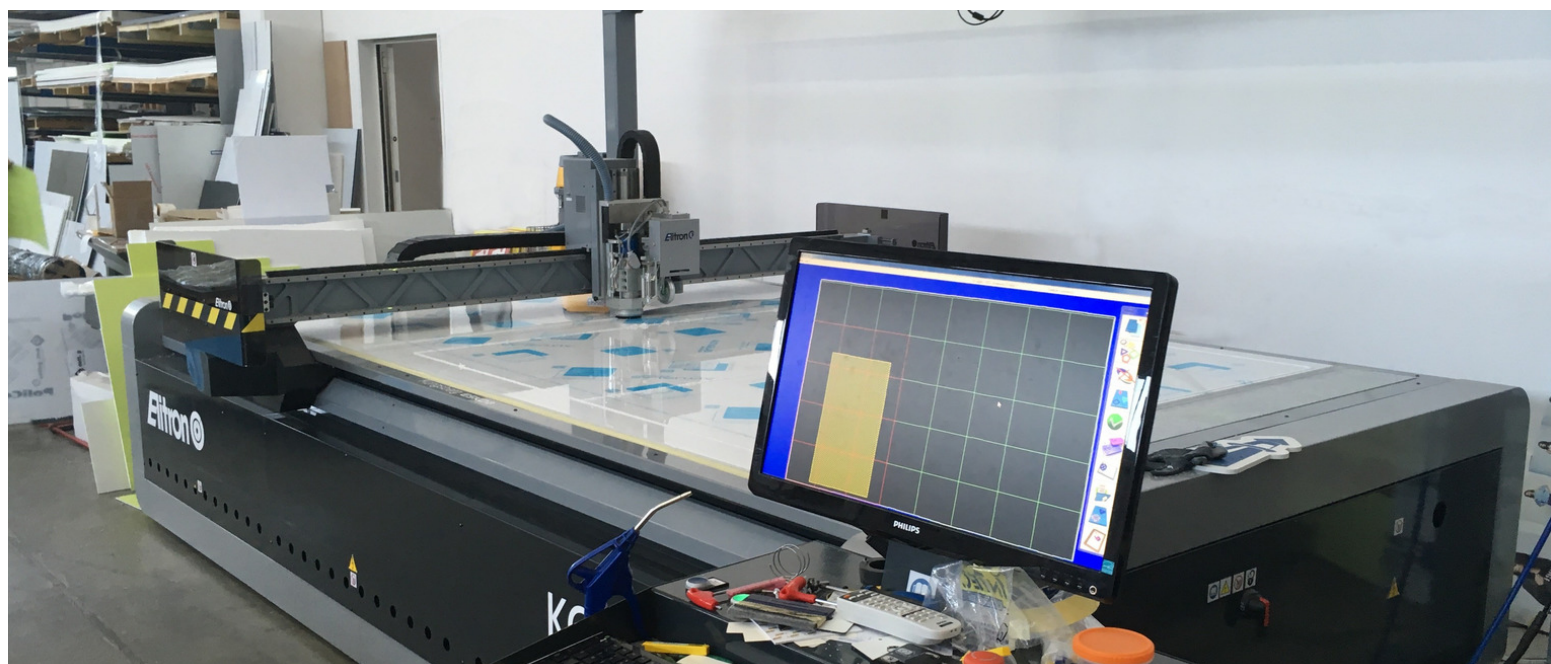


Elitron's digital cutting drives Star Grafic business upwards thanks to quality and productivity

The company from Emilia Romagna has found in Kombo SD e SD+ two cutting technologies that combine precision and speed for POP/POS production and high value adding applications.



Interview with Domenico Zanchini

Over the last 4 years you succeeded in growing your business. Which is the secret?

Our product range is really wide. We range from high margins and exclusive manufacturing to others which focus on high volumes and aggressive prices to compete in the market. **Kombo SD and SD+ enabled us to exploit the productivity of our wide format printers on our entire product portfolio.** The technological solutions adopted by the two cutting machines greatly reduce the lead time, while maintaining the highest quality standards. In this way we are able to fulfill the demand and optimize the manufacturing thus coming up with aggressive prices without harming our overall profitability.

What has convinced you that Elitron's technology could be suited for your case?

We always used CNC Industrial machines. That's why, when we started looking for a cutting solution, we paid attention to **precision and speed but, above all, to the performance of the vacuum system.** After several tests we realized that only Elitron's technology was able to meet our needs. The 40 dynamically activated vacuum sectors allow even the smaller pieces to be securely fixed and cut with high quality.

Which options could you no longer live without?

The combination between the Seeker System Pro and the video projection is fundamental. We calculated a saving of at least 30" on every startup of processing than any other tested cutting machine, with an increase of productivity. Moreover, Elitron's software is reliable, intuitive and complete. With tools like these even an inexperienced operator can do a good job.

Which importance had the after-sales service in the decision to purchase a second Kombo SD?

It played a key role. Downtimes are really occasional, **the service is always fast and efficient.** It is a reliable company, made up of people who have won our trust.

