

BCN

BOARD CONVERTING NEWS™

An N.V. Publication

Invests In Future:

Arrow Exits Auto Lane To Stay On Target

by Jackie Schultz

Several years ago, Arrow Box Co., Kirkwood, Missouri, shifted its focus away from one market in favor of another. Given today's troubled economy, it was a smart move.

"We tried to get away from the automobile industry because of the ups and downs," says General Manager Jess Kramper. "We had no clue how important that was going to be, but it has certainly made a difference."

Focused On Staples

Today, Arrow Box serves a variety of industries, with an emphasis on food and beverage. The company is AIB certified. The product mix is about 70 percent brown box and 30 percent higher-end graphics, including direct print flexo and litho label.

Kramper says business has been good, primarily because of the markets the company now serves. Graphics, for example, is one area that Kramper says will continue to grow.

"Business is not bad. We're hearing some horror stories. But we have maintained and grown some business and just hired a new sales person," Kramper says. Kramper has been with the company about 24 years.

Louis Deutschmann founded Arrow Box in 1964. His son, David, purchased the company about five years ago. The 100,000-square-foot facility is located in a St. Louis suburb and employs 60. The company runs two shifts.

Large Blanks, Multi-Outs

Within the last year Arrow Box has made some key capital equipment investments. The company installed a 66- by 140-inch two-color flexo folder-gluer with rotary diecut section. It also purchased and installed an

automatic flatbed diecutter model C-170 from Baysek Machines Inc., Amherst, Wisconsin.

Arrow Box was interested in the diecutter because of the blank size. The maximum cut is 55 by 67 inches, larger than any of the plant's other six diecutters. "We had some large items that we wanted to run. Since then we've found a lot of other options due to its abil-



Arrow Box's GM Jess Kramper, left, and owner David Deutschmann have upgraded their product mix, thanks to new equipment like the Baysek C-170 flatbed diecutter.

ity to run many outs," Kramper says. "Competitively, it puts us in an area that we were not in before."

Baysek Machines introduced the Model C-170 diecutter about three years ago with updates and additions not included in previous diecutter models using the Baysek diecutting concept. Baysek Sales Representative Vern Engle says, "With each generation of this machine concept, Baysek Machines has improved the machine

with operational enhancements being the primary intention. For example, Arrow Box's machine is servo drive, servo takeoff and servo feed all the way through the machine. It's state of the art electronics."



These workers are among the 60 who drive Arrow's success.

There are many features about the diecutter that Kramper says he likes. One is that it requires only a single operator. "That's the greatest thing about the machine. There is never more than one person, which is a great labor savings. On most flatbed diecutters that's unheard of," Kramper says. "It's probably one of the best machines we've bought in regards to return on investment."

Setup takes anywhere from five to 15 minutes with run speeds about 1,800 sheets per hour. The machine at Arrow Box is fitted with an option to run folding carton stock as thin as 20 pt. It can also cut and strip doublewall.

The machine is said to be suitable for any corrugated plant. It does not require any makeready and offers nick free diecutting, the manufacturer reports. "Other flat bed diecutters nick when they cut. This machine offers nick free with 100 percent stripping all in one stroke," Engle says. "It's perfect for things like pizza and cake circles, pads, partitions, anything that needs a lot of internal stripping. We have customers that do 40 out and beyond with everything cut clean, stacked neatly, stripped 100 percent and all without nicks".

The Baysek actually complements a rotary diecutter because a rotary can't do the multi-out die cutting that this machine can when orders necessitate short runs or small sheets or both with the same efficiency, Engle notes.

Kramper says the ability to diecut nick free and run multi-outs is a value-added service. "We can service customers by giving them a product that is completely stripped apart and the machine stacks it and puts a sheet in between to secure the load. It's just more competitive because we can get much more out than

we could on a standard diecutter and a lot less handling."

Another feature Kramper likes is automatic waste removal. Baysek hooked the diecutter into Arrow's existing scrap system, which includes an under roof cyclone. "The scrap gets thrown away through a scrap system and you've got a clean product that's stacked like little soldiers on the back end when you're finished," Kramper says.

Additional features on the C-170 include adjustable sheet to cut register, quick die board change and setup, and touch screen controls. The machine can insert tie sheets, offer step stacks and deliver finished sheets counted and stripped.

The diecutter is built completely in the USA. There are about 100 installations of this diecutting concept worldwide with 50 in the U.S., according to Engle. The return

on investment can be one to two years, he adds.

Clean, Crisp Cut

Arrow Box has six flatbed diecutters from Bobst, Marumatsu, and Thomson. The C-170 is the first installation from Baysek.

Kramper says he prefers flatbeds to rotary because he needs an exact cut. "The product that comes off of these flatbed diecutters is more exact. We're in certain

'We're in certain industries that require perfect diecuts, and that's what customers can get from the machinery that we have.'

- Jess Kramper

industries that require perfect diecuts, and that's what customers can get from the machinery that we have."

The die knife on the C-170 cuts into a poly sleeve, yielding a clean crisp cut. "There's no angel hair to deal with," Engle says.

This is an important feature for Arrow Box, according to Kramper. "We do a considerable amount of high graphics and a lot of things in the baking industry that require that there is no angel hair or any foreign products, any scrap," he says.

In addition to the clean cut, cutting into the poly sleeve enhances the knife life tremendously, Engle says. Since the knife tip never comes in contact with a steel impression plate it never gets the angel hair producing flat tip. The system can use a variety of knife types including regular center bevel, side bevel, long center bevel, or serrated knife. Knife type depends upon finished product requirements. The end result is the knife life is greater without jeopardizing the clean cut finished product.