

# Bindagraphics July 2003 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

1. Come One, Come All to Binda U! – Bindagraphics has scheduled the Fall Semester of our popular post-press seminar, Binda University, for Friday, September 19. This full-day seminar is held at our Baltimore facility and covers all of our post-press operations, and includes a continental breakfast, lunch, and a plant tour. To learn more or to register, please contact Dara McBee at 1-800-326-0300 or [seminar@bindagraphics.com](mailto:seminar@bindagraphics.com)

2. Can't Make It to Binda University? Ask About Lunch and Learn! - Understanding that schedules are hectic, and time is always at a premium, Bindagraphics offers a Lunch and Learn program. Your Sales Representative will come to your office and will lead a lunchtime education session for your staff. We even provide the meal! To learn more, or to schedule a Lunch and Learn, please contact your Sales Representative.

3. The Importance of Job Costing - Without job costing reports for each job, printers and binders are bowling with a curtain in front of the pins - they don't know if it is a 7-10 split or a strike. With job costing, manufacturers can see what was mispriced or misproduced, and can hopefully avoid losing projects in the future.

4. Normal Is No Longer the Norm - According to the recent report from Trend Watch Graphic Arts, the past eight years have produced trends which signal a need to review business plans. Among these trends are a decreased concern for improving plant productivity and keeping up with technology, while there is an increased interest in partnering with other graphic arts firms to lower overhead. In addition, it was found that prepress-related processes are becoming commodities, causing printers to seek alternative methods of differentiation. Large format printing, however, has shown consistent and steady growth as a planned investment. For more information, please visit [www.trendwatchgraphicarts.com](http://www.trendwatchgraphicarts.com).

5. Bindagraphics Feature Item of the Month - Our customers in the Mid-Atlantic region may have seen one of our recent projects without realizing...We recently completed a Busch Gardens point-of purchase display. Coupons for the Williamsburg, VA amusement park will be held in the display that we die cut, laminated, scored, and converted. In case you haven't come across our display, please visit our website, [www.bindagraphics.com](http://www.bindagraphics.com), to see a photo.

6. Food For Thought - A conveyor printing press is used to print the tiny white M's on each M&M candy. Because the peanut sizes vary, the press must be always adjusted to prevent smashing the peanuts in peanut M&Ms. Regular M&Ms, all the same size, are much easier to send through the printer.

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