

In-The-Fold Newsletter - August Edition

Multi-Tool Cutting – Uwe Testimonial

Tech-ni-Fold Partner Uwe Reimold of Uwe Reimold Druck. in Germany talks to us about the importance of customer education in the sales process.

Uwe explains, “Customers are not happy with standard cutting equipment supplied by the folding machine builders. Their bad experience with this equipment does not encourage them to try new ideas to improve production capacity and quality directly on these machines and so they often turn to other offline processes without thinking.”

He continues, “It is easy to explain to the customer the difference between the standard cutting equipment and Tech-ni-Fold’s Multi-Tool Cutting technology. But to take the time with the customer and explain what new possibilities are now available when using the Tech-ni-Fold Multi-Tool technology, to increase their production capacity (as well as quality), is extremely important. Without this, customers will not even think to use the Tech-ni-Fold Multi-Tool.”

Tech-ni-Fold: Uwe, can you explain your typical sales process.

Uwe: For me, it starts with magazine advertisements; this might be a customer testimonial or a general product promotion. I place this in a popular graphic magazine that publishes 4 editions every year.

I then take a region of Germany and plan a tour to that area (perhaps for 2-days at a time). I would make 4 or 5 customer visits each day. At each visit I conduct a Tech-ni-Fold tool consultation on the folding machine.

Tech-ni-Fold: How do you conduct a customer demonstration? Are the customers quick to understand what you are explaining?

Uwe: I say to the customer, ‘You have a world-class MBO or Stahl folding machine but you need world-class tools to use with that machine to get perfect print finishing results.’

I then ask the department or factory manager to gather all of the operatives in the department. I make a presentation around the machine and allow them all to see and touch the Tech-ni-Fold tools. I then install the tools onto their machine and I explain the full use of each Tech-ni-Fold tool; one-by-one. For example, for the Multi-Tool Cutting technology this will produce the highest quality cutting there is. I suggest the customer can now change their production technique and instead of finishing just one product in one machine pass, they can change to finishing 2, 3, 4 or more products on their folding machine in one pass (on one sheet) and cut these in to individual products with the Multi-Tool edge-, single- and double-cutting applications.

This customer education takes time, but **it encourages them to think differently**. It allows them to see the potential of finishing jobs more effectively on their folding machines.

Later on, if a customer wants to buy a new or different tool after my first demonstration, I will send this out to them by courier. But I will tell them to ring me before putting the tool on the machine. I will then provide them some simple tricks and tips about how to get the best results from their

machine and new tool. This gives the customer confidence that I am there to help and support them to achieve the very best.

Tech-ni-Fold: Explain how the Tech-ni-Fold tooling has met or exceeded your customers' expectations?

Uwe: To give you an example: I have a customer who processes cutting applications all day and every day, every week. Before using the Tech-ni-Fold Multi-Tool they were using the machine builders cutting equipment. Every week they would need to order new knives to ensure continue production at an acceptable quality.

Now, with the Tech-ni-Fold Multi-Tool Cutting technology, the customer only has to order 2 replacement cutting knives every 5/6 months to keep production running smoothly.

This is the difference Tech-ni-Fold tools make.

Tech-ni-Fold: When using the Tech-ni-Fold Multi-Tool Cutting technology can you explain what type of jobs and materials the customer is able to process, which if they did not have the Tech-ni-Fold solutions, would not be able to complete?

Uwe: To begin with the Tech-ni-Fold technology allows quick and higher-level production on the folding machine. This would not have been possible before.

The Multi-Tool Cutting technology will very easily and consistently cut through everything from thin to heavy paper; and single or multiple sheet layers.

And, even up to a thickness of 1mm when using the optional long cutting knives.

TECH-NI-FOLD'S LONG CUTTING KNIVES

Available only for the Multi-Tool. Offer your customers the best tool to cut multi-sheet applications on their folding or creasing machines.

Contact Tristan Owen for more information. Or see page 27 of your Tech-ni-Fold Tools & Consumables Parts Price list (Folding & Creasing Machine solutions).

Our thanks go to Uwe for this wonderful insight and very helpful advice.

Have you considered using customer education as part of the sales process? Educating your customers on the new production possibilities that using Tech-ni-Fold tooling brings, and encouraging them to try new techniques?

For more information on how YOU can begin to do this, please contact Tristan Owen.