColorCut CC500 sheet fed cutter caught Jeremy's eye first of all, however, it was the dual tool head and in particular, the creasing facility of the flatbed range, that really set his imagination alight!

"Being able to cut & crease the tuck box fully in-house, has increased profitability and given us a huge degree of control over production times and quantities. We can even produce one-offs for market testing!"

JEREMY SHAW,
Heritage Playing Card Company



Barcode printed on both sides of sheet enables creasing from the rear as well as the front. This great feature is useful on particularly heavy or dense-fibred stock



Just three examples of the fascinating ranges of playing cards produced by Heritage



Business marketplace

The nature of Heritage Playing Cards' core business, is to produce small run, bespoke, specialist interest decks of playing cards. They have hundreds of themes to choose from, ranging from National Monarchs to History of Transport or Wild Flowers to Gems and Minerals. These ranges are all also available in French and German as well as English.

Available to buy in thousands of retail outlets across the UK, Europe, North America, Scandinavia and beyond... the decks can also be viewed and purchased online via the company's e-commerce website. The choice, topics, content and quality is world-class - and packs can be found in many households around the globe.

In need of a more affordable and low-risk option

Heritage had become concerned about having to commit to producing high volumes, of between three to five thousand pieces, through European sources in order to achieve a commercially viable unit price - and with Europe representing around 35% of sales, the uncertainty over Brexit prompted Heritage to step up their quest for a more affordable, low-risk alternative.

Enter Intec ColorCut flatbeds

Having discovered Intec ColorCut products online, Jeremy discussed their particular situation and needs with Intec director of new business development, Mark Baker-Homes. Having evaluated the requirements, Mark recommended the ColorCut FB600 as the perfect solution for creasing and cutting the playing card quality board and size of sheets used.



From printed sheet to finished item

Mark requested a batch of printed sheets from Heritage in order to produce a selection of finished cut & creased samples for their close examination.

The proof of the pudding was there, the maths all added up and Heritage fell in love with the device, placing an immediate order for an FB600.



ColorCut flatbed cutters on Intec website

The dual tool carriage of the ColorCut flatbed delivers a class-leading 1kg of force and can perform cutting, creasing, scoring and perforation - in one process

Seamless transition

Installation was swift and training was easily understood by the Heritage team - they were soon up and running.

"The software is intuitive and we soon started creating artworks to suit the ColorCut," commented Jeremy. "We totally love this cutter, it has given us *such* a leading edge on all aspects of our business model."

More affordable - more control

"With a high-end digital printer also in-house, this pairs perfectly with the ColorCut, which gives us the capability to produce small batches of any volumes we choose. We can react on-demand to any request - for as few as 50, 25 - or even 4 decks! These orders can be despatched within hours - all of this would have been unthinkable previously."

Opening new profit opportunities

"Furthermore, we can now easily and affordably personalise **one theme** into **52 bespoke sets!** This is new. For example: think of our very popular 'Cathedrals, Abbeys & Minsters pack'. Each playing card features one of 52 major places of worship - it is now quite possible for us to place any given building on the front of its own pack and produce whatever quantity that particular venue may require. That means, our one theme can be exactly tailored to suit *each* of the 52 outlets, making the decks much more saleable at each venue's gift shop! This really adds extra value to the packs for the tourist destination venues - as well as to Heritage Playing Card Company, too..."

"We have three operators in the production team at Heritage, and all



A tuck box. Cut, creased, assembled and ready for its deck of cards

became conversant with using the machine in a very quick time. One of the features we particularly like, is the 'auto fan cut off'. This function kicks in when the cutter completes a batch of sheets, which prompts us to the soonest moment for loading a new batch of sheets. This means we can multi-task in confidence and not be tied to the machine. It's only a small point, but one we all appreciate.

We're also looking forward to migrating from the optional SignMaster software to the bespoke ColorCut Pro software and taking full advantage of its job barcoding and multiple coloured vector 'SmartLine' functions."

The Intec experience

"We've found the whole 'Intec experience' to be a very good one, continued Jeremy. From that first helpful phone call and time spent understanding our needs - right through to the engineer who delivered and installed the cutter and the clear training he gave us. Intec delivers a premium product, quality service and all at a very affordable price."