

Trust in the Zünd brand. BSB proprint GmbH adds a fourth Zünd cutter.



Markus Rhode

BSB proprint GmbH

For more than 80 years, BSB proprint GmbH has been a preeminent provider of specialty lettering, labeling, and decorations. BSB products can be found on equipment, vehicles, clothing, as well

as sporting, leisure, and other consumer goods. BSB Group is one of the leading manufacturers in Europe and has facilities in Germany and Austria. ISO 9001, 14001, and other certifications are a manifestation of the company's high quality standards. In regard to finishing, BSB is concerned mostly with smaller formats, i.e. 50×70cm and 70×100cm.

Reliable Fleet of Zünd Cutters

In the Bielefeld facility, Zünd cutting equipment has been in operation since 2007. The company originally purchased a Zünd M-1600 with automatic sheet feeder. The following year, they added a Zünd M-800 cutting system. A third machine, a Zünd L-1200, was installed at the Vienna facilities

in 2009. And in 2010, the company further expanded its cutting capabilities with an M-800 cutter with sheet feeder purchased at Fespa and delivered directly from the Zünd booth to BSB proprint GmbH.

Faster, bigger, in house

The second fully automated Zünd system with automatic sheet feeder is a perfect complement to the existing Zünd cutter. Being able to distribute even higher-volume, complex cutting jobs over multiple Zünd cutters makes it possible to maintain consistently high cut quality. This means jobs can now be processed 100% in house and guarantees:

- quick turn-around time
- greater through-put
- reduced cost for (traditional) dies purchased externally
- increased flexibility

In the case of one client, a mobile home manufacturer, this meant an order for lettering consisting of more than 10,000 pcs could be promptly filled and delivered, contributing to the rapid ROI typical of Zünd cutters.

Staying competitive

By minimizing the purchase of dies, the company is able to realize even greater savings. This also brings with it an increase in flexibility reflected in shorter delivery times. Never before has BSB proprint been in a position to react as quickly to customer demand or to complete jobs as expediently. Especially when it comes to rush orders, BSB has gained a considerable advantage over its competitors.

"We are more than satisfied with our Zünd equipment. Our cutters have been extraordinarily reliable and require very little maintenance. Regarding service and support from Zünd", Markus Rhode, CEO of BSB proprint GmbH, says: "In those instances where we had any questions at all, Zünd Systemtechnik AG was always there and ready to provide quick, helpful answers and efficient solutions."

www.bsb.eu



At FESPA 2010 in Munich: Oliver Zünd, Markus Rhode, Mario Vespermann



Production facility with the Zünd M-800 Cutter and Sheet Feeder.

Factbox	
Application	Lettering, labelling, decorations
Cutting systems	Zünd M-1600 with sheet feeder Zünd M-800 Zünd L-1200 Zünd M-800 with sheet feeder
Benefits	Quick turn-around time Greater through-put Reduced external costs (of dies) Increased flexibility

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