

MINIMAL

LESS MEANS MORE, FOR YOUR BUSINESS...



Xanita

VOL3
XANITA INSIDE

THE MINIMAL ISSUE

minimal

/'mɪnɪm(ə)l/ adjective.

of a minimum amount, quantity, or degree; negligible.

When we speak of “minimal” one immediately thinks of art, design and architecture, and there is a case to be made for Xanita board in that scope of thinking, but that’s not what we focussing on here. If we take the core concept of minimalism in architecture and design, that is, reducing a subject to its necessary elements and with that we expand our point of view, we find that this concept fits in as a core driver of business today, print industry included.

Don’t believe me? Think about the shift from analogue to digital, litho print is in decline, but digital is on the rise and rapidly improving - less time, less labor, less equipment...minimal. Have you ever had a discussion about streamlining your business, minimizing costs or something along those lines? In principal reducing processes & barriers to get from point A to point B, or in other words, reducing a subject to its necessary elements.

Rowan Maher
CMO

Xanita

PROTOT

*is an articulation of where design
initiative by Form Us With Love*

Teenage Engineering

Veryday

In Watches

Shin Design & Strategy

Beckmans College of De

Bolon

Studio Dejavu

DTYPA

*the design is heading, an evolving
with Love, moderated by Lia Forslund.*

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egy
of Design

Preamble

Engineered Fiberboard

Innovate.

Create.

Educate.

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Absolut vodka special edition FSU



Xanita Print

Xanita Print is a natural fibre based board consisting of a recycled kraft core sandwiched between printable white kraft liners.

The high crush strength kraft core is manufactured from post-consumer recycled kraft. This offers designers and board convertors a VOC-free and fully repulpable alternative to MDF, particle board and non-renewable rigid or foam-filled plastic sheeting.



Products





Kraft oak tree Cape Wine 2018

A vertical strip on the left side of the page contains a photograph of a brown kraft paper board. The board has several irregular, organic-shaped cutouts. Through these cutouts, a blurred background is visible, showing what appears to be a retail or exhibition space with some signage and plants.

Xanita Kraft

Xanita Kraft is a lightweight and highly versatile kraft paper board with excellent stability and flat panel properties for internal applications.

It exhibits an exceptional strength-to-weight ratio and is ideal for eco-chic fitouts. It can be direct-printed with white ink and surface-patterns can be knife-cut in the facestock of the board.

Products

By Design

The art of taking a flat two dimensional sheet and turning it into a functional three dimensional object is possible because of industrial design. Yes you need a CNC cutter to bring a design to life, but what would that cutter be able to do without a cut-file to guide it?

In our context is not just about plotting cut-files, it's being able to generate photo-realistic renders from a rough sketch and minimal instruction. Taking that render and breaking it down into it's various elements down to the smallest part, then nesting those parts in the most economical way on 4x8 or 4x10 X-board sheets. Only then do the cut-files get created, line by line, color coded for tool type and cutting order (V-cut first, oscillating follows and straight cut last), then plotted for maximum cutting efficiency.

The beauty of it all is prototyping can be done virtually saving you time and money! With that being said however, we still love being able to physically rapid prototype when needed.

Xanita

Aristomat TL

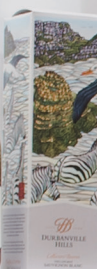
By Design

CAPE TOWN DURBANVILLE HILLS *Collectors Reserve*

Inspired by Cape Town's radiant energy and creative demeanour, the new premium offering from Durbanville Hills Collectors Reserve – is a unique range of seven wines specially crafted by our winemakers using only the finest grapes from Cape Town's best vineyards. Paying homage to its name, this range has been designed as a collector's item for both wine and art lovers alike.

Truly connect the Winelands and City, Durbanville Hills handpicked seven prominent landmarks in Cape Town, from the winery, to complement each of the wines in the range. Features of each landmark can clearly be linked to the respective varietal itself, but for the more visually inclined, Durbanville Hills commissioned a vibrant Capetonian artist, Theo Vorster – to impart his vision of these landmarks onto each bottle. Theo is known for creating unique pieces of art using new hand coloured Linocuts, ultimately transporting viewers into an energised playful dimension.

Each of the Collectors Reserve varietals has their own story which can be found on the back of their respective labels.



Collectors Reserve
SAUVIGNON BLANC
THE CAPE MIST
The Cape Mist is a natural phenomenon in Cape Town, steadily moving in as a cool Atlantic breeze over Table Bay. The mist provides a soft blanket over the surrounding slopes and creates the perfect cool climate conditions associated with the Durbanville terroir. These conditions are crucial in creating the perfect environment to grow our Sauvignon Blanc, renowned for its abundant and lingering tropical fruit flavours and balanced freshness.



