



## **Let the power of video boost your sales, it could be the best thing you do this year, read how...**

The power of video on our CreaseStream website has been incredible, and is by far our most potent marketing and selling tool so far. I am visiting two more satisfied CreaseStream Mini customers soon, one who is raving about his Quick-feed and the other who is delighted with how his Auto-feed has transformed his and his colleagues working day. I already know that I have two great stories to record and film, through talking to both operators / owners over the phone, and now it is up to us to capture that enthusiasm during our visits. I like our videos to look the best they can be, and usually hire professional assistance, (which works out to be extremely cost-effective) although I must confess that we have also achieved good results from doing it ourselves.

Of course, we have also produced many Tech-ni-Fold related videos and we recently filmed two more, and if there is one piece of advice I could give to you it would be this; **Please implement videos into your marketing activities if you are serious about solving more production problems, it will significantly boost your sales, I promise.** Use them in your emails, on your website, or refer your prospective customers to our website, so they can see them there.

If you are interested in finding out how you may make use of our videos more effectively, including (where applicable) translating the voice over and text, please give me a call, I will be more than happy to help. I would encourage you to make that step by sharing with you this amazing fact – **after viewing some of our product videos a high number of people who call or email us simply ask, “how much is it?”** – You can be the greatest salesperson in the world, but I guarantee that it will take you much longer than a two minute video to be asked that question, let the power of video do the work, it could be the smartest decision you make this year.

Click on the pictures below to see two of the most recent testimonials and to see our latest brochure for CreaseStream



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## IPEX March 2014 Experience - by Vivienne Edwards

The start of the year began with the build up to IPEX, which was taking place at the end of March. This was the first trade show that I have taken an active role in setting up so I was not sure how I would get on. With professionals like Graham and Paul to guide me and of course working together as a team, how could it go wrong! In my opinion our stand looked great and I feel we did a really good job.

To my surprise I found the whole experience very enjoyable, from the planning stage right through to following up leads in the weeks following the show (we had so many leads that we are still working on them). Meeting distributors from all around the world was a particular highlight for me because it is always good to put a face to a name, standing on my feet for hours was the worst part, but by the morning when my feet had had time to rest I was ready to give them another day of abuse. The most challenging part was talking to potential customers or distributors but I was given a tip by Gina from Technifold USA which stayed in the back of my mind when ever I spoke to anyone, "Remember my dear, you are the expert, they are here to find out about our machines and tools so you have the advantage".

I can honestly say there was nothing I did not enjoy about the show, even when I was back at the office the buzz in the air was amazing but the best feeling came when you made that all important sale, that's when you feel you have actually earned your wages!. The lessons you learn from a show are incredible, I never realised how educational it could be. Basically it was a case of all the knowledge you have gained over the time spent working in the office is used to your advantage when speaking to a potential customers but by watching the more experienced guys like Lee, to see how he approaches people without scaring them off, or how to establish what the customer really requires are invaluable lessons. Have a look at the stand and let me have your comments or if you came to visit us at the show, tell me what you thought of it?



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At the beginning of April we were all very pleased to have the pleasure of Rodrigo and his son Nico come to visit us here in England. Rodrigo wanted to show his son where all the tools that his daddy sold came from, he also wanted Nico to meet the Tech-ni-Fold team in England. Whilst they were visiting Nico & Rodrigo had the pleasure of visiting Cadbury's World (a large chocolate factory!) Sledging at the Snow Dome (that was really cold!!) and meeting with the families of the team. In between time Graham was trying his hand at football, (good job Nico is only 5 otherwise I think Graham may have had more of a challenge). We love getting visitors from our extended Tech-ni-Fold family so if you would like to join us, take in some training at the same time I would be only too pleased to hear from you....



***Let me introduce you to 3 new distributors for  
Tech-ni-Fold / CreaseStream***

**Australia**

**A C Print Finishing**

Contact: Ash Carr

Telephone: +61 428040390

Email: ashcarr72@gmail.com

**France**

**EurAcier**

Contact: Florent Pandelé

Telephone: +33 (0)1 34 04 1220

Email: f.pandele@euracier.com

**Poland**

**Graftena**

Contact: Tomasz Gajkowski

Telephone: +48 666 280 419

Email: info@graftena.pl

During the past 4 months we have been busy developing new products for companies who wish to develop an initial idea and then ask Tech-ni-Fold to help them design a specialised product . If you want to develop a product which does not fit into the main stream way of thinking why not give us a ring.

### New Products



We recently designed and manufactured a special **Web Spine & Hinge** crease system for a customer in the USA, that can produce four creases for perfect bound books.

The Web creasing system can handle stocks from 100-350 gsm with a spine thickness from 1mm upwards

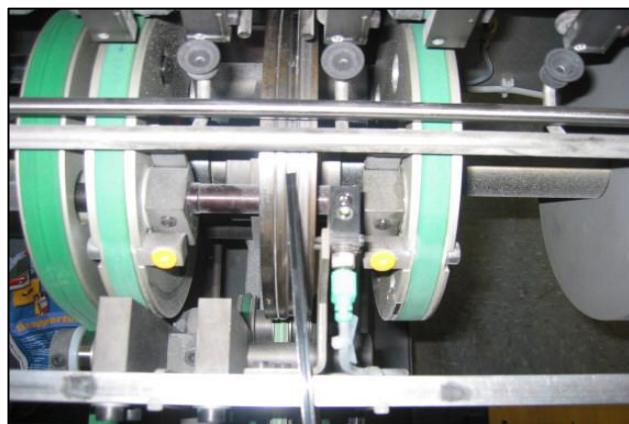


A German company required 2 x edge trims and 5 x double cuts on a 250gsm card which had several strips of card glued onto the reverse of the sheet. We achieved this by using the Junior Machine 5 x Multi-Tools and 2 adapted Micro-Perforators

### Tech-ni-Tip

A customer recently called to say his Heidelberg ST 100 cover feeder creasing matrix can peel away from the creasing drum when running at speed and can we advise him to overcome the problem.

