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Zehnder Print AG, Will, Switzerland

A plan with added value

An online mailroom solution from Ferag geared to added value is helping Zehnder Print AG, in Wil, Switzerland, attain high-density value creation and efficiency. What's more, the associated product diversity has enabled the company to extend its presence in the marketplace.

In 2010, the management at Zehnder Print AG developed a plan to put the firm with a history spanning more than 150 years on course for the future. "We recognized that to increase our value creation and tap into new market segments, we had to expand our production options", explains CEO Alexander Honsel, while also suggesting that printing alone would nowadays not be enough and that products would have to be subjected to greater enhancement. The technical basis for achieving this has been created by installing a modular online solution from Ferag equipped with several added-value finishing functions.

The mailroom solution encompasses the StreamStitch inline stitching system, the SNT-U trimming drum, plus a solution to apply the innovative MemoStick advertising medium. But the zoning options have also been expanded. Accordingly, a RollSertDrum inserting drum has been installed for 6-in-1 production, operating in combination with the RollStream precollecting system. Furthermore, the inserting drum has been equipped with InFix, so that inserts can also be fixed with glue.

At Zehnder Print AG, a conscious decision was made in favour of the online solution. Andreas Zehnder gets to the heart of the matter: "From the reel

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changer on the press to the compensating stacker, we have a boost in performance of more than 30 percent. So we achieve high-density value creation and huge efficiency.” Zoning will be the subject of a very ambitious drive over the next few months with the RollSertDrum as the basis. In combination with the intuitive Navigator control concept, zoning will be implemented right down into the individual mail boxes.

((Legenden))



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Alexander Honsel: “At Zehnder Print AG, nothing is impossible. It’s the detail that makes the difference.“



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Full advantage can be taken of the RollSertDrum inserting drum’s flexibility thanks to four opening methods and the InFix module for gluing.

Please send **proof copies** to

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