

# KASE STUDY

## No Cost Finance Is Good News For TEAKCROFT.

In business you hope that you know what is best for your company. You see your strengths and your weaknesses but implementing a solution can be complicated by the prevailing economic conditions.

We, at AG/CAD, recognised these factors and set about solving the confidence problem. If borrowing is risky and expensive for the customer could we make the finance of a purchase cost free, no interest charges at all? Could we also make it easier, more straightforward, subject only to our control and scrutiny? We decided that we could and should.

A deal, on this basis, was put to several potential customers and among those that accepted was TEAKCROFT, a packaging company based in Carlton, Saxmundham, Suffolk.



Paul Oldman, Managing Director, recalls, "We knew we had to move with the times and enhance our sales effort. Most benefit would come from improving our sample making capabilities, raising quality of product, freeing designers to design creatively and reducing turn round time.

We achieved all of these objectives by investing in a KASEMAKE Design and Sample Making System.

AG/CAD offered us the system we wanted on an interest free finance package. We signed their contract, paid the deposit and the system was installed promptly. Training was on site, at the factory, so we very quickly became familiar with both the hardware and software and we were producing high quality pieces of work from day one. We also had access to libraries of complex displays and die-cuts that can open up new markets to our sales team.

Because all dealings were strictly between AG/CAD and ourselves the confidence and understanding they showed in us and our business made us feel sufficiently confident in them and ourselves to bring forward our purchase. It also left our existing lines of credit free and protected our cash flow."

Stan Higham, Managing Director of AG/CAD, applauds Paul Oldman's comments and adds, "We try very hard to satisfy our customers' needs and requirements. We will continue to offer attractive finance deals where we think it appropriate to both customer and ourselves."



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