

## Advertorial

# A CUT ABOVE the Rest

The DYSS X7 Digital Cutting system is available to see in the UK from mid-September and printing companies are queuing up to get a first hand look at it. It's not hard to see why...

One of the world's most advanced, automated cutting systems has been installed at AG/CAD's demonstration facility in Winsford, Cheshire. The 2.6m DYSS X7 Digital Cutting system is capable of matching and beating the speed, performance and versatility of virtually any cutting system on the market at a price that is considerably less than other machines in its class. This unrivalled range of cutter finishers will be available to UK and Irish companies exclusively from AG/CAD.

A new cutter has rarely received the welcome enjoyed by the new DYSS X7. As Andrew Boulton, Sales Director AG/CAD, explains, "This is really the Rolls Royce of cutters, but without the price tag to match. We already have more than twenty companies that want to see the new cutter and we are very confident they will like what they see and they will like the price even more. We believe this cutter offers the fastest potential return on investment on any machine you will ever buy."

## AN ABUNDANCE OF FEATURES

A key strength of the DYSS X7 range is its versatility, which is why seeing it in action is essential to appreciating what it can do. The cutter comes with 19 different tooling options including: Router, Oscillating knife, Drag knife, Kiss Cut knife, V-Cut knife, Pen and Rotary knife. It also has a wide range of creasing profiles so it can process a huge range of materials up to 25mm in thickness, including Rigid foam PVC, Acrylic, Plexiglas, MDF, Dibond, Correx



and Foamex, X-Board, Dufaylite, Re-Board, Falcon Board, vinyl, banners, fabric and a range of reflective materials.

The machine is built to a very high technical standard, allowing it to deliver fast production speeds. It includes a high speed, high

**"With the DYSS X7 there is no compromise. It is a multi-functional, fast, precise and robust machine that can cope with an unprecedented range of media"**

precision servo system with 4 axis synchronous control, including look ahead vector control, which ensures the DYSS X7 is one of the quickest machines on the market.

The optional I-Cut optical registration system and conveyerised bed transforms the DYSS X7 into an automatic production machine for roll media. The automatic board feeding system also allows the loading of rigid sheets directly onto the machine. The conveyor system means that these rigid boards can be longer than the machine itself, while maintaining complete accuracy and control.

Nick Reed is Product Manager for AG/CAD and he brings more than 15 years experience of working for cutting system manufacturers. He explains, "With the DYSS X7 there is no compromise. It is a multi-functional, fast, precise and robust machine that can cope with an unprecedented range of media. We are installing a demonstration model at our office to enable customers to come and see the machine and to run through their specific needs. The X7 is so versatile that we can fine tune it to virtually any requirement and will provide a cost-effective quotation based on what the customer really needs."

He continues, "We can demonstrate applications up to 2.6m



# KASE MAKE

## DYSS

Print & Cut Solution

wide, using any of the 19 tools. It also has a very powerful 1KW router and a broad range of cutting options making it a great value solution for just about all production cutting and finishing requirements.”

The DYSS X7 range has already proven itself around the world as a well-manufactured, robust and reliable system for high speed production cutting requirements. Each new cutter comes with a one-year manufacturer’s warranty and AG/CAD provides full support in the UK and Ireland, as well as comprehensive pre-sales consultancy and onsite training. “When we provide a solution like this, we want to make sure that every single customer maximises the potential benefits of their investment. This means making sure they are fully trained and productive as quickly as possible. It also means making sure any questions or issues are dealt with promptly and professionally to ensure systems are up and running and making money as much as possible,” says Reed.

### A CUTTER FOR EVERYONE

With the arrival of the DYSS X7, AG/CAD can now offer a complete range of cutting solutions for all production needs. Through its KASEMAKE brand, the company also provides a range of sample and digital cutters designed to offer the most appropriate solution for customers’ requirements and budgets.



“For us, it’s not about selling a cutter, it’s about providing customers with the best solution for their specific needs,” adds Boulton. “We want to be able to talk about what each of our customers wants to do and be able to deliver a system that

**“When we provide a solution like this, we want to make sure that every single customer maximises the potential benefits of their investment”**

meets this demand at the best possible price. The new DYSS X7 adds a whole new level of functionality, speed and power to the solutions we can offer and we fully expect this machine to be a huge success throughout the UK and Ireland, just as it has been globally.”

AG/CAD invites readers to visit its offices for a personal demonstration of this exciting new cutter. Please contact [sales@dyss-uk.com](mailto:sales@dyss-uk.com) for more information and to book your time.

### AG/CAD OFFERS THE RIGHT PACKAGE

Formed 26 years ago, AG/CAD is one of the best known and best established companies in the packaging design industry. Its range of KASEMAKE software solutions are the de facto standard for many design companies and this reputation has allowed it to broaden its product offerings to additional markets. The software is not only the biggest selling packaging design system in the UK, it also boasts more packaging companies as customers than anyone else. Customers range from Europe’s largest corrugated box manufacturers to small design consultancies.

Andrew Boulton explains, “The success of KASEMAKE is based on our commitment to listening to customers and then giving them what they want. We also know that you must make it at a price that is hugely competitive and gives customers the best possible value. We are widely recognised as leaders in providing the right software at the right price.”

AG/CAD’s success is also due to the company’s policy of recruiting staff with packaging and print experience who truly understand the finer details of the industry. This includes having experience of working with a range of materials and the importance of being able to respond to customer needs. This philosophy is carried all the way through to its customer support service, which is second to none. First line help and advice is available over the telephone, engineers and software developers visit customer sites and regular user meetings are held.