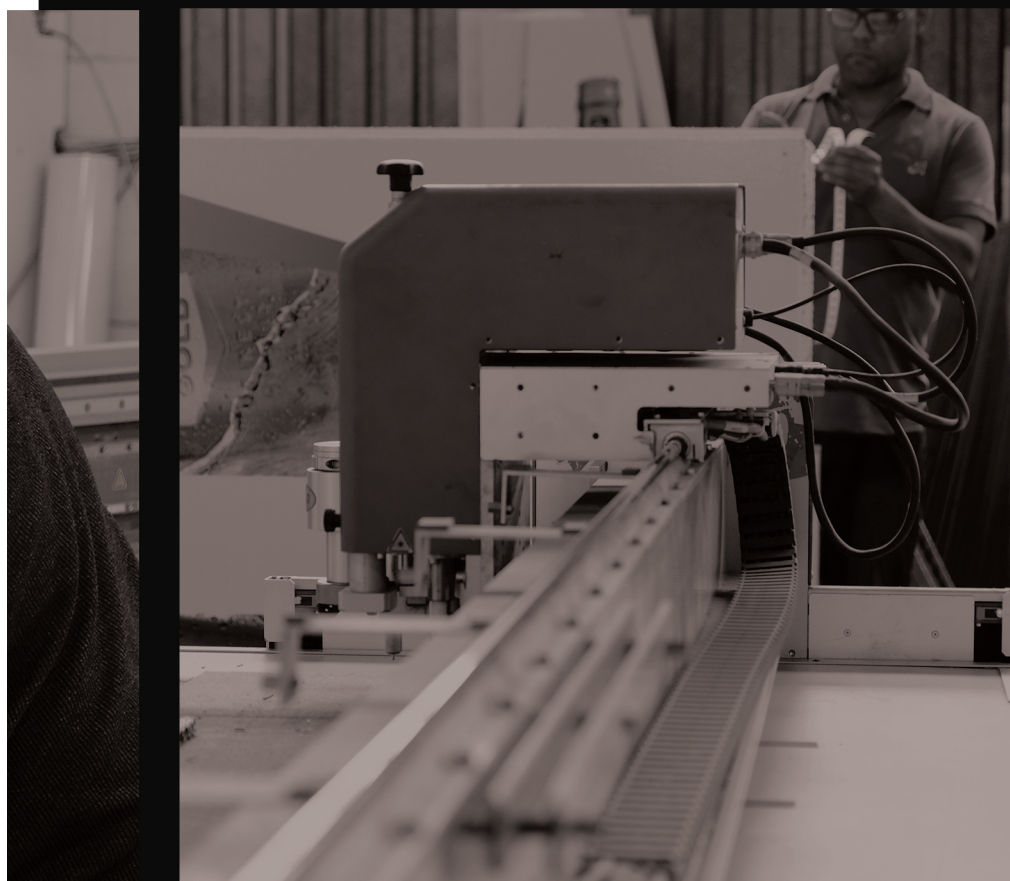


Minimal

Minimal time



The fast pace of business today is often a determining factor in who survives and who doesn't. The faster your turnaround time (from order to delivery), the lower your overhead cost per unit produced. This in turn means improved profit margins. With Xanita board you're cutting out many of the processes that you have with materials like MDF. There is an incredibly fast process from design to finished product.



From rapid 3D design and prototyping, to direct printing and CNC cutting, you're already miles ahead of where you would be with timber, metal or MDF at every stage. Add in flat pack shipping and easy quick installation, and you're completing jobs end-to-end in a fraction of the time they would usually take to complete.

It's not about working harder. It's about working smarter.

Minimal Time

Minimal space

If you use less trucks to transport a job, or if you have an expo stand that packs down to one tenth of its built size, is that a benefit for you? The idea of being bound by “space” is a thing of the past.

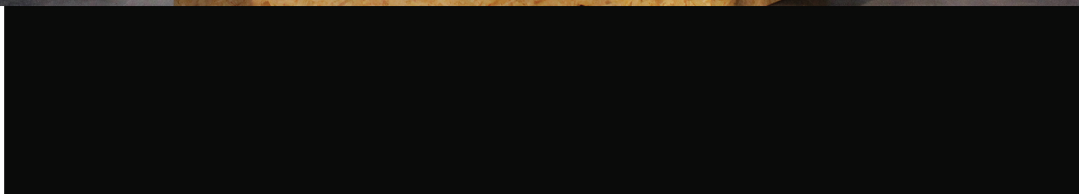
As examples; the Xanita 20'x20' booth at SGIA 2017 packed down to a single 4x8 skid just over five feet high, and did not exceed the airfreight height & weight limits. A printer switched from MDF to Xanita board on a project not because of a better material price, but the significant cost reduction of using fewer trucks to deliver their display units. Whether it's a cost saving or the convenience of it, it's hard to discount the advantage.





