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SunDance Becomes “One Stop Shop” with Addition of New Easymatrix from Heidelberg

Kennesaw, Ga. March 10, 2022 – Seeking to extend its award-winning services into packaging, [SunDance](#) recently installed an Easymatrix die cutter from [Heidelberg](#). The Easymatrix will help the Central Florida printer as it continues to evolve for the betterment of its commercial clients and sets its focus on future growth.

Triple the Die Cutting Speed

With a Speedmaster CD 102 in house, SunDance had the capability to print on board stock but lacked the automated finishing equipment needed for efficient folding carton production. The company, who was previously running an almost thirty-year-old die cutter, recently finished installing the new Easymatrix in January 2022 as part of its vision to become a “one stop shop” for its customer base. “We are equipped to do everything from design and concepting to complete finished marketing materials but wanted to add that packaging component as well,” said JohnHenry Ruggieri, Managing Partner, SunDance. Originally set to expand its packaging capabilities sometime in the next five years, the company accelerated its decision to invest based on the ups and downs of the commercial market during the height of COVID-19. “There were a lot of factors that played into our decision,” said Ruggieri, “but we wanted to make sure that as business continues to rebound, we could meet the growing needs of our current customers.”

Part of Ruggieri’s decision to replace its older die cutter was also completing a full ROI analysis to understand how many more jobs the company would be able to produce and how many more deadlines it could meet with a more automated machine. In full production for less than two months, the Easymatrix, which runs at speeds of up to 7,700 sheets per hour, has already tripled the company’s die cutting productivity. “In addition to parts and service becoming a real issue with our older machine,” said Ruggieri, “the increase in speed, stripping capabilities, and automated makeready features of the Easymatrix have made a huge impact on our business.” From the intuitive touchscreen interface to the motorized cutting pressure adjustment and quick-lock technology for dies and stripping tools, the Easymatrix is ideal for commercial printers seeking to better automate and extend their die cutting capabilities.

In addition to folding cartons, SunDance intends to utilize the full gamut of the Easymatrix’s cutting and embossing abilities – from 70# text to 48 pt. board – to service its commercial clients’ needs for products like greeting cards, folders, tickets, brochures, and coasters. While the enhanced capabilities of the Easymatrix played greatly into SunDance’s decision to invest, Ruggieri says the company’s already strong relationship with Heidelberg was another large factor. “Having one vendor accountability is great for us. If I run into an issue, I only need to make one call,” said Ruggieri, who is also equipped with a SupraSetter A 106, a Versafire CP digital color press, two POLAR 137 high-speed cutters, and utilizes Heidelberg’s Saphira Consumables and Prinect Production Manager. “We really value our relationship with Heidelberg,” said Ruggieri. “Their service is impeccable; their reputation is impeccable; and everything they do is outstanding.”

About SunDance

Founded in 2007, SunDance is a multi-channel print and marketing solutions company offering solutions in creative design, branding, printing, mailing, labels, packaging, fulfillment and more. Our clients include leading companies in the healthcare, financial services, entertainment, and hospitality industries. SunDance's innovative work has received top accolades, including Florida's Best Printer Golden Flamingo Award, and the first certified offset Sustainable Green Printer in the state of Florida.

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