



Displaypak invests in the KASEMAKE, KM626A, digital die cutting system

Based in Kingston-upon-Hull, Displaypak provides clients with display solutions for the Retail, Corporate and Event sectors.

Their in-house design and account handling teams are ready to take your brief and provide you with great solutions to make your marketing events and display ideas work, cost effectively. With the company producing a large range of products, Managing Director, Andy Dearman was looking for a finishing solution that was flexible enough to suit the wide range of materials his customer base demand at a price that is affordable.



Andy attended a demonstration of the KASEMAKE system and could see immediately the benefits the system would provide. Commenting on the main reasons for purchasing the KASEMAKE system Mr Dearman says *“The range of sizes available and the way the camera system integrates into the excellent KASEMAKE packaging design software meant my operators only had one product to learn, rather than learning many proprietary products bolted together”*.



From installation through operator training and of course the all important after sales service, Andy remains *impressed*. *“The installation went smoothly and was carried out by very competent engineers. Looking forward I can see that having U.K based support will be a major advantage for servicing and also any further training requirements. Dealing with one supplier for software and machinery is a big plus point”*.



Not to be underestimated is the creative edge the system provides. The KASEMAKE packaging design software includes comprehensive libraries of parametric design templates and powerful 3D functionality. Mr. Dearman explains *“working with the software, the visuals help us present the marketing materials to our clients before anything has physically been produced”*

With PDF export, in true 3D, you can email the proposal to the client in seconds, allowing them to view the design, fully rendered with graphics, from any angle or zoom factor. *“We can propose multiple designs to our clients at the click of a button”* explains Andy. *“We have entered into specific dialog with the client and perhaps shown 3 or 4 modifications to them before our competitors have delivered even the first sample!”*

The period after the final machine commissioning has been very exciting. Initially, Andy could see the benefits of using the machine and software for prototyping and the creative edge the system would offer his clients. Now, just a few months down the line, the machine is being used for short production runs as well as prototyping, *“The ability to produce a production run without the delays and costs involved with die cutting or finishing by hand, has opened up new markets to us immediately”* explained Andy *“We see the KASEMAKE system as the final loop in our workflow, allowing us to keep the creative knowledge in-house”*.



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