

SNAP North Ryde increases its digital finishing capacity.

The addition of the Morgana AutoCreaser Pro 33 ensures that most work is completed under one roof according to Rob Christie, owner of Snap North Ryde.

“The combination of the Morgana Major Folder and the AutoCreaser Pro 33 makes our offering more complete and we’re now more self sufficient. We were hand creasing jobs such as covers for books before the arrival of the AutoCreaser Pro 33.”

The combination of the Morgana Major Folder and the AutoCreaser Pro 33 has enhanced Snap’s digital production offering by reducing the need to outsource finishing jobs. By eliminating the need for couriers, turnaround times are improved and costs are reduced.

“There is higher demand for heavier stocks and we now have the capacity to handle these jobs in house, provided our customers with faster turnaround times. We now well positioned to cope with short runs and expect to see the digital business grow,” stated Christie.

The Major Folder offers a high-speed combination of folding, scoring and perforation. The AutoCreaser Pro solves the problem of cracking that occurs when folding digitally printed output.

Andy Cooper, general manager digital print finishing at Morgana Australia, believes the Morgana Major Folder and the AutoCreaser Pro 33 will not only reduce turnaround times but will increase profitability by allowing SNAP to be more productive and make better use of their time.

“The efficiency gains can be seen fairly quickly, and the operator training is minimal. The Morgana range of products will certainly enable digital printers to provide professional finishing for their customers in a cost effective manner,” says Cooper.

The Morgana products complement the existing colour digital printing equipment installed at Snap. The ability to now print short runs, personalise and finish in-house enables Snap to offer a faster and more efficient service to clients.

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Morgana DigiFold Pro



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