

Fretwell goes a cut above in productivity with a UK first in guillotining

Fretwell Print & Design is the first UK company to buy the latest Polar X Plus guillotine in a 115cm width configuration. In doing so its commercial director Andy Gillett says: “We will increase our cutting output by a third to a half with this new model.”

Its older Wohlenberg will be retained for back up in the Keighley company’s expanding direct mail arm.

“We looked at the three key guillotine suppliers but the performance of the Polar was head and shoulders above the competition,” says Mr Gillett. “The faster cutting and the programming makes it ideal for us with a large amount of short, fast turnaround work across a range of general commercial jobs using a variety of stocks and formats. In making this move we are well positioned for our proposed move into digital print.”

The company an all Heidelberg house currently runs two B2 presses, both Speedmasters CD 74-5PLX and SM 74-4PH both linked to Heidelberg Print Manager closed loop colour workflow driving an auto loading Topsetter 74 CTP and runs to ISO12647-2 Standard.

The company has ISO9001 and ISO14001 certification along with FSC Accreditation.

“Heidelberg service is always fantastic. The installation of this guillotine was faster than expected and the training very good. One ecstatic operator said to me: 'I wish we'd had this ages ago; it's a joy to operate.'”

Family run Fretwell Print and Design is outperforming the market and grew by 13% last year generating sales of £4.5m and hopes in the current financial year to reach £5m. It has bought this guillotine from its own cash, without outside finance.

The company deals with all the major print management companies and handles work for many major corporate clients in Financial Services, Retail and FMCG plus

many Third Sector organisations. For the latest East African Famine Appeal it has already produced nearly million packs for both UK and Irish charities.

“We win and retain business by providing good value and superb service and back up, we specialise in print work where we can add value for the client.” says Mr Gillett. “That is why we handle work for so many leading commercial, retail and financial giants.”

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