

# ufe



## The sun has come back out...

Stick with us, there is a metaphor in there somewhere. Before we get to the nitty gritty however, [here](#) is a small reminder for the people asleep at the back of the room, wondering what the photo is about.

Last month we installed two secure [PIN labelling machines](#) at one of the world's biggest security printing companies. After almost two years of tirelessly promoting Otto Künnecke's PIN systems in what for us was a brand new market, we have found success. This has renewed our confidence that UK customers are still willing to try something new, be innovative and reap the rewards that come with being first.

New markets and products are created every day. A good example in the plastic card industry is "half-size CR80" card. No prizes for guessing how it differs to a normal size (CR80) plastic card!

As companies move towards being more environmentally friendly, printers and mailing houses have to comply with countless environmental regulations, so that the company can boast to their customers that they are saving the planet. Plastic products are easy targets and so first to change will be GSM SIM cards. Traditionally, the SIM needed for a mobile phone has been contained within a standard CR80 size piece of plastic, 50% of which is wasted material. The new half size CR80 design fulfills all the functions but is 50% smaller, helping the phone companies to maintain their "sustainable" targets.

If you have been asked to look at the new "half-size" card format, you might also be reviewing equipment that can securely affix these small cards. As luck would have it, we have the perfect solution! In fact, we have two.

[Otto Künnecke](#) have made the necessary modifications to their new [CASSilo](#) system to enable it to affix half size CR80 cards as well as standard CR80. They have a system in the factory in Holzminden which will be available for customer demonstrations. If you are interested in the CASSilo, this is an excellent opportunity to see one. And it's asparagus time in Germany, the beer gardens are open...

...before I get carried away, if your formats are a little more direct mail-orientated than the conventional financial or loyalty mailing, [Pack-Smart](#) build equipment which can handle a variety of document sizes (multi-page



the world's best, most reliable card affixing equipment



leaflet, A3 sheet, gift card etc) and affix the small SIMs together with other items (a top up card and leaflet, for example). Additional processes include page opening, folding, windowing.

I'd better get back to work. That ice cream doesn't just sell itself, you know.

Kind regards,  
Lindsay.

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