



## Customer Case Study

*Cameron Philson, owner and operator of Signworks [www.signworksmoray.com](http://www.signworksmoray.com) has contacted us to tell us how pleased he is with his new Evolution3. With increased requests for signage during the pandemic, the Evolution3 has speeded up production whilst ensuring accuracy.*

I own and operate a small sign making company in the North East of Scotland called Signworks. I design, manufacture, and install all types of signs and related products. A large part of my business is wide format digital printing. For years I've been trimming my prints and PVC signs by hand using a good straight edge and sharp blade. In my industry, attention to detail, and first impressions are crucial, and by hand cutting, results are not always perfect, due to the straight edge or print shifting and when cutting it is seldom perfect, not to mention the inherent dangers of using a sharp blade so close to your fingers. So, the search was on to start looking for a safe and reliable solution to my cutting needs. Upon doing some research online and attending the 2019 Print Show in Birmingham I noticed the Keencut stand. The chap at the stand had loads of time for me and let me try out the **Evolution3 Smartfold** trimmer for myself for as long as I needed. I was absolutely amazed by it, **it was just exactly what I needed for my business, the features & functionality of it is very clever.**

At the time my hardware budget was fairly thin after just having purchased a new wide-format latex printer so kept it in the back of my mind for the future. It was only when Covid-19 hit us all I quickly realised I was producing an ever-increasing amount of Covid related signage, and I was literally getting sore fingers trimming temporary signs for hours upon hours. To my amazement, I was receiving numerous large orders from local, national & global companies, so I decided to purchase the 3mtr Keencut Evolution3 Smartfold and bench to help me complete the enormous tasks that lay ahead.

Keencut trimmer and bench arrived in the morning, and I was up and running by the afternoon, having watched all the detailed instruction videos on Keencut's own YouTube channel. **My production speed increased significantly, not only that, I was getting perfect cuts every time.** This was a huge benefit to me and my clients. Having owned the Keencut for around 7 months now, it has most definitely established itself firmly in my sign shop and it's used almost every day, I honestly would be lost without it. Furthermore, **I love how Keencut look to the future by being innovative in creating new products that can help people like me, move forward.**

I definitely give this product **5 stars out of 5**, it's truly well deserved.

Cameron Philson, Signworks [www.signworksmoray.com](http://www.signworksmoray.com)