Minimal Space

Innovate. Create. Educate.



Minimal Weight

When it comes to shopfitting there is generally a concern about weight when going above shoulder height, especially for bulkheads. The reason being is that certain materials become too heavy or unsafe to use, while others need special equipment and mountings to install. With a limited number of options available, shopfitters are always on the look out for a lightweight solution.

The benefit of Xanita board is that it's not only 75% lighter than MDF, it's also direct printable, which allows the substrate to mimic other materials such as wood, chipboard, metal or concrete. Standing 10ft away from a wooden bulkhead makes it virtually impossible for a shopper to differentiate a printed wood grain from a real one.

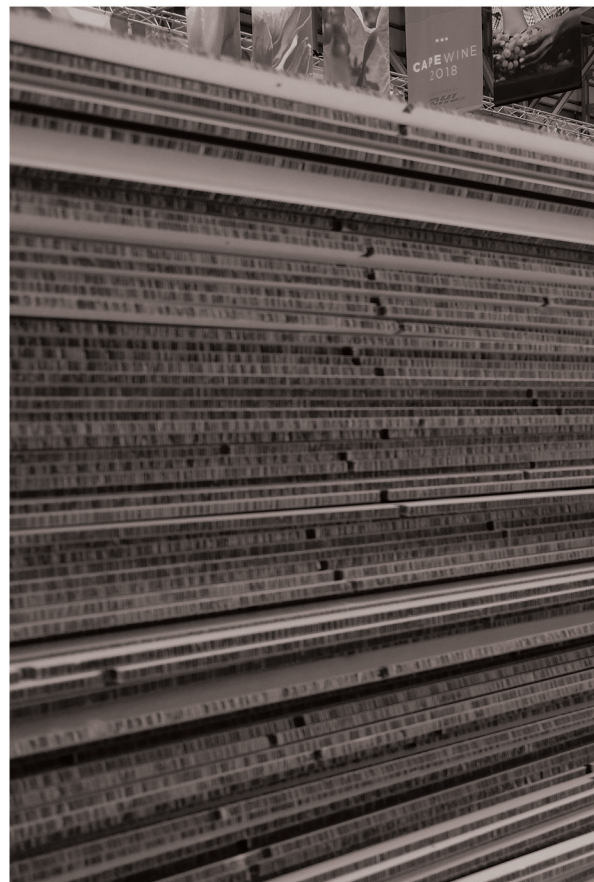
Xanita

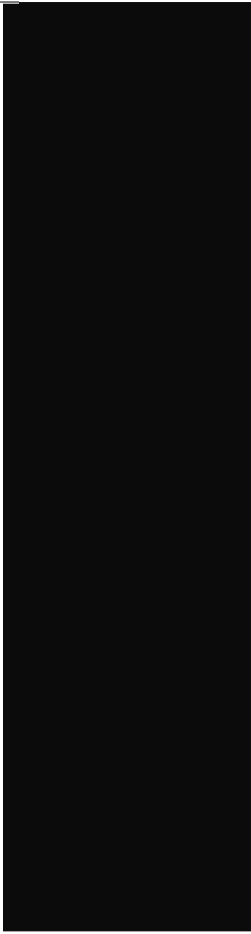
Minimal Weight

Minimal waste

There is a growing case for sustainability in business, whether it's lean manufacturing or minimizing environmental impact, more and more businesses are making the transition to this new economy.

Waste is a key factor and how to deal with it is the challenge. As part of our commitment to sustainability and helping you reduce your waste, Xanita board has been developed from recycled post consumer paper fibers to be VOC free and 100% repulpable.





Xanita

Minimal Waste



For FSU sake

In-trade marketing is highly competitive, brutal on display units and the last line between brand and consumer. What many brands fail to realize is the nice cheap flimsy unit they approve for production, often fails to stand up to the rigors of being in-trade. It's no good if your premium product is being displayed on a unit that is falling apart with your branding on it! A brand's premium perception and equity can be eroded very quickly with poor in-trade executions.



Durability is key. A display unit that is durable will look better for the duration of the campaign and ultimately be a better representation of your brand. With a core crush strength of 5.6 tonnes per ft², Xanita board has been designed to be strong and durable fulfilling a role in what we call the semi-permanent in-trade category.

For FSU Sake

Training academy

The Xanita training academy provides users with the fundamental tools and understanding to help them get up and running with Xanita board quickly and effectively. Primarily based online the training academy is a free resource based on over a decade of experience from our innovation hub.

The long term vision is to make the academy an interactive industry leading resource that not only promotes Xanita board but the wide format printing industry as a whole.

training.xanita.com



Training Academy

Innovate. Create. Educate.



Minimal & refined



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