

LxBxH, Switzerland, Demonstrate the Production Benefits of New Highcon Euclid IIIC at VIP Event

Yavne, Israel, May 8th, 2018: Following the recent launch of the Highcon Euclid IIIC digital cutting and creasing machine for corrugated board, Highcon and LxBxH in Switzerland hosted a VIP event on April 16th. This unique Highcon Engage event introduced the potential of digital finishing to a wide variety of visitors from 8 countries who came to learn about the real-life experience of LxBxH using the machine.

Over 70 people attended the event which included a live demo on the Highcon Euclid IIIC machine, an introduction by Aviv Ratzman, Highcon CEO and Co-Founder, and a presentation by Silvano Gauch, President of LxBxH, describing his daily work with the technology.

Mr. Gauch told the guests: *“We took a close look at where the market is going and one important point was that our batch size was actually declining over the years. Also, in our factory, more than a third of our orders are Just-in-Time delivery, which means we produce, keep in stock and wait for the customer to need something. The third trend is towards more complex packaging – more die-cutting, less inline boxes.”*

He added that: *“In order to solve these issues, I wanted to move to Just-in-time production and that was our objective in looking at the machine. The Highcon Euclid solved our problems and met our objectives.”*

During the event two jobs were run on the machine – a 2-up E-Flute wine box and a 1-up B-Flute inner tray in B1 format – demonstrating to what extent the Euclid reduced setup time and aided productivity. Guests were also given a specially designed chocolate box produced on the machine.

Aviv Ratzman said: *“We were overwhelmed with the response we received to our invitation to this first of a series of Highcon Engage VIP events that we are holding in Europe and the Americas. We believe that there is no better testament to the capabilities of our technology than the praise we have received from customers and we are proud to have them describe the benefits our products have brought to their business.”*



Corrugated packaging converters can also learn more about the Highcon Euclid IIIC machine at FESPA in Berlin May 15-18th in Hall 5-2, booth D-21, where Highcon will be exhibiting for the first time. Visitors will also be able to learn more about LxBxH from Silvano Gauch, who will be hosting a “Happy Hour” on the Highcon booth from 13:30 – 15:00 on Wednesday 16th and Thursday 17th May. For more information and to apply to pick up a chocolate box at the show, go to <http://www.highcon.net/events/highcon-fespa-hall-5-2-booth-d-21>

VIP-Event zur Einführung der Highcon Euclid III C bei LxBxH Gauch in Kirchberg.



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