

Bindagraphics, Inc.  
2701 Wilmarco Avenue  
Baltimore, Maryland 21223  
800-326-0300 Fax 410-362-7233  
info@bindagraphics.com

# The Bindery Times

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www.bindagraphics.com

Bindagraphics South, Inc.  
639 Alton Place, Suite 102  
High Point, North Carolina 27263  
336-431-6200 Fax 336-431-6232  
carolina@bindagraphics.com

## 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
- Quarter Folding
- Folding
- Miniature to Map

## Finishing Services

- UV Coating
- Film Laminating
- 2-Sided Film Laminating
- Die Cutting
- Foil Stamping
- Embossing/Debossing
- Shrink Wrapping
- Jumbo Shrink Wrapping
- Hi-Die Cutting
- Horizontal Overwrapping
- Mounting

## Specialty Services

- Tipping
- Magna Stripping
- Attaching
- Tin Edging
- Step Indexing
- Label/Aire
- Water Sealing
- Hang Tags
- Custom Tabs & Indexes
- Blank Index Tabs
- Mylar® Reinforcing

## **Cards, Cards, Cards**

Do you find your wallet swelling with membership cards, loyalty cards, entrance cards, gift cards, hotel entrance keys, and just about everything in between?

These cards have become the norm in both the marketing and security industries—allowing customers to easily identify themselves and providing useful information to the companies they patronize. We've also seen a huge rise in the market for faux credit cards (the paper or plastic ones you receive in mail solicitations) because the banking industry is no longer permitted to send real, nonactivated, cards in their advertisements.

As a result, the demand for our Hi-Die equipment is on the rise. Here's why:

- ✓ Hi-Die is more efficient than individual die cutting.
- ✓ We can cut a wide variety of substrates including paper, plastic, and paperboard.
- ✓ Our multiple machines give us added flexibility to serve our customers.
- ✓ Our minimum size is 13/16" x 13/16" and our maximum size is 19" x 19".

## **The 5 Habits of Highly Effective Post Cards**

Printing post cards? According to the USPS, use the following guidelines:

- ☑ They're simple. ☑ They're printed on both sides
- ☑ They're timely. ☑ They're attractive.
- ☑ They're measurable.

## **Join us for Lunch & Learn or Binda U!**

Learn the basics of postpress, tour our facility, and join us for lunch! For more information about either of these opportunities, contact Kenna Ruskowski.

## **Tinning—Effective and Inexpensive**

Tinning is a postpress method whereby a metal strip is clamped to the top and/or bottom of the sheets. It is often used for hanging products such as posters, charts, and calendars because it keeps the edges flat against the wall. Here are a few of the advantages:

- It is inexpensive and effective.
- Tin comes in a variety of colors
- It can be collated or shrink wrapped on our oversized equipment.
- It can be rolled and inserted into a paper tube for mailing.
- It can be used with multiple leaves, i.e., a 12-month calendar.
- Metal tins are available and can include up to three eyelets for hanging.

## **PUR Adhesives—Perfect for Thin Books**

Got a thin book? Think PUR! Here's why:

- PUR is the most durable and flexible adhesive on the market.
- It can form a very strong bond even on projects with heavy ink or coating coverage.
- PUR withstands frequent usage and extreme temperature fluctuations.
- It can handle books with just a few leaves—down to 1/16" spine thickness.
- PUR is great for crossovers and coated stock.

## **Thanks for the Thumbs Up!**

Thank you to Frank Ciaburri of L.P. Thebault Company who sent us a note of thanks... "I just wanted to drop you a quick thank you for the great success of the *Toshiba Product Catalog 2004/2005*. Our client was very happy with all aspects. Looking forward to working together in the future."

"The best way to keep a good employee is to fire a bad one."  
--Bob Thomsan, TEC Speaker

## 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

## Quality Information Packaging (QIP)

- Loose-leaf Binders
- Turned Edge
- Heat-Sealed
- Polyvinyl
- Paper
- Custom Packaging
- CAD Prototyping
- Game Boards/Pieces
- Silk Screen Printing
- Pad Holders

## **Check our web sites for unique project planning ideas.**

## **Contact Kenna**

**Ruskowski to sign up for our next Binda-U at 800-326-0300 or register online at [bindagraphics.com](http://bindagraphics.com)**