

# Bindagraphics September 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. It's That Time Again - Calendar Season! Bindagraphics is your source for calendars. We provide the highest level of craftsmanship on all of your calendars, with the added capability of our new large sheet collator. Available with colored wire, split leaves, easel backs, you name it - we can produce it, and on time. Call your Sales Service Representative for pricing today!.

2. Feature Item of the Month - This month we have chosen a Wire-O bound calendar as our feature item of the month. We cut and collated the supplied leaves, punched, and bound this 6" x 6" calendar with 7/16" wire, being careful not to scuff the spot UV coating. To take a look, please visit [www.bindagraphics.com](http://www.bindagraphics.com).

3. Five Simple Rules - A recent [OnDemandJournal.com](http://OnDemandJournal.com) article discussed five guidelines that printers should use to create successful marketing programs.

- Look beyond cost per thousand to cost per sale - Examining the cost to generate a sale is a useful measure of the effectiveness of a campaign.
- Embrace new technology - It can increase the number of transactions.
- Look for new revenue streams - Create new offerings for your customers.
- Invent new partnerships - Look for new ways to reach more customers.
- Be a strategic opportunity specialist - Combine the previous guidelines to forge new relationships and change the way your message is communicated.

4. GPO to Close Bookstores - Due to the increasing popularity of online documents, the Government Printing Office will close all of its bookstores by September 30, 2003. In addition, the GPO is transitioning its Federal Depository Library Program, serving over 1,000 libraries nationwide, to an electronic format. To access the online bookstore, visit [bookstore.gpo.gov](http://bookstore.gpo.gov).

5. Let Us Feed Your Mind - and your stomach, too! Join us for [Binda University](http://Binda University) on Friday, September 19. This full-day seminar includes classroom instruction on binding and finishing, a guided plant tour, continental breakfast and lunch, all for the \$50 registration fee. For more details, please contact [Dara McBee](mailto:Dara.McBee@bindagraphics.com) at 1-800-326-0300 or visit our website, [www.bindagraphics.com](http://www.bindagraphics.com). If you can't make it to Binda U, contact your Sales Representative about Lunch and Learn. Our Lunch and Learn program provides training on binding and finishing from your Bindagraphics Sales Representative, as well as lunch, for free.

6. Special Request for All Estimators - It would be greatly appreciated if all estimators submitting a request for quote via fax could include their extension on the spec sheet. This will save us time in reaching you, especially when we have to go through automated systems when calling you with questions, or if your switchboard isn't open. Thanks in advance!

\*Please let us know if you wish to be removed from our distribution.

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