

PRODUCT *Choice*

UYR sends inefficiency down the pan with new cutting table

When the UYR Group started as a home based design agency over 15 years ago, the directors couldn't have envisaged the success that would follow. Within a few years, the agency evolved to its current niche as a full design, print and production service.

Increasingly successful, UYR was designing, printing and creasing card for night club chains, colleges, police forces and local government, this growth enabled the company to acquire its first AGFA Anapurna M4F large format printing machine for printing direct to media. The ability to print Point-Of-Sale (POS) designs on a wide variety of media soon developed new markets for the Pontefract company. Despite having the ability to print on most materials, UYR could only hand cut simple forms and shapes. This all changed when UYR acquired a KASEMAKE KM727A cutting table from AG/CAD in November 2012.

Recalling the decision to purchase the KASEMAKE KM727A, UYR Studio Director, Mr Dan Prescott comments: "We were cutting our A3 work internally with platens but large board printing was being cut externally, so we investigated the available CNC cutting tables. When we won a large contract from Ideal Standard for POS designs that had to be manufactured from Corex, we calculated the external cost of cutting 500 POS designs with three individual boards per design would be in excess of £30,000."

The 44 employee business concluded that AG/CAD offered the ideal solution with its KASEMAKE KM727A, so the company had the cutting table and its second AGFA, delivered simultaneously. With a major contract looming, UYR wanted the machine

delivered urgently - and AG/CAD duly obliged.

The machine purchase was a strategic decision that went beyond a single contract, as UYR's Mr Prescott continues: "Our work for the retail sector is growing, so purchasing an entry level CNC cutting machine in situ with a large project provided us with the perfect opportunity to instantly put the machine to work in a production environment. Manufacturing the 1500 parts in-house delivered a cost saving of £5000, which was instantly offset against the machine cost."

The KASEMAKE machine ensures that all of UYR's large format printing is now cut on the CNC machine. This has improved accuracy, quality and consistency of production. "The CNC cutting table offers us the flexibility to manufacture anything from prototypes through to larger production runs like the Ideal Standard project. We have reduced externally processed work and this ensures we have greater control over our quality, processes and lead-times."

Since installation, the cutting table is continuously cutting Corex from 3 to 6mm thick, Perspex up to 5mm and numerous types of foam centred and foam rigid boards. The ability to accurately route through Corex on its rigid machine bed has improved edge finishes and eradicated any secondary hand finishing that was previously required. Additionally, by routing half way through Corex boards with specialised cutting tools, the



creasing and folding of Corex 3D POS projects is no longer beyond the capabilities of the prestigious company. Folding 3D POS assemblies is now a simplistic process for UYR.

UYR makes a Kase for CAD software

Highlighting the benefits of the KASEMAKE CAD Software, Mr Prescott believes the software has opened up a realm of opportunity. "As a design studio we create our files in Adobe Illustrator. We send these files to the KASEMAKE machine that automatically converts these files into the CAD system for production. Additionally, KASEMAKE allocates the correct tool for the material and application."

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