We advised him to drill a 3mm diameter hole 8mm from the end of the matrix, and then push a 3mm threaded torx screw through the hole. Drill a 2.5mm hole and tap a 3mm thread into the drum as shown in the position in the photo, making sure to tap the hole at the beginning of the crease and not at the end. The screw ensures the matrix is held firmly onto the feeding drum.



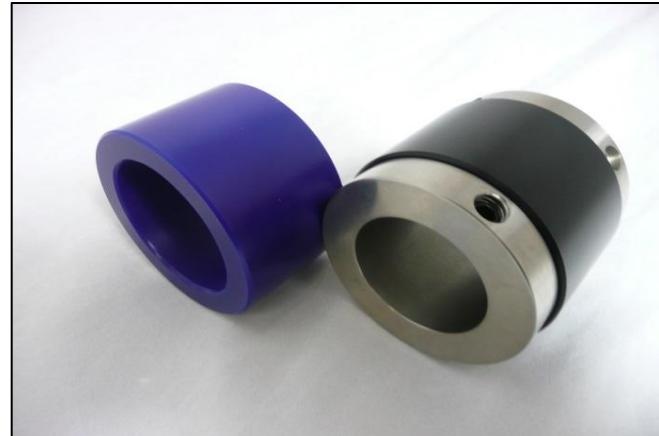
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## Important Product Notice

Tech-ni-Fold are always trying to help operators improve set up procedures and with this in mind we developed a quick and easy way to exchange the nylon perforation sleeve. Using the old style of nylon sleeve required the operator to unscrew the coloured nylon sleeve holder each time the paper changes from low to high grammages and then to remember to have the screw facing the right direction on the shaft or it may come loose whilst running. With the newer CP version there is no need for exchanging as each nylon sleeve has its own separate holder and there is no danger of it coming loose.



New CP Style Nylon Sleeve



Old Multi-Tool Style Nylon Sleeve

It has come to my attention that there may be some confusion over which style of Multi-Tool nylon sleeve to order, therefore to help I have listed below all the devices that come with both types, the New CP Style Nylon Sleeve and the Old Multi-Tool Nylon Sleeve. All other Multi-Tool devices only come with one type of Nylon and you will find the product code on the product sheet as provided in March.

Please may I ask you to check your customers records or with your customer to establish which device they have before ordering your Nylon Sleeves, if it is a New Style or an Old Style Multi-Tool, as this will avoid any unnecessary delays with your purchase order.

If you place an order by mistake for the wrong Nylon Sleeve we will exchange it for the correct Nylon upon your request.

### Multi-Tools that come with both types of Nylon Sleeves

- MT-GUK 35mm, Perforating Option 1 or Multi- Tool Complete
- MT-MB ,GUK 20mm, Perforating Option 1 or Multi- Tool Complete
- MT-02, Stahl 35mm Perforating Option 1 or Multi- Tool Complete
- MT-03, Stahl 25mm, Perforating Option 1 or Complete Multi- Tool
- MT-MB, Stahl TA52 20mm, Perforating Option 1 or Multi- Tool Complete
- MT-HH, H&H 30mm Perforating Option 1 or Multi- Tool Complete
- MT-MB 20mm, Perforating Option 1 or Multi- Tool Complete
- MT-02 MBO 35mm , Perforating Option 1 or Multi- Tool Complete
- MT-04 MBO 30mm, Perforating Option 1 or Multi- Tool Complete

No Multi-Tool Combo's or Multi-Tool Cutting Option 2 devices are effected by this product development  
If you should have any questions regarding this article, please do not hesitate to contact us

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## New Developments (3)

by Paul Barrett



### Exciting New Product for the Mini is taking us by surprise!

We were asked by a UK customer if the Mini could cut? Given the challenge we decided to see if this could be done using existing tools. We were able to create a Cutting Tool for the Mini and have great pleasure in adding it to the product range.

#### New Product CSM/25-CT



1 x Male Blade Holder

used to hold the cutting blade whilst material is fed through the machine

1 x Cutting Knife - **CSM-CK-25**

(47.50mm Outer Diameter) used for trimming on normal stock

1 x **SEAL-001** - Perforator Blade Seal

used to support and decrease blade movement during operation

1 x Cutting Boss

Used to aid cutting, producing scissor effect as Material is fed through machine (for slitting only)

To see this marvellous tool in action please click on to the picture below or if you have trouble opening this link from this document then see the link on our website at [www.creaestream.com](http://www.creaestream.com)



The enquiries we have received from putting this link on to the website has taken us by surprise, although we know this application can only be for a limited amount of jobs (250-350gsm) it could potentially be what the industry has been waiting for.

Sales and enquiries are proving to be much more than we expected, this was a development led by the customer's needs and we had no idea how popular it would be. Now we have taken advantage of the opportunity by offering it to all our customers (we have been extremely pleased we took these steps.)

If your customer has any needs that you feel are worth developing please contact us with your requirements and we will see if it is possible, who knows you could come up with the next big exciting change to the Mini Range.

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