

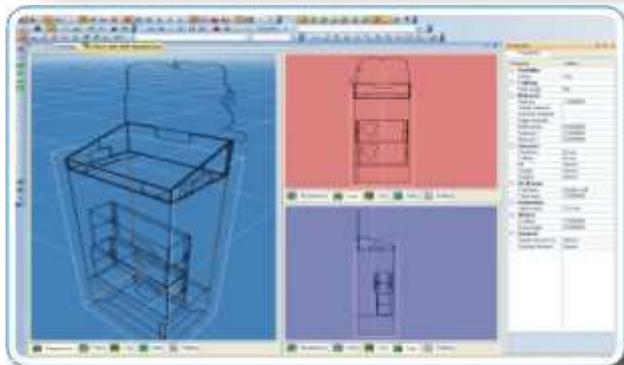
Diamond Box invests in added value and innovation capability

Diamond Box continues to invest in their added value and innovation capability in the form of world class design folk, software and conversion kit:

They've hired Tony Arnell as their new Design Manager. Having won numerous Star Packs and three World Stars his pedigree in innovation speaks for itself. Your Editor is fortunate enough to have worked with Tony during our Mondi days – I can testify first hand that he is a paragon of competence with a lightning work rate; a rare combination of a dreamer who is also a prodigious doer. He also looks uncannily like Keyser Söze from The Usual Suspects...but that's another story.

Tony's first decision was to invest in AG-CAD's 3-D software. The 3D function of KASEMAKE allows the Diamond Box design team to fold the design on screen for:

- **Structural Assessment** – Checking that the design makes up correctly and that all panels align and fit without needing to make a physical sample.
- **Artwork Checking** – By importing artwork onto the design and then folding the structure, it is possible to check that the artwork has been generated correctly, and that images appear on the appropriate panels with correct orientation.
- **Sales Presentations** - High resolution 3D stills can be created to give the customer an understanding of how the package will look. Animations can be recorded to see the design folding. Output formats include JPEG and AVI so any customer can view them without the need for specialist software.
- **Assembly Diagrams** – The software can also produce assembly diagrams by taking a series of 'snap shots' during the folding process. These stills can then be combined and annotated.
- **Creation of a virtual store** – Visualise your proposed pack in store. An even more realistic appearance can be achieved with the use of a 3D environment.



With these foundations in place, Diamond Box has just augmented its recently installed Bobst Vision 160 corrugated die-cutter with a Bobst Visionfold 170 folder-gluer, which was fired up for the first time in November; taking their recent investment with Bobst to £1m.



Kavi Jundu, CEO of Diamond Box, said, *“The Visionfold will give us greater capabilities when it comes to multi-point gluing whilst enhancing our reputation of being able to produce innovative and design-led solutions for our customers.”*

The Visionfold 170 folder-gluer will give Diamond Box customers access to an increased number of box styles and the machine brings high speed production and significantly reduced set times to the company’s multi-point gluing operations. Kavi also took the neat bolt-on that applies tear tape...one suspects that he would have taken a sun roof and ceramic brakes too if they were an option.

Kavi explains *“We have seen good growth in this area and having the Visionfold will allow us to deliver an expanded range of box styles while maintaining the service customers expect from us. We are particularly excited with the Visionfold, the Diamond Box design team are eager to offer the highest level of design innovation to our customer base.”*