



For years, folding carton producers have been facing an aggressive price point set by the industries they serve. In response, they are continuously searching for real solutions to the challenges they face – reduction of material, logistics and staff costs. Conventional production processes where reels are converted into sheets which are then printed on a sheet-fed press are part of the problem. They can cause expensive board waste, are personnel-intensive and demand high logistics effort.

With its Zerand web-fed platen die-cutting solutions, BW Papersystems offers a true alternative for maximum productivity. The Zerand web-fed platen die-cutting solutions can run multiple short and medium runs and handle a wide range of carton types with fast job change times. "When we talk to converters about web-fed production, they are often surprised to learn how far the technology has progressed,"

Pessarelli commented, "In many meetings we initially are not talking about a machine. Instead we are talking about a production system and what it can offer that particular site." Customers are invited to provide details of their most common carton designs with the layout they