

# Bindagraphics January 2004 Newsletter

Printer Friendly Version

## Bindery Services

Perfect Binding  
Layflat Adhesive Binding  
-Otabind  
-Repkover  
PUR Binding  
Saddle Stitching  
Loop Stitching  
Wire-O Binding  
Plastic Coil Binding  
Spiral Wire Binding  
Plastic Comb Binding  
Sewing  
Remoistenable Gluing  
Cutting  
Folding  
Miniature to  
Map

## Finishing Services

UV Coating  
Laminating  
Die Cutting  
Foil Stamping  
Embossing  
Shrink Wrapping  
Hi-Die Cutting  
Mounting

## Specialty Services

Tipping  
Magna Stripping  
Attaching  
Step Indexing  
Label Aire  
Wafer Sealing  
Hang Tags  
Mylar Reinforcing  
Tabs & Indexes  
Loose-leaf Binders  
Custom Packaging  
Turned Edge Products  
Game Boards / Pieces  
Silk Screen Printing  
Card Slitting  
Overwrapping  
Ink Jet Imaging &  
Electronic Binding  
Videojet  
Scitex  
Marconi  
Fixed / Variable Imaging  
Selective Pocket  
-Polybagging  
-Cheshire Labels  
-Blow-ins & Onserts  
-Saddle Stitching  
-Inside / Outside  
-Target Messaging  
USPS Certification  
List Sortation

Bindagraphics wishes our customers a happy, healthy, and prosperous new year.

**Bindagraphics Celebrates Thirty Years of Commitment to the Graphics Arts Industry** - Bindagraphics is happy to celebrate its 30th year of operations. While two of the past three years made us very nervous, we are alive, doing well and making it happen for printers everyday!

**Add Some POP to Your Project!** - Are you searching for a point-of-purchase finishing source? Search no further! We can create mounted pieces, easels, hanging and diecut displays, diecut boxes, tear-off pads, and much more. To see samples of our work, please go to [www.bindagraphics.com/presentation/](http://www.bindagraphics.com/presentation/), then click on Information Packaging - QIP, and you'll see what we can do for you. Your Sales Service Representative will assist you as you plan your Point-of-Purchase project.

**Annual Report Time Is Upon Us** - Our adhesive binding schedule is quickly filling up with annual reports. Call us now so that we can reserve binding time for your project. Your Sales Service Representative is ready to assist you.

**Media Mongers** - Americans spend more time than we may realize with the media. In fact, a recent study by the University of South Carolina shows that we spend an average of 10.5 hours per day using media, and often use at least two media simultaneously. Television is the front runner, with an average use of 4.5 hours per day, followed by computers at 2.4 hours, then radio at 1.9 hours, and reading with 1 hour. Let's get reading higher on this list!

**Yet Another Reason to Send Your Employees to Binda U** - According to recent research, profit leaders spend more than twice the percentage of payroll on training and education as profit challengers - 4.1% vs. 2.0%, respectively. This training is provided to employees at every level of their organization.

**Binda University** classes are attended by industry veterans and by those brand new to the business. During our full-day seminar, attendees learn the technical information needed to successfully plan print jobs for the bindery. Our next seminar will be held on Friday, February 13, 2004 from 8:30am - 4pm. A plant tour, continental breakfast, and lunch are included in the \$50 registration fee. Please contact Dara McBee for more information.

**Feature Item of the Month** - A point-of-purchase display box with self-locking easel backing was chosen as the January Feature Item. Our design department started off by creating a structure layout. We then mounted laminated printed sheets to a b-flute substrate, and die cut this attention-grabbing counter display. To see a photo, please visit our website, [www.bindagraphics.com](http://www.bindagraphics.com). Then, call your Sales Service Representative for more information on how we can create a point-of-purchase display for you.

**In Memorium** - We are saddened by the passing of Mr. Don Barbera, former president of Advanced Graphic Services, a trade bindery in Long Island City, New York, on December 31. This highly respected industry veteran served the printing community for many years. Our thoughts are with his many family and friends.

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