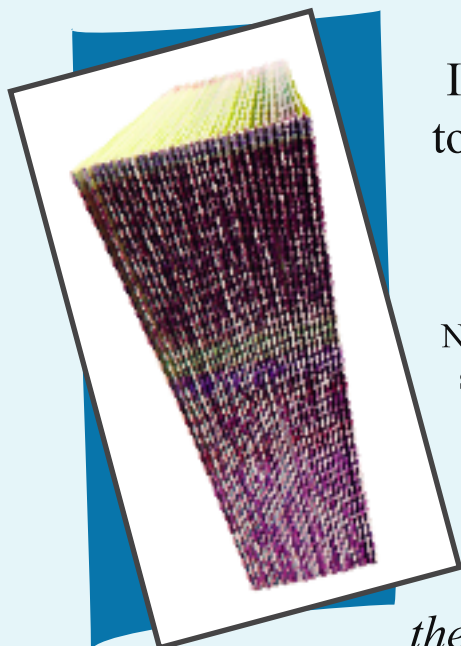


DISCOVER THE **SECRET** TO PERFECT CREASING

On Your Muller Cover Feeder



If this is what your covers look like when you try to score them on your cover feeder, then it's time to ***transform your saddle stitcher into a powerful cylinder creasing machine!***

No longer will you need to spend valuable time on your printing press scoring covers for your saddle stitcher. Never again tie up your cylinder or platen die cutter with straight line creasing jobs destined for the cover feeder. And never again send a cover for your stitched book out to another shop for creasing. Simply cut your covers and load in the cover feeder!

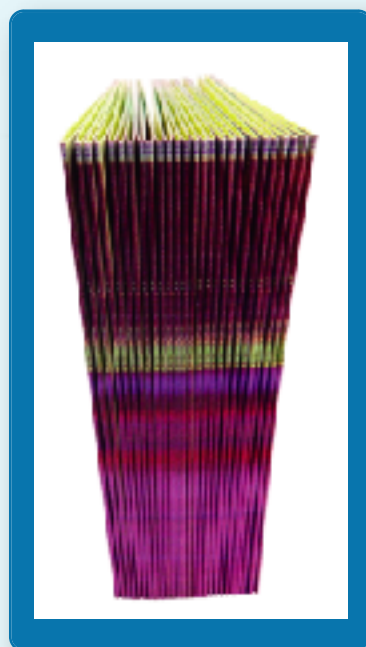
*In just minutes, the Spine Creaser will be producing the perfect crease and your company will begin saving thousands of dollars. **Guaranteed.***



Using the same effective technology as the patented Tri-Creaser, the Spine Creaser will produce results such as those shown on the right. You can truly use your cover feeder as a cylinder creasing machine and produce results that equal or surpass those of any die cutter.

The simple installation pays for itself in remarkably few jobs and adds enormous power to your finishing operation.

And not only do you get the quality that your customer demands, you get it while saving *countless hours* of production time.



Nowhere else can you find these unbeatable benefits...

- ✓ ***Totally eliminate fiber cracking on cover stocks.***
Be done with this major source of customer dissatisfaction!
- ✓ ***Totally eliminate all offline scoring operations for your saddle-stitched books.***
Go straight from printing press to cutter to cover feeder.
- ✓ ***Totally eliminate all out sourcing of creasing operations...keep it all in your control.***
If you've been sending out all your scoring work, you can put an end to that expensive, time-consuming process and keep control of quality and production in house.
- ✓ ***Save your printing or die cutting presses for more complex, profitable work.***
No need to tie up your presses with simple straight-line work that you probably can't charge for to begin with!
- ✓ ***Get finished books to your customer faster.***
The bottom line in printing today is that you have to produce the job faster, better and cheaper. The Spine Creaser makes this possible without sacrificing profits!

Return on Investment

The Spine Creaser pays for itself in an average of 3 to 5 jobs and frequently less. Simply do some simple "what if" math and see how quickly the dollars add up. If you do your scoring in-house, add the Cost of makeready and running a creasing job on your die cutter or printing press + Lost profit from not running complex work = Payback from 1 job. And if you can calculate a value on turning the books out faster to your customer, then add that to the equation!

If you send all your creasing work out, then all you have to do is look through that pile of invoices to see how the Spine Creaser will save you money and time from day one.

So How Does the Spine Creaser Work?

Continue on to the other side and you'll see that it's as easy as 1...2...3...