



KEENCUT Distributor Programme





About

At Keencut we guarantee that every cut is a perfect cut. We use our market-leading expertise and superior manufacturing quality to create safe, accurate and simple-to-use cutting equipment for specialist users in the sign-making, wide format printing, and picture framing industries.

We design high precision manual cutting machines for specialist tasks, developing innovative ideas that speed up your workflow and increase productivity. Our primary focus is always on your safety. Keencut cutters are engineered to protect you whilst cutting the toughest materials.

We control quality and accuracy by manufacturing all major components at our Corby site in the UK. By using the highest quality raw materials and state-of-the-art machinery, we are confident of the reliability and durability of every Keencut machine. Unlike other manufacturers, we state a specific accuracy level for every machine and offer a comprehensive 5-year guarantee.

With a continuous design and development programme, innovative use of premium quality materials, and the expertise of our engineers, we have set high standards that have never been equalled.

Our machines are an essential tool in many different industries and professions, including print, textiles, packaging, flexographic printing, picture framing, museum curation, technical and design studios, education and graphic arts.

Our products are sold in over 50 countries through a network of highly trained dealers. We are proud that professionals worldwide recommend our products as the safest, most accurate and easiest to use manual cutting machines.



Why you should become a Keencut distributor

Enhance your reputation

Aligning your company with Keencut's market-leading products will enhance your brand. We have 40 years of experience creating the world's finest cutting machines. We use our market-leading expertise and superior manufacturing quality to develop safe, accurate and simple-to-use cutting equipment for specialist users in the sign-making, wide-format printing, and picture framing industries.

Open new markets

Keencut machines cut a wide range of materials and are an essential tool in many different industries and professions, including print, textiles, packaging, flexographic printing, picture framing, museum curation, technical and design studios, education and graphic arts. This versatility allows you to introduce your company to potential new markets.

Be assured of reliability

Every Keencut product is manufactured in our UK facility by specialist craftsmen. We use the highest quality materials and state-of-the-art machinery to manufacture virtually every component in-house, even the screws and bolts. Unlike other manufacturers, Keencut's level of manufacturing control allows us to state a specific accuracy level for every machine and offer a comprehensive 5-year guarantee.

Build a long-term partnership

As a distributor, you are a member of the Keencut family. We work with around 250 distributors and dealers in nearly 50 countries. We construct our distributors' network to protect each company's competitive area and product offering. Communication is vital; every Keencut distributor has immediate access to our sales, administration, and technical teams. We value feedback, and distributors are vital contributors to our continuous research and development programme.

Access comprehensive sales materials

Keencut has a comprehensive library of images, videos, social media content, articles, blogs, how-to training content, and campaign ideas. You can purchase small demonstration units on a specially designed rack to showcase the products in your showroom. Our marketing team will support your promotional initiatives on Keencut's social media channels. Everything you need to promote Keencut products is provided.

Get full training

A prestige brand such as Keencut needs to ensure that re-sellers offer customers a high level of product knowledge and correct advice. Our live online training events show your team how to use and sell Keencut products. You will learn why the benefits offered by Keencut machines will dramatically improve your customers' businesses.

Agree desirable business terms

In conversation, we will create your business terms, including your discount and freight arrangements; these will be reviewed with you annually.



Why do customers choose Keencut cutters?

Easy to use, incredibly versatile, and exceptionally accurate. Keencut cutting machines improve your business. Acclaimed by signmakers, printers, and framers worldwide, Keencut is the market-leading solution for your finishing needs.

Slash production time

Keencut cutters reduce production time and increase your workflow. It's about speeding up productivity with the reassurance of a precision, flawless finish.

Guaranteed accuracy

Keencut machines are precision calibrated and made from quality components, so unlike other manufacturers, Keencut specifies an accuracy level for every cutter.

Incredibly versatile

Keencut machines cut a wide range of rigid, semi-rigid and flexible materials. And, if there is a new material we do not list, we will test it and advise on the best cutting process.

Reduced waste

Wasted materials cost money! With Keencut's cutting accuracy, you cut precisely, reducing costly mistakes and minimising waste.

Clean cutting

Every Keencut cutter cuts and finishes without creating debris. There's no dust to damage printer heads or create flaws in your vinyl application. Keencut cutters are regularly fitted to Applicator Tables. Just think of all that time saved on vacuuming the workshop!

