

P+D Doubles Down on Elitron

Atech installs P+D's second Elitron system, the Elitron THC twin beam 3200 x 1600 cutting system, with conveyor and automatic sheet loading system

For P+D, one of Ireland's leading commercial print and marketing solutions providers, managing the entire production journey under one roof is a key USP. From creative design to physical production and final delivery, the company specialises in impactful visual communications from concept to completion. Its core services include graphic design, structural design, small and large-format printing, print finishing, storage, and fulfilment.

This commitment to in-house quality and efficiency led them to invest in an Elitron Kombo TAV cutting system in 2022. John Lloyd, Operations Director at P+D, explains, "The installation of the Elitron Kombo TAV had a very positive impact on our operations. It significantly increased our speed and efficiency, especially for short-run and complex jobs. It also meant we no longer rely on physical dies, which reduced both setup times and costs, making us much more agile."



He adds, "With the additional support and help from Atech, the Elitron Kombo TAV has been more than just a machine—it's been a strategic asset in growing our creative capabilities, production efficiency, and client satisfaction."

Success creates a new challenge

However, the success of the first Elitron brought its own challenges. The efficiency and flexibility of the digital cutter meant more work was being routed through a single machine. "With so much more work going through one machine, we had created a potential bottleneck that could threaten all the productivity benefits we had gained. To protect our workflow, maintain quick turnaround times, and support future growth, we needed to expand capacity," says John.

"A second machine also gives us greater operational resilience, allowing us to run multiple jobs simultaneously. This would reduce downtime during maintenance and better balance workloads across teams. It's not just about keeping up with demand, it's about staying ahead of it."

When it came to choosing that second system, the decision was straightforward. "We chose to invest in Elitron again because of their proven reliability, innovation, and alignment with our operational needs," John says. "Our previous experience with both Elitron and Atech was extremely positive. The machines are robust, precise, and integrate seamlessly into our workflow. That trust and track record, along with the service and support from Atech, gave us confidence."

Increasing productivity with the Elitron Kombo THC

P+D chose the new Elitron Kombo THC, a twin-head cutting system delivered and installed once again by UK and Ireland distributor, Atech. It was selected to address specific production challenges head-on.



"One of the main issues we faced was work being held up in our finishing department, especially during peak periods, because we were relying on a single system," says John. "The THC's twin-head cutting configuration allows us to double productivity on repeat or high-volume jobs, helping us meet tight deadlines without compromising quality."

The installation, managed by Atech, was as smooth as the first. "We've worked with Atech engineers before, which was also a smooth process. This time, Allan, John, and David brought the same level of professionalism and expertise. They provided thorough training for our team and have been very responsive and supportive. Knowing we have Atech's ongoing support gives us real peace of mind."

This expert guidance enabled the P+D team to get up and running in no time. "Because the system's interface is user-friendly and similar to our previous Elitron model, the learning curve wasn't too steep. Within a few days, operators were confidently running jobs independently."

Measurable impact and new opportunities

In action, the Kombo THC has delivered immediate and impressive results. John explains, "The most impressive feature has been its twin-head cutting capability. This has effectively doubled our cutting speed. Another standout is the 3kW router, which opens up new possibilities for cutting and routing thicker and more complex materials, such as wood, acrylic, and PVC. This capability has allowed us to expand our product range and offer clients more intricate, high-quality permanent displays and signage solutions."

The increased automation of the Kombo THC has had a significant positive impact on P+D's entire workflow, from loading materials to the finished product. "The automated features reduce manual handling, which cuts down on errors and speeds up the production process. Operators can focus more on quality control and less on repetitive tasks."

The early metrics back this up. "We've seen approximately a 40-50% increase in cutting output compared to our previous single-head system. Additionally, setup and changeover times have been reduced by around 30%."

This leap in capability has a direct, positive impact on P+D's clients. The investment allows them to serve clients with greater speed, flexibility, and quality. "Faster turnaround times mean clients can bring products to market quicker, giving them a competitive edge," says John.

John Lloyd concludes, "This automation is part of a bigger plan for P+D to streamline operations, improve efficiency, and increase capacity without compromising on quality. Our overall experience working with Elitron and Atech has been extremely positive. Having a trusted relationship with both gives us confidence in the reliability of our equipment and the support network behind it. This partnership plays a key role in helping P+D maintain a competitive edge and deliver the high-quality, innovative solutions our clients expect."