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# news

January 2009

OUR SERVICES



**Time is a precious resource:** there's never enough and it's impossible to create more. We understand this. With the industry's widest array of bindery and finishing capabilities under one roof, Bindagraphics has the expertise and firepower to meet your lightning fast turnaround requirements. We can't create time, but when every second counts, you can count on Bindagraphics.

We hope you enjoy this issue and welcome your feedback, contact Matt Anson, [matt@bindagraphics.com](mailto:matt@bindagraphics.com)

## A Promise Made is a Promise Kept

Too often companies try to be all things to all people. They add to their stew of capabilities whenever market winds start shifting. Think of a hamburger stand suddenly offering a Tex-Mex breakfast burrito... something doesn't taste right. When deadlines are tight, your business can't wait for your bindery partner to get up to speed on a new offering. At Bindagraphics, we pride ourselves on offering the widest array of equipment found anywhere. Our production and management teams are dedicated to this principle: a promise made is a promise kept.

Recently, we were put to the test by a multifaceted project with a compressed time frame. Would Bindagraphics manage to shine?

[Click here to learn more >>](#)

### On Point Perspectives on Print Buying

We all know that price, customer service and quality products are the lifeblood of any customer relationship. The following article reviews the granular details that turn a good customer relationship into a great one.

[Learn the details >>](#)

### Delivering Friendly and Effective Direct Mail

Great ideas for realistically reducing the environmental impact of direct mail and building consumer goodwill while maintaining effective direct mail outreach.

[Learn the details >>](#)

### Quick Thoughts Before Your Next Team Talk

If fourth quarter results leave you wanting to scream at your sales team, take a deep breath and gain some insight and clarity from this short editorial.

[Learn the details >>](#)



## project feature

### New Addition Will Give Tight Deadlines the Slip

A brand new fully-automated high speed slipcase and rigid set-up box machine is the latest addition to Bindagraphics' unrivaled equipment lineup. This gorgeous machine is the first of its kind in the United States and it is incredibly efficient. Capable of producing up to 1,200 slipcases per hour and more than 2,000 boxes per hour, our new flagship machine doubles production speeds while cutting production costs significantly, sometimes as much as half.

[Click here to learn more >>](#)

## BOOK/BOOKLET BINDING

PUR Binding—1/8" to 3"  
Otabind™ layflat binding  
Notch binding  
Smythe-sewn with Soft Cover  
2up Perfect Binding  
2up Saddle stitching,  
loop stitching  
Wire-O™  
Plastic coil  
Spiral wire with coillock  
Plastic comb

## BINDERY SERVICES

Map Folding  
Miniature Folding  
Remoistenable gluing  
Tipping: Magna stripping, hangers  
Attaching with removable glue  
Step indexing  
Padding  
Tag stringing  
Eyeletting/grommeting  
Tin edging

## FINISHING SERVICES

UV coating: spot or flood  
2-side Film laminating  
Die cutting, 49"  
Foil stamping, embossing, 49"  
Pocket Folders  
In-line diecutting

## MAILING SERVICES

Inside/outside stitching  
Polybagging  
Fulfillment  
USPS certified plant load facility  
LabelAire™ addressing  
Wafer Sealing/Tabbing

## LOOSELEAF SERVICES

Turned-edge Binders  
Vinyl, Poly Binders  
Index Tabs—Mylar, reinforced

## PACKAGING SERVICES

Rigid set-up boxes  
Slipcases  
Totes  
Litho Mounting  
POP displays  
Design services  
Decorated Prototypes

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