

Bindagraphics April 2004 Newsletter

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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

Register Now for the Spring Semester of Binda University! - Binda U, our full-day post-press seminar, will be held in Friday, May 14, 2004. Perfect for both new employees and industry veterans, Binda University offers training on post-press and bindery techniques. Continental breakfast, lunch, and guided plant tour are also included in the \$50 registration fee. Please call Kenna Ruskowski or TJ Manning at 1-800-326-0300 for more information or to register.

Plan for Success! - When planning mechanically bound books, we offer the following tips that will help you choose the style to fit the type of book and how it will be used.

Wire-O Binding and GBC - Best used for books with critical crossovers, such as maps and artwork, as the books open without the pages shifting up and down.

Semi- and Fully Concealed Wire-O - If the book requires spine printing, such as for retail display, semi- and fully concealed Wire-O cover the spine and allow the area to be printed.

Spiral Wire and Plasticoil - An excellent choice if the book must be opened to 360°, or if the book will be used while held in one hand. Plasticoil is also a good choice for children's books, as it has no sharp edges and can not be crushed.

A Word of Caution - Avoid plastic bindings, such as GBC and plasticoil, if the book will be exposed to extreme temperatures, as the binding mechanism may crack or lose its shape.

Please contact your Sales Service Representative for assistance in planning mechanical binding.

Feature Item of the Month - This month we have chosen a PUR perfect bound book. This book is oversized, at 11.5" x 11.5", and is accentuated by its film laminated cover, coated text stock, and Mylar reinforced tabs. PUR glue was the perfect choice for this publication because it adds durability and page pull strength, and is ideally suited for perfect binding books with coated text stock. For more information on PUR binding, please read our article, "The Wonders of PUR Glue", and view a photo of this item, both available on our website, www.bindagraphics.com.

Understanding Your Customers' Needs is Key to Success - A report released by TrendWatch Graphic Arts, called "Buy the Book: The Changing Needs of Print Buyers", notes shifts in the working relationship of printers and their clientele. According to the report, the following are opportunities to improve your working relationship: 1) educate your customers about your services; 2) offer color digital printing; 3) advertise to ad agencies, who often purchase printing on behalf of their clients; and 4) offer value added services, such as fulfillment and inventory management (but not bindery!). For more information, please visit www.trendwatchgraphicarts.com.

What Do You Think? - Your feedback is important to us, which is why we send a customer survey card for each job we run. Your responses are recorded and used as part of our quality management system. Whether good, bad, or just plain ugly, your responses let us know how we can improve our service to you in the future. You can also win a free lunch for up to twenty people in your office by returning your survey!

Please let us know if you wish to be removed from our distribution by calling 1-800-326-0300 or email remove@bindagraphics.com.

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