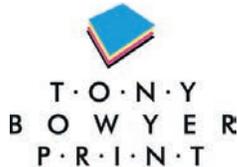




Part of a series of end-user case studies on Intec products

## DORSET-BASED PRINTERS, EXCITED ABOUT NEW BUSINESS POTENTIAL WITH INTEC'S SC5000 CUTTING SYSTEM.



**Commercial printers, Tony Bowyer Print of Bournemouth, has seen a significant increase in new business since their decision to acquire their Intec ColorCut SC5000 digital sheet cutter.**

As with many commercial print companies, Tony Bowyer Print had been seeking ways to generate new business through their established customer base and to grow their dynamic design-focused print-based products into new markets. After carefully considering all the options available, they choose to invest in an Intec SC5000 automated digital die cutter to enable them to take their work to a new dimension.

### **New work - from day one!**

Having taken delivery and set up their new SC5000 in the morning, an enquiry for door hangers, cut to a bespoke shape, came in at midday. The team had only expected to start getting familiar with the device in the afternoon, but in actual fact they ended up proofing and pricing the job within the hour, gaining approval to produce 500 hangers, which they printed and cut all to shape for delivery the very next morning! The client was delighted and has since returned for several new orders. *"Talk about great timing!"* said Lee Bowyer, company partner. *"Fortunately, the SC5000 is super easy to use and works alongside the existing software we have expertise in, so the SC5000 really complemented our in-house design and print philosophy."*



*Lee Bowyer, relishing the opportunities available to him with the SC5000 - especially in partnership with the ColorFlare, for adding lamination and coloured metallic foiling.*

*This, backed up by the training Intec provided, helped us find the SC5000 to be exceptionally easy to use, so it was actually a very simple process to achieve".*

### **Prototyping for cracker manufacturer**

Another new business stream that has evolved since having the facility of the SC5000 is pre-production prototyping: A UK manufacturer of Christmas crackers and other celebration novelties, has found

### **Premium wedding stationery and the SC5000 - the perfect match!**

Tony Bowyer Print is a family run business with a friendly welcoming approach, which excels in delivering the personal touch that many brides-to-be seek, especially when considering the multitude of possibilities open to them when choosing their wedding stationery designs. *"Every bride wants something unique, something that exhibits a little of their personality and of the big day itself"*, says Nichole, company partner. *"Wedding stationery and the SC5000 are the perfect partnership, especially in conjunction with our ColorFlare device for lamination and adding coloured metallic foiling. I am so excited at the prospect of all the bespoke designs we will be able to produce; with gorgeous foiling - and now being able to cut and crease to absolutely any shape - and on up to 350micron board - it's just perfect! We've promoted this service and we're already taking bookings from eager couples".*



that having Tony Bowyer Print, trial their proposed cutter shapes in low volumes on the SC5000, provides an extremely cost-effective, accurate and fast option for prototyping designs before committing to massive offset production.





The SC5000 is also great for kiss cut labels. The cutter also has a facility for double depth cutting, where two blades are loaded, one to kiss cut and the other to cut through: Great for sticker packs.

**Extremely user-friendly and intuitive.**

The SC5000 is not just a flexible and very efficient cutting and creasing device, it is also extremely easy to use and master - as the team at Tony Bowyer Print discovered. "Lee normally deals with all the printing and finishing plant," said Nichole "but I've been using the SC5000 myself and found it really easy to set up and use. Being in the design studio, I am constantly wondering how certain cut shapes might look or work and now I can experiment to my heart's content-seeing the results instantly and without incurring any out-sourced costs or impacting on Lee's workflow! It simply integrates into our CorelDRAW® Graphics package, and Adobe® Illustrator® too! Which means there is no new drawing programs we needed to learn", Nichole continued; "plus the ColorCut software automatically creates a QR code for each job, which it applies to the artwork - along with registration marks - directly in CorelDRAW. The QR code automatically links to the digital cut file in the library. It's really simple to stack up a whole bundle of printed jobs in the feeder, make your job settings and just let the machine do it's thing".

**It's like a new member to our team.**

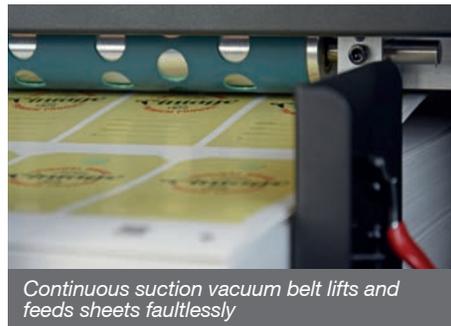
Lee & Nichole shared that a key factor when deciding to purchase the SC5000, was the automation. "We are a busy, print shop with tight turn around times for our clients. So one concern we had with any new equipment, was - 'Who will need to run it, and how much time will it take?' said Lee. "However, the SC5000, is an automated, cutter with an automatic feeder that can stack up to 900 sheets of media. And because Nichole adds a QR code to every job using the ColorCut software, the cutter can work unattended. All I need to do, is load the sheets and walk away! From a production point of view, this is about as easy as it gets".

**The SC5000 creates new Energy.**

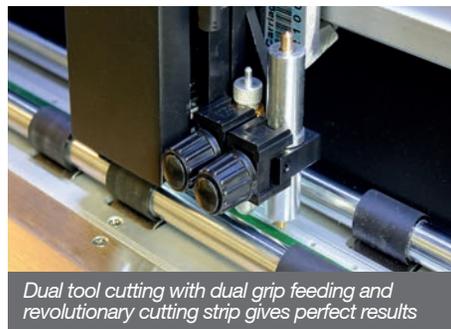
Having the facility to do their own digital die cutting is more than just the mechanical advantages though: "We are truly excited about all the new possibilities and the new

items we can provide and offer our clients". said Nichole. "It delivers a new approach and energy within our business and an associated enthusiasm from the entire team, which in turn is felt by our customers.

Indeed, having the SC5000 allows us to keep the entire process in house, avoiding external costs and delays, plus enabling us to deliver an exceptional service with very tight turn around times when required".



Continuous suction vacuum belt lifts and feeds sheets faultlessly



Dual tool cutting with dual grip feeding and revolutionary cutting strip gives perfect results



Articulated control module offers fingertip control for machine and software settings

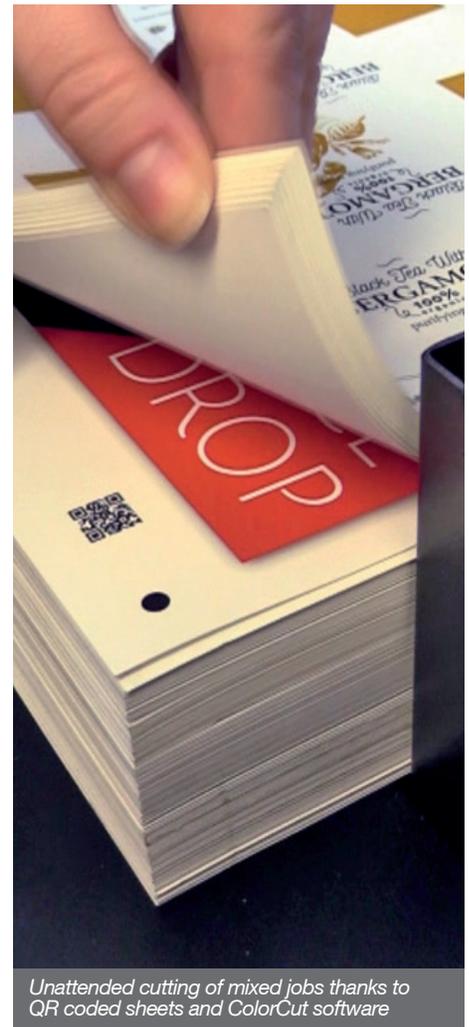
**Worth its weight in gold.**

This in-house advantage and rapid turnaround proved its weight in gold when a valued customer needed bespoke labels for an impending launch event, and to their horror discovered that their usual packaging label would no longer stick to their new packaging bags. It turned out their newly sourced white bags had a non-stick quality and would require a special, extra strong adhesive label.

No worries, Tony Bowyer Print had the answer, with the SC5000! "Because we had all the kit in-house, we were able to check which of our adhesive products gave the best adhesion to our clients new style bags, then design, print and cut their customised labels that day, enabling them to still make their launch event with time to spare." said Nichole. "We could never have achieved - or even offered this - if we'd have been at the mercy of outsourcing timescales imposed by third-party suppliers".

**Credibility and advanced features.**

Since investing in the new Intec SC5000 digital die-cutter, the company is discovering many new business opportunities. The SC5000's capability to create prototypes and short runs, on-demand with tight turn-arounds - or even be part of the initial brainstorming process, when a client is discussing ideas, has created undeniable credibility and delivered a sense of professionalism that the company is very proud of.



Unattended cutting of mixed jobs thanks to QR coded sheets and ColorCut software