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news

SEPTEMBER | OCTOBER 2008



At Bindagraphics, we realize your main focus is running your business and keeping your customers happy. To this end, we've created a newsletter focused on delivering industry ideas, tips of the trade and service solutions to bring your business new ideas for satisfying customers and maximizing margins.

We hope you enjoy this issue and welcome your feedback, contact Matt Anson, matt@bindagraphics.com

tight timeline, top notch turnaround

Timelines keep getting tighter and deadlines keep getting deadlier. Some days, a 24-hour turnaround seems leisurely at best. Recently, Bindagraphics was called on to complete 2,000 perfect bound books for a printer whose end client deals with time-sensitive financial information. The job arrived at Bindagraphics at 7 a.m. and it needed to complete by 11 a.m. that same day. What can happen to 416,000 pages in 4 hours?

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

o **The Inside Story on Designing Direct Mail**

Even brilliantly designed direct mail campaigns end up on the post office floor when they don't meet postal specifications. Luckily, USPS Design Analysts provide a free sounding board to help your clients plan ahead when designing that next amazing piece.

[Learn the details >>](#)

o **Earning Greenbacks While Going Green**

Finally, a going green idea that creates measurable ROI. Read more about paper recycling solutions that help printers conserve resources while creating new revenue.

[Learn the details >>](#)

o **A Pocketful of Stats for the Sales Team**

With all the buzz around internet marketing, print media still has a large place at the marketing table. Read this article to find great statistics for your sales team to discuss when meeting with marketing decision makers.

[Learn the details >>](#)



o **project feature**

FINISH BEFORE YOU START: VIRTUAL PROOFING NOW AVAILABLE

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