



AG/CAD Provides Next Generation Technology for 170 Year Old Print Company

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When Thomas Dornan started his small commercial print and publishing business back in 1848, printing early publications like the Oldham Times, the entrepreneur could never have expected his business to still be a thriving success almost 170 years later. Transforming down the decades and evolving with technology, the Oldham company is still deeply immersed in the local print industry.

Whilst the business still retains its skill in traditional bookbinding methods; nowadays, Dornans has evolved to become one of the premier suppliers of high end bespoke PoS and brochure production in the region. The remarkable history of this company is credit to its continuous transformation and willingness to stay abreast of technology - and the latest stage of the company’s success story is the

recent acquisition of a Jetrix large format flat bed printer and also a DYSS X7 Digital Cutter from AG/CAD.

Conducting litho & digital for as long as the technology has been available, Dornans has now increased its large format digital capabilities with its latest purchases. Having a print bed capacity of 2.4 by 1.7m and the ability to print straight to substrate, Dornans recognised the need for a high quality cutting solution to generate new revenue streams. As Dornans Managing Director, Mr Bill Bescoby comments: “We manufacture a diverse range of products from outdoor signs and PoS displays to free-standing display units (FSDUs) and packaging samples for all industry sectors. With such a broad customer base and service capability that extends from prototypes to production runs, the DYSS cutting table has opened up new markets for us.”



Elaborating on why the company went down the route of purchasing the AG/CAD solution, the reasons are far reaching. As Mr Bescoby continues: “As a company, Dornans is an innovator that stays abreast of technology. If we didn’t, we wouldn’t have such a rich and well established history. Before the arrival of the DYSS, we had to turn away projects like FSDU and complex PoS jobs. Now, we have the capability to cut, fold and score all types of designs from all types of materials.”

The Fundamental Decision

Dornans needed to justify the purchase of a cutting table and it couldn’t have envisaged the benefits that have come from acquiring the DYSS X7-1624C Superhead machine

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with 3 cutting stations capable of cutting, creasing and routing. Firstly, the company wanted to reduce its reliance on platen production outsourcing and the inherent costs attached to this. At Dornans, a cutting forme costing £50 to £300 would frequently be ordered for print runs over 50, whilst prototypes and small jobs under 50 prints would either be hand cut, outsourced to an external supplier or avoided completely. The lead times for both formes and outsourced cutting previously took upward of 2 days whilst hand cutting was labour intensive. By acquiring the DYSS, Dornans has slashed lead-times, gained full control over its processes without a reliance on external subcontractors and it has reduced its cost of platen production drastically. And most importantly, the company no longer shies away from particular types of work.

As Mr Bescoby continues: “The DYSS has opened doors for us. We are cutting everything from corrugated board and displayboard for boxes and displays through to Aluminium and Foamex beyond 10mm thick for exhibition panels and external signage. This new capability is opening possibilities for us, but more importantly, we can win new business in new industry

sectors by producing cost effective and fast turnaround prototypes and development projects. FSDUs are a good example of this.”

Why The DYSS?

Like any streetwise printer, Dornans fully reviewed the market for a suitable cutting table and the reason for selecting the DYSS was many-fold. A glowing recommendation initially put AG/CAD on the radar, but Dornans did its own homework. One striking

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element of the DYSS was its robust build quality and rigidity that would provide high quality precision edge finishing on all manner of materials. Complementing this rigid and precise package was the K-Cut Vision software available on the DYSS. By



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installing the K-Cut software, Dornans can print datum points on its print runs that are visually located by the clever K-Cut camera system to deliver highly accurate cutting to print- all completely automatically. Whilst the build quality and longevity of such a sturdy machine was appealing, another factor for selecting the DYSS was a roll feeding facility for long runs of large format print. This has enabled Dornans to feed the DYSS with jobs straight from the Jetrix printer to enable long unmanned production runs with an efficient through-flow of work. Another key point for Dornans was AG/CAD’s commitment to unrivalled service support. As Mr Bescoby continues: “We wanted outstanding service levels with no compromise. Since installing the machine 3 months ago, we’ve naturally had technical/ learning queries and the telephone, on-line and call-out support has exceeded our expectations.”

Taking the Company Forward

As a business that has seen the Boer war, the launch of the worlds’ first automobile and two world wars, Dornans takes the adversity of adapting to technological advances in its stride. So, when Dornans chose the DYSS machine, a key selection factor was the addition of AG/CAD’s KASEMAKE software. As developers of the market-leading KASEMAKE software, AG/CAD provided a comprehensive and innovative demonstration during the tendering process that impressed Dornans.

As Mr Bryan concludes: “The KASEMAKE package looked appealing during the selection process and since installation we’ve found that it’s become a complete game-changer for us. As a design tool it is outstanding. For developing prototypes it is comprehensive, intuitive and user friendly and this makes for fast turnaround of innovative designs.”

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“What this also gives us is a valuable sales and marketing tool. We can turn prototypes around extremely quickly and we can also use the 3D rendering feature to produce a virtual 3D mock-up from products on a prospective customer’s website. The KASEMAKE software is working as a sales tool for us and allows us access to new markets. Despite only using the machine and software for a few months, we already see that the potential for new projects and entering other markets is huge.”

