

MATIC INTERVIEW



JOSEBA EGAÑA, Founder and CEO Kendu In-Store Visual Solutions

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KENDU

EFFICIENCY AND CAPACITY HELP YOU WIN BIG PROJECTS AND RUN BIG CAMPAIGNS!

COMPANY BIO

- Name: KENDU
- The year of establishment: 2003
- San Sebastián/Madrid/
Miami/New York/London/
Singapore
- Employees: 101
- Products and services:
In-store visual communication
solutions, DESIGN | MANUFACTURE | MANAGE

In this series of interviews, we would like to put the spotlight on different partnerships and get insight on what it means to be part of the Matic Family.



Kendu In-store Visual Solutions is an international company that creates innovative communication solutions for the retail sector. Their 360° solutions and services for stores are based on using digital printing and Kendu offers fully integrated services for retail companies to bring the best in-store experience. From experience design to project execution and campaign management.

We are very proud that KENDU has chosen Matic to help them deliver perfect solutions to their customers which include the world's biggest brands.

Mr. Joseba Egaña, founder and CEO of Kendu, would like to share with us why they chose Matic and how has been the experience working with Matic.



“Matic is very active, visionary, always developing something, seeking to improve in all aspects.”

Matic: You have bought a few machines from Matic: 7 Cronos Ultimate in Spain, and 4 in USA. What were the decisive factors?

Kendu: When we started in 2003, we were looking for a double needle sewing machine with specific functions to manufacture our Smartframe (LED lightboxes and non-lit frames that both use digitally printed visuals). And this machine should have great speed.

We found the Cronos sewing machine from Matic. We have never doubted this machine since we purchased our first Cronos, and we have purchased 11 Cronos so far.

Matic: Please describe your experience with Matic.

Kendu: It is very pleasant. Cisco, the technical salesperson, and the entire team treat customers professionally and with personal touch. The machine is stable, “Matic machines work, they don't protest!” Of course, you must treat the machine well also, but the truth is – the machine gives you a lot, asks for very little!

In addition, Matic is very active, visionary, always developing something, seeking to improve in all aspects: design, software, mechanical parts and how the machines are used. Sometimes it's because we use the machine in a wrong way, but Matic always helps us find the reason and solution.



“We have never doubted this machine since we purchased our first Cronos”



Thank you to Mr. Joseba Egaña and your team. It has been a pleasure working with Kendu for 20 years.



Matic: How have your Matic Machines improved your production, or impacted your company?

Kendu: The machines are very efficient and have big capacity, they solved our bottleneck problem. Our production has doubled, and then multiplied. This allows us to respond quickly to customers, help us get big projects, and run big campaigns in a short period of time.

Matic: What would be your message to other companies considering equipment purchases?

Kendu: It's a good sign when you forget about the machine! In other words, Matic's machines are very reliable.