

Midwestern Sign Shop Increases Production 110% with the Fletcher Substrate Cutter

Success Story: Fletcher Substrate Cutter

Overview & Challenge

In order to compete in the sign making market, wholesale substrate providers like Hanson Industries in New Hope, MN, must pay particular attention to product quality and quick turnaround time for the customer. Hanson's success depends on the quality of its equipment – it must deliver production efficiency with superior results. The wrong equipment at any stage in the production work flow can be costly. Due to an increasing production demand, Cindy Hanson, President of Hanson Industries, planned to expand her shop's production to a 24/7 operation. Hanson needed equipment that would deliver clean, straight, square and accurate cuts for substrate cutting and finishing. It was particularly important to her to be able to efficiently process Coroplast™ which the shop uses in high volumes.

There are many substrate cutting choices for sign makers and it can be challenging to determine what product is best for a company's particular needs. While at a recent trade show, Cindy researched many options and ultimately bought a full-size crosscut panel saw.

The panel saw looked promising on the show floor, but when employees tried using it back in the shop, it was a disappointment. It was extremely noisy and messy and was unable to cut a quality finished edge on Coroplast. The plan to expand to a 24/7 operation was delayed – the new panel saw was actually increasing labor costs.

“We have been very pleased with the level of customer support received over the years from The Fletcher-Terry Company.”

-Cindy Hanson, President, Hanson Industries

Solution

Shortly after she purchased the panel saw, Hanson attended another trade show. Unhappy with her recent purchase, Hanson spoke to some representatives from The Fletcher-Terry Company. Their customer focus and knowledge impressed Cindy and after she saw the demonstration of the FSC (Fletcher Substrate Cutter), she purchased it. Cindy has used a variety of Fletcher products in the past and knew the company has earned its excellent reputation for product support.

As a result of the FSC, Hanson's plant now runs 24/7. The FSC is extremely valuable to Hanson for accurately cutting Coroplast and the other substrate materials they use. They are particularly impressed with the consistency the FSC delivers, clean, straight and accurate cuts. Because the shop is so busy, there wasn't much time for operator training, so they were relieved that training for the new FSC was simple and straight forward.

According to Hanson Industries, they are so pleased with the FSC's performance, they are planning to dispose of their panel saw and purchase an additional FSC. ■



Benefits

The Fletcher Substrate Cutter (FSC) provides an economical and long lasting solution. The key is the exceptional engineering for toughness and durability for cutting clean, straight, accurate and debris-free materials such as:

Dibond®	4mm
Aluminum	.063"
PVC	½" / 13mm
Acrylic	¼" / 7mm
Polycarbonate	¼" / 7mm
Polystyrene	¼" / 7mm
Corrugated Plastic	½" / 13mm
Alumalite™	¼" / 7mm
Econolite™	¼" / 7mm
Gatorboard	½" / 13mm
Foamboard	½" / 13mm
Glass	¼" / 7mm

A unique cutting process provides virtually no debris making it a perfect match for any flatbed or digital printer.

The Fletcher-Terry Company is one of the most diverse designers and manufacturers of equipment and hand cutting tools in the world today. Through the innovation of our engineers, we have been granted over 90 patents which have produced leading edge tools for cutting and scoring glass, matboard, foamboard, PVC, corrugated plastics, aluminum composites, aluminum sheet, MDF, banner materials and other flexible media. Our world headquarters is located in Farmington, CT.

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