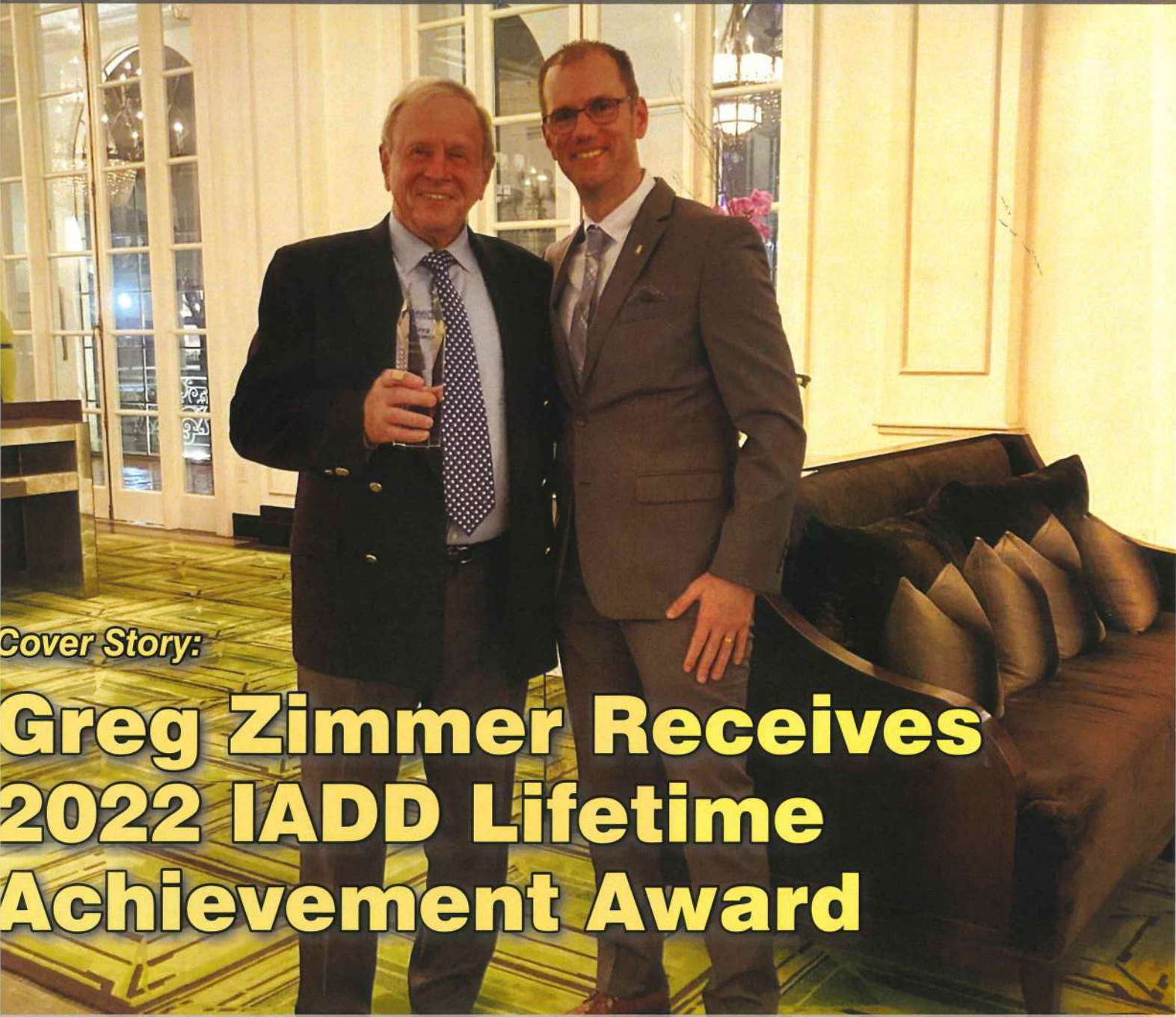


THE CUTTING EDGE

Vol. 41, No. 2 – February 2023

"Your Definitive Industry Resource" SM



Cover Story:

