



KROMER

Print AG

Partnership as Equals

Interview with Andy Amrein
CEO

Economical finishing of small and medium print runs

Efficiency and quality at a new level: The BS Rotary 550 Die-cutter as a tailor-made solution for Kromer Print AG.

Company in focus

Kromer Print AG, based in Lenzburg (CH), is a B2B printing company and general contractor for print and logistics services. They serve all industries, primarily in Switzerland. Its main products are business stationery, flyers, brochures, catalogs, books, posters and Printlogistik® as a registered and protected trademark.

Interview with Andy Amrein (AA), CEO of Kromer Print AG

Initial situation and challenge:

AA: Production of business cards in many small delivery units at short, regular intervals. Variety of types and languages. Increased efficiency and automation of manual activities, especially cutting. Quality improvement through die-cutting instead of cutting with a guillotine.

Goals of the investment:

AA: Automation of orders in small units and many varieties directly from our web shop. Economic finishing of small and medium runs...



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...prerequisite for scaling on-demand processes to other order segments. Quality improvement when cutting small orders with many types and languages, but the same formats.

Understanding needs and adaptability

AA: At LabelExpo in Brussels, the machine was presented with a new 2-lane delivery for labels. Communication was very open and constructive once the initial situation had been explained. The idea resulted in a customized solution that completely covered the requirements.

Reasons for choosing BOGRAMA

AA: We build on partners with whom we can enter into a stable and long-term relationship. We don't look for the cheapest partners, but the best.

Experience with project implementation

AA: I found the project implementation to be very cooperative and on an equal footing. Various technical problems had to be solved. These were discussed openly and solutions were sought and found together.

Service satisfaction

AA: We feel that we are in very good hands and appreciate the short and direct paths. Accordingly, we are very happy with the services "made in Switzerland".

Competitive advantages thanks to the solution

AA: We have been able to automate and train the smallest production unit to a very high degree in order to adapt this to other product segments. Our Bograma solution is a key component in this.





Outstanding features

AA: The modified punching machine can place the different business cards in their own compartments, eliminating the need for re-sorting.

Benefits and results of the investment

AA: Previously manual work has been simplified or automated and throughput times have been massively reduced. Today, six types of 100 business cards can be punched and stacked by type in less than a minute.

Key statement on the partnership

AA: The management principle “Transparency creates trust and trust creates added value” has been exemplified in this partnership from the very first meeting.

Kromer Print AG
Industrie Gexi
Karl Roth-Strasse 3
5600 Lenzburg
Switzerland
www.kromerprint.ch