Cut and finish in one action

With a Keencut cutter, you cut and finish in one action. There's no need to deburr and no sharp edges. The cutting action is smooth and requires minimal effort.

Perfect repeatability

Keencut technology ensures accurate, repeatable cutting to produce precise, identical pieces.

Reduced staffing costs

With a Keencut cutter, an inexperienced operator can create perfect results in moments. One person can align and cut materials regardless of board size or thickness.

No power costs or lengthy maintenance

There are no additional power costs when using Keencut machines. You do not require electricity, and the maintenance is minimal.

Cut your own

With a Keencut cutter, everything is under your control. You have no delays waiting for pre-cut boards to arrive, no extra costs, or quality issues. And you get to use any offcuts.

5-year warranty

With high-quality materials and precision engineering, Keencut does not hesitate to offer a comprehensive 5-year guarantee on every machine.

How to become a Keencut distributor

We are always delighted to hear from companies who wish to join our Keencut Distributor Programme. If you would like to apply, please complete the Distributor Application Form and return it to sales@keencut.co.uk

[Click here for the form](#)

The Keencut team will consider your details and check if you are in an area where we need new coverage. If appropriate, we will arrange an online meeting to introduce ourselves and learn more about your company and the markets in which you operate. After the meeting, Keencut will consider all your information and let you know if we can offer a distributorship.

The process of setting up a new distributor is very easy. First, we will send you details of the Keencut product range(s) and geographical region you can represent, the discount terms, relevant price list, and free-freight threshold and freight details. You will have a set of forms to complete and will need to book your live online sales product training. Because we want to start our relationship by giving you the best advice and resources, we insist that your team attend training before you become an officially recognised Keencut distributor.

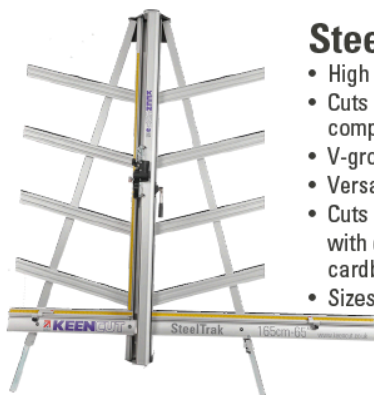
As soon as your training is complete, you can place product and demonstration/showroom model orders. You will have key sales and technical contacts within our team, and they will help you set up your new venture.

We will provide all the marketing and sales resources so that you can create Keencut pages on your website and build campaigns and social media content. Once your website features the Keencut products, you will be added to the 'Find a Dealer' section of the Keencut website directory so that customers can find you.

It really is that simple, and you will get lots of support.

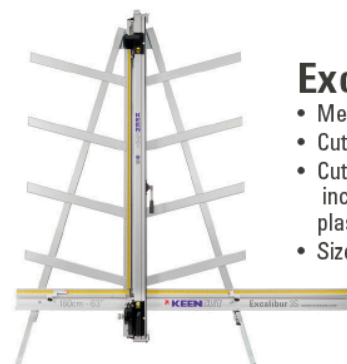


Signmaking



SteelTrak

- High volume
- Cuts and finishes Aluminum composite (ACM)
- V-groove ACM
- Versatile heavy-duty cutter
- Cuts rigid and semi-rigid materials with ease incl. foam board, cardboard, fluted plastic & acrylic
- Sizes 165cm, 210cm, 250cm



Excalibur 3S

- Medium volume
- Cuts and finishes ACM
- Cuts rigid and semi-rigid materials incl. foam board, cardboard, fluted plastic & acrylic
- Size 160cm

Benches



SmartFold and BenchTop benches

- Perfect level and stable platform for optimum cutting
- Strong and durable
- Sizes to match the cutters

Wide format printing



Evolution3™ SmartFold

- High volume
- Ultra precise accuracy
- Time saving features including cutting strip and fold down storage function



Evolution3™ BenchTop

- High volume
- Ultra precise accuracy
- Permanently installed for immediate use



Evolution3™ FreeHand

- Low volume
 - Portable
 - Ultra precise accuracy
- *excluding FreeHand



Sabre Series 2

- Medium volume
- High accuracy & versatile with 3 blade holders
- Optional hot knife attachment & stand
- Cuts a range of materials incl. foam board, cardboard, banner, vinyl & film
- Sizes 100cm, 150cm, 200cm, 250cm, 300cm



Simplex

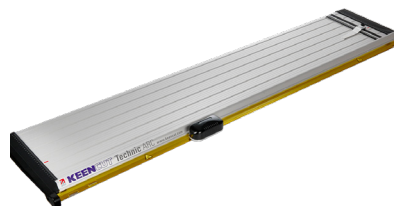
- Low volume
- Portable with high accuracy
- Cuts semi-rigid materials like foam board & cardboard
- Cuts a range of flexible materials incl. banner, vinyls and film
- Sizes 110cm, 160cm, 210cm, 260cm, 310cm

General cutting

Technic ARC & ARC TE

An advanced rotary cutter for paper and film. The ARC TE mounts on a table edge, and the Technic ARC positions directly on a work surface or purpose-built stand.

- Straight accurate cutting
- Two-way cutting
- Clear view of the cutting line
- Safety by design
- No overhead guide rail
- Technic TE turns your worktop into a cutting table



Safety Straight Edges

Super safe edges for marking, drawing, scoring and cutting.

- Full-length curved finger guard
- Full-length grip cords steady and protect work
- Nine convenient sizes
- Made from high-grade material
- Embedded steel edge stops wear to edge and cutting tools



Flexographic

Flexo Plate Cutter

Trims flexo plate, floor graphics or other materials that require a seamless splice.



- Seamless splice
- Perfect accuracy for tight joins
- Bevel & 5° undercut cutting head
- Removes dangerous practice of cutting by hand with a knife
- Simple operation
- Ergonomically designed cutting head

Picture framing

Ultimat Futura

World-leading mount cutter. Precision self-aligning ball bearings deliver ultra-smooth movement and extreme accuracy.

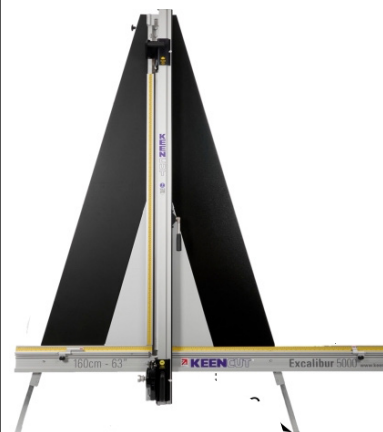
- Consistent faultless mounts
- No more overcuts or undercuts
- Unique roller lift and hold system frees your hands to precisely position the board
- Shaped blade holders perfectly fit the hand
- Unequalled blade control and effortless cutting
- Bevel & vertical blade holders
- Quick fitting interchangeable guides



Excalibur 5000

The ultimate vertical cutter for the professional picture framer. Ideal for cutting glass, acrylic, mountboard and MDF.

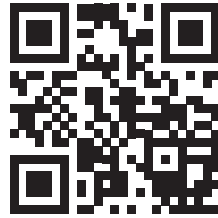
- Consistent perfect cuts every time
- Saves time and money
- The two heads house four cutting tools
- Reduces fatigue with easy, smooth cut
- Safety by design for glass cutting
- Space saving



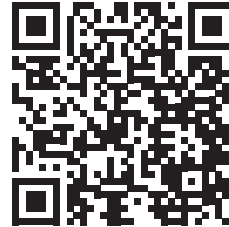
Supporting you

Keencut provides a huge library of resources for you and your customer. Once you become a distributor, you will have access to your resource area.

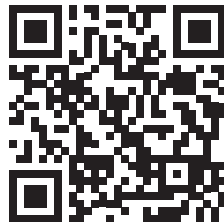
We have provided QR links to take you directly to some of our most popular sites.



**Keencut
Website**



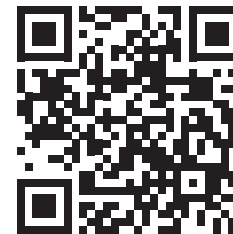
**Keencut
YouTube Channel**



**Keencut
LinkedIn**



**Keencut
Facebook**



**Keencut
Instagram**

KEENCUT

“We want to align with high-performance, premium brands.
Keencut is the market leader in the print finishing space. The portfolio is fantastic.”

Mark Canavan, Graphic Art Mart

“It is impressive how much marketing material you have. Really fantastic!”

Heleen Claeys, IGEPA

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