Greg Zimmer Receives 2022 IADD Lifetime Achievement Award

INSIDE Five "Green" Converting Practices That Can Boost Your Bottom Line ♦ Diemaking/Diecutting 101: avoiding "T", "L" and "U" shapes; planning rule joints ♦ Tips, Tricks and Techniques to Get Things Done ♦ Safety: safety training for five generations; deadliest days and months for workers ♦ Sales: don't let customers "Walmart" you; act against/do the opposite



MEMBER

Continued from page 30

the entire sales and technical support teams behind the world class Serviform equipment. I was really impressed by the entire organization and preparation involved with putting on such an event," commented Gino Gualtieri of Central Die Supplies of Canada and IADD Past President. There were plenty of questions from the audience during the guided tour and demos of the machines at work.

Last but not least, not only business at the Serviform international Open House: the tasting of various Italian specialties completed this truly unique experience! As people at Serviform state: "yes we are producing decent machineries but for food and wine we are close to be unbeatable."

The guests could return to their production facilities with plenty of facts; one above all was clear to everybody: remote meetings are ok, but gathering, exchanging thoughts in person and tasting food in good company is way the best means to live unforgettable moments. Even in business!

Contact Mauro Tomelleri, Sales & Marketing Director, Serviform S.r.l. Phone 39-0363 355 811; Email mtomelleri@serviform.com; Website www.serviform.com.

A Proposal to Simplify Package Design

Daiso Co., Ltd., having been planning and designing flatbed dieboards for paper-packages as well as providing package samples since its founding, would like to propose to utilize its independently developed cloud-based package design system "SAKURA".

From flatbed diemaking to automatic stripping and blanking, the company has always precisely grasped the demands of the times and has provided flatbed cutting dies that pursue high-speed productivity and cost reduction with state-of-the-art equipment.

Based on this achievement, the company has developed "SAKURA", a cloud-based package design system that allows anyone to easily create drawings and layout by simply entering basic dimensional values.

The system is a cloud-based software, and package design and drawing data can be output from anywhere by PC or tablet on Internet.

Just by logging on to the web application with valid user account and entering the dimensions, drawings can be created in about three to five minutes, and human errors can be reduced to the utmost limit.

Package design requires expertise in setting specifications and detailed dimensions depending on the materials (paper, cardboard or corrugated board) as well as diecutting machines, but with this system, anyone can design packages quickly and easily

In the environment of short delivery demands, labor shortages and improvement of long working hours, SAKURA can realize not only work efficiency but also work style reform.

The drawings can be output in PDF, DXF and EPS formats, which can be attached to an email. Also the data can be used at a sample cutting machine or synthesized into other design data. Unlike conventional packaged software, it is highly versatile enough to output data freely, and more than 120 patterns are available at fixed fees without any limitation.

A testimony.....

"If you are a salesperson, the key is how quickly you can respond within a limited time and how smartly can package proposals and consultations be handled?"

Even if it is a simple format, if communication does not go well, confirmation calls may occur within the company. Considering the time it takes to confirm this with the customer, even a simple project will become a job with poor sales efficiency. With SAKURA, drawings can be completed in about three minutes without CAD knowledge. If it used to take ten minutes as it is now, you can save seven minutes. If you create ten drawings a day, you have saved 70 minutes. As labor shortages progress, increasing the productivity is an issue that must be considered. We believe that SAKURA is a solution, which can contribute to higher productivity."

DAISO introducing SAKURA - <https://www.daiso-net.com/en/products/sakura>

30-day free trial - https://go.daiso-net.com/sakura_b_en

Contact Overseas Sales department, DAISO CO., LTD. Phone 81-72-873-5002; Email intl-sales@daiso-net.com; Website www.daiso-net.com.

Rollem International's Semi-Slitter Kisscutting System Automates Slitting for Sign and Decal Companies

The Semi-Slitter is the industry standard for partial slitting of PSA liner stocks or face slitting of pressure sensitive products. These machines can be found in many screen printing, graphics and industrial print shops. The following companies utilize Semi-Slitting systems to improve the accuracy of their PSA slitting processes while also increasing production turn-around times: