



Clarke Rubicon Invest in the latest Digital Cutting Technology from AG/CAD

“AS PART OF THE COMPANY’S ACQUISITION TRAIL TO CONTINUALLY INTRODUCE NEW TECHNOLOGY, COALVILLE BASED CLARKE RUBICON HAS RECENTLY INVESTED IN A DYSS X5 1310T DIGITAL CUTTING TABLE FROM AG/CAD.”

With a proud history spanning over 100 years at the prestige end of the packaging industry, Clarke Rubicon is truly a unique manufacturer of paper over board bespoke presentation packaging and products. However, like any manufacturer steeped in tradition, transferring highly skilled processes into the modern manufacturing era requires investment.

At Clarke Rubicon, the company prides itself on its investment levels in new technology whilst also maintaining traditional and specialised skill-sets that enable the company to deliver a truly prestigious and unique range of packaging products. As part of the company’s acquisition trail to continually introduce new technology, Coalville based Clarke Rubicon has recently invested in a DYSS X5 1310T digital cutting table from AG/CAD.

Acquiring the AG/CAD machine at the Packaging Innovation Exhibition earlier this year, Clarke Rubicon’s Production Director Mr Phil Kendall highlights why the company opted for the DYSS machine: “We currently have two ageing plotting tables, so the exercise of going to the exhibition was to investigate the new technology and the benefits provided by the main suppliers of die-less cutting tables. Instantly we were impressed by the robust build quality of the DYSS. We wanted a machine that would be comfortable in an industrial manufacturing facility rather than located in an office type environment. Whilst we looked at other vendors, the quality and capability of the DYSS stood out. Furthermore, we have worked with AG/CAD in the past and their exceptional service and support was a key factor in our decision making.”

The older plotting machines at Clarke Rubicon were not able to cut through board beyond 0.7mm thick and this resulted in secondary hand finishing. Now, the old plotters are dedicated to cutting paper whilst the robust DYSS X5 is primarily used for cutting board to eliminate time and labour intensive hand finishing. In addition, the previous plotting tables are single head machines whereas the DYSS X5 has two tool positions plus a pen tool station that enables Clarke Rubicon to cut, crease and kiss cut its jobs in a single operation. Whilst enabling the ISO: 14001 registered manufacturer to efficiently cut board and improve quality levels and simultaneously reducing labour intensive secondary operations; these factors are not the key reasons behind purchasing the DYSS. As Mr Kendall continues: “With the complexity of our work, we do a lot of customer samples, prototypes and concept jobs. Our niche is



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the constructional design of packaging and how the packaging works, so the ability to supply high quality samples is a necessity.

The DYSS was purchased primarily for these concept products and to manufacture pre-production approvals as well as short production runs of up to 20 jobs. So far, the results have been very impressive.”

To do these tasks previously, Clarke Rubicon was either using presses with cutting dies that were made externally with a lead time of 2-3 days or the work was cut on its existing plotters with extensive hand finishing with a knife. The arrival of the DYSS X5 has eliminated the hand finishing process; and for concept and prototype jobs it has cut the lead time by over two days whilst also taking out the cost of externally supplied cutting dies.

In addition, the sample quality has improved for the 80 employee business with the fittings and associated components for its products now being cut by the DYSS as opposed to being cut by hand. The result is improved quality and consistency with the company now providing its customer base with more precise fittings within its conceptual samples.

“As a manufacturer of prestigious product lines for customers in the publishing, cosmetics, DVD and music sectors to name a few; our customer base is very high end and the products we manufacture must be aesthetically pleasing with an equally impressive construction quality. The DYSS enables us to achieve these quality levels with our samples and this is enabling us to win additional business,” continues Mr Kendall.

With the largest sheet of board cut at Clarke Rubicon being 800 by 1100mm, the company opted for the X5 1310T, as its 1 by 1.3m cutting table is sufficient for the company’s needs. However, the company did specify an upgraded vacuum motor to guarantee that its thicker board in the region of 2-3mm thick can be clamped

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rigidly with no movement when conducting high speed cutting. Furthermore, Mr Kendall also specified AG/CAD’s ‘touch and go’ tool calibration system that enables the cutting head on the DYSS to automatically self-set the tool height. This innovation has enabled Clarke Rubicon to maintain consistent cutting depths and cut quality on each and every board whilst simplifying the setting up process.

Concluding on the acquisition of the DYSS, Mr Kendall says: “We have been delighted with the DYSS cutting table. It has enabled us to reduce lead times on samples and prototypes whilst reducing the external cost of subcontractors. It has also improved the quality and consistency of these concept jobs. Furthermore, by significantly reducing the need for hand cutting we have not only increased our throughput of samples but also reduced potential health and safety issues like RSI or injury from working with knives.”

