

Field report



In only 5 months, more than 50,000m² of corrugated cardboard and 30,000 m² of fabric printed and cut to shape... with just one operator!



Ruslan Zakirov

RPK Ligo

Established in the millennium year 2000, the print service provider Ligo quickly began specializing in POS materials, displays, and large-format poster panels. From existing templates

for multifunctional displays that merely require placing logos and artwork, to custom solutions, Ligo offers a complete range of graphics products and services. To give their customers the flexibility they demand, aluminum-textile display systems are ideal. Aluminum frames containing printed fabric are especially popular with clients such as Adidas, Reebok, InCity, and others.

Equipment paves the way to success

Ligo's business requires printing on all manner of different materials. The company has at its disposal such state-of-the-art equipment as Durst RHOTex 320, RHO 750 HS, Vutek, and more. A Zünd G3 3XL-3200 is used for digital cutting/finishing. One operator runs the two Durst printers as well as the Zünd cutter.

Savings and expansion

By implementing higher-capacity digital printers in their workflow, the company was able to increase print production exponentially. This increase led to the typical bottlenecks in finishing. To deal with the backlog, Ligo had to hire more than 8 additional staff members. Once the Zünd digital cutter was installed, the savings were immediate and obvious. Now a single operator was able to keep up with the finishing workload. The personnel in this department could be reduced from 8+ down to a single operator, which left the remaining employees free for reassignment in other areas of the company. Between January and May 2011, in excess of 50,000 m² of corrugated cardboard and 30,000 m² of fabric were printed and digitally cut - all with just one operator!

This is an impressive manifestation of the power of investing in infrastructure.

Another benefit of the Zünd G3 3XL-3200 is the ability to cut fabric from rolls up to 3.2 m (126") wide. This feature of the 3XL-3200 made it possible for Ligo to further expand this part of their business, having eliminated the inherent limitations and inaccuracies of manual cutting. "Faster, high-quality printers alone aren't enough," says Ruslan Zakirov,

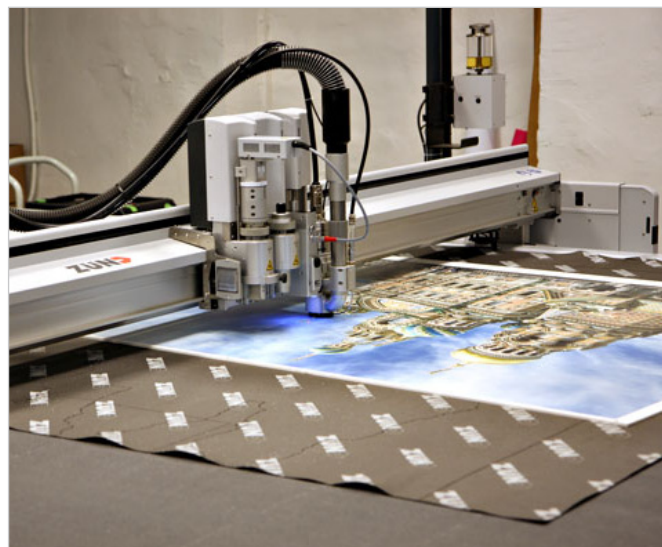
Ligo's CEO, "you also need the capabilities to finish your printed materials efficiently and accurately."

An important additional benefit lies in the cutting of rigid boards and sheeted materials. These, too, can now be processed with speed, efficiency, and absolute precision. In the end, the digital cutting system not only helped Ligo minimize production costs and increase profits, it also generated new business opportunities. It comes as no surprise that the Zünd G3 3XL-3200 has become an indispensable part of the company's impressive equipment lineup.

Forecast

Ruslan Zakirov: "Because of the economic downturn, we were forced to come up with new ideas and solutions for our business. The company made a decision to put its resources into innovative, efficient, and cost-effective production equipment, which is one reason we opted for the Zünd digital cutter. Besides the extra-large format and 3.2 m width, the energy-saving features of the G3 were another important consideration in our decision to purchase this cutting system from Zünd."

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Factbox

Equipment list	Durst RHOTex 320, Durst RHO 750 HS, Vutek 3360 EC, Roland 650, and others.
Cutting system	Zünd G3 3XL-3200
Comparison	Hand-cutting with 8+ employees. Zünd digital cutting with 1 operator.
Benefit	Reduction in personnel requirements. Increase in cut quality and productivity. Expansion into new markets, increase in profits.

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