



Fastrak. Delivering The Finest Cuts.

“FASTRAK HAVE TAKEN THEIR COMMITMENT TO PROVIDING THE TOTAL PACKAGE TO EVERY CUSTOMER EVEN FURTHER WITH THE ACQUISITION OF A STATE-OF-THE-ART DYSS X7 1630T DIE CUTTING TABLE.”

Point Of Sale specialists Fastrak Retail are acknowledged experts in every aspect of the business, with a highly qualified team always on hand and fully prepared to handle projects of any shape and size. From design and prototyping to 3D printing, prototype production, injection moulding, metal fabrication, vacuum forming and so much more, whatever it takes, Fastrak can handle it.

Now, in addition to all these services, the company have taken their commitment to providing the total package to every customer even further with the acquisition of a state-of-the-art DYSS X7 1630T die cutting table. It's a major investment and one taken to bring yet another specialised task in-house, ensuring the quality that is a Fastrak trademark, rather than trusting this complex and exacting work to outside contractors.



The robust DYSS X7 with a 3m X 1.5m static bed is capable of cutting on everything from foamex, honeycomb board, Perspex, PETG and corrugated cardboard of all types and thicknesses so it fits in perfectly with

Fastrak Retail's already comprehensive range of equipment. Commenting upon the acquisition, Fastrak Managing Director, John Barrett comments: “We're always highly receptive to our customers' needs and their demands told us that it was time for us to buy our own cutting table. So we fully reviewed the market for a machine that could meet the diverse needs of our business in terms of bed size, design capability through the supporting software packages and the rigidity and ability to cut a wide scope of materials. Upon review, the DYSS X7 fulfilled all our needs and exceeded the packages offered by alternate vendors.”

The first job the DYSS undertook was for the SUGRU brand of self-setting adhesive rubber products. Fastrak's brief was to design and manufacture semi-permanent cardboard display units for this rapidly evolving brand of fixing products. Using the KASEMAKE CAD suite in the unit's design studio, Fastrak designed the boxes and print layout. With the board printed externally, the company then utilised the DYSS to crease and cut the cardboard boxes in an initial production run of 500. Commenting on this first job run on the DYSS, John Barrett continued: “The SUGRU job was an ideal example of why we bought the DYSS X7. The combination of the DYSS and its KASEMAKE CAD package enabled us to design the packaging, the print layout and also conduct the cutting and creasing of the display packages in-house. Our shop floor team could then fold the packaging into completed units ready for shipping to the retailers. Without the DYSS, we wouldn't have been able to do the job, or it would have been completed by a third party.”

“...WE FULLY REVIEWED THE MARKET FOR A MACHINE THAT COULD MEET THE DIVERSE NEEDS OF OUR BUSINESS IN TERMS OF BED SIZE, DESIGN CAPABILITY THROUGH THE SUPPORTING SOFTWARE PACKAGES AND THE RIGIDITY AND ABILITY TO CUT A WIDE SCOPE OF MATERIALS. UPON REVIEW, THE DYSS X7 FULFILLED ALL OUR NEEDS AND EXCEEDED THE PACKAGES OFFERED BY ALTERNATE VENDORS.”

That first job was rapidly followed by another example of the kind of work that regularly arrives at the doors of the Macclesfield company. Fastrak received a commission from Swan, the World famous manufacturer of smoking supplies and matches, to produce PETG PoS display units for their retail outlets. Following Swan’s brief, Fastrak designed a two-shelf PETG unit in their own drawing office, using the KASEMAKE CAD package. This unique design was then downloaded to the DYSS X7 where the



robust cutting head made light work of the 2mm thick PETG, creating an immaculate edge finish. At this point, the DYSS table’s AG/CAD’s K-Cut Vision system really comes into it’s own. This innovative system locates a number of pre-marked datum points on the sheet of material, from which the K-Cut Vision system identifies whether the sheet is located square to the machine bed. If the material to be cut isn’t parallel with the machine bed, the K-Cut instantly communicates the datum positions to the

DYSS machine control and automatically compensates and re-adjusts the cutting paths to ensure precision cutting with every product, eliminating the time consuming and labour intensive task of positioning each and every job on the cutting bed.

“THE COMBINATION OF THE DYSS AND ITS KASEMAKE CAD PACKAGE ENABLED US TO DESIGN THE PACKAGING, THE PRINT LAYOUT AND ALSO CONDUCT THE CUTTING AND CREASING OF THE DISPLAY PACKAGES IN-HOUSE.”

With the aid of all this technology, Fastrak was able to rapidly complete the 1000 off production run of PETG sheets, while also cutting the ticket strips that Swan use to brand its product. What’s more, due to the introduction of precision line bending and folding machinery that Fastrak have set up right alongside the DYSS table, the Swan project was fully prepared for delivery straight from Fastrak. A process that saved yet another satisfied customer a considerable amount of both time and money.

“With the acquisition of the state-of-the-art DYSS X7 1630T die cutting table, and line bending equipment Fastrak Retail delivers an even greater service, even greater quality to every customer.”

