

## Is it time for the 'Calling Card'?

**Learn about an amazing marketing campaign you can easily adapt, that will guarantee you as many sales as you can cope with**

Every so often, usually when we hit a quieter period, we revert to a proven marketing campaign that virtually guarantees sales, it has never failed us yet. We developed what we refer to as a "calling card" mailer, which we post out to our prospects, see example below. Our list of prospects are those companies that are on our database, that made previous inquiries relating to our Tech-ni-Fold products, who haven't yet become customers for one reason or another. However, I think that this campaign is much more effective when we search print directories in the area we are targeting; this can be done through the internet.

**Here is how it works for us...**

We produce a few hundred 250gsm cards with the promise of a free demonstration, also offering the recipient a free £50 accessory (the free accessory can be a couple of our plastic waste strippers, or even some inserts if we make the sale.) We choose an area in the UK and send 50 creased cards (we run the cards through a CreaseStream machine to apply one crease just below the red block.)

Although we usually receive calls from one or two people to book a demo, we phone the remaining contacts three days after the mailing to gauge their response.

**And this is when the magic begins to work** – people have been so enthusiastic and receptive to the campaign and have remarked how the mailer grabbed their attention. In 50 mailings we would expect to carry out 10-12 demonstrations and secure at least 8 sales, or more.

**Call us to get your own "calling card" campaign started**

This campaign has been so successful for us that we have to stop doing it at times to deal with the response, **so why not run with it yourself?** We can translate the message, or adapt it to fit your needs; it is so simple and so effective.

No need to worry about the free accessory, if you call me to set this campaign up I will come up with ideas to help, I just need you to commit.

**Call or email me to get started, there has never been a better way to attract sales.**

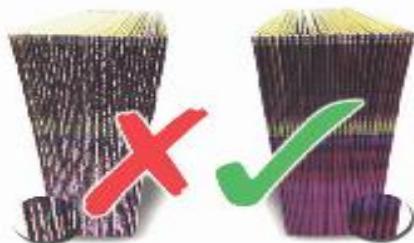
Graham Harris - +44 (0)1455 5544 91

Email – [graham.harris@technifold.co.uk](mailto:graham.harris@technifold.co.uk)

### BOOK YOUR FREE DEMONSTRATION NOW

and pay nothing for our unique finishing accessory worth £50

- Is **fibre cracking** a constant threat to your folding, stitching and binding work?
- Do you feel let down by **inadequate scoring, cutting and perforating tools** that give poor results, time and time again?



We guarantee to **eliminate all of these problems using our new patented devices.**



## News from England



### Tech-ni-Fold Office will be closed

#### TRAINING

Closed from 12 Noon      5th December 2014  
 Open                          8th December 2014

#### Christmas & New Year Holidays

Closed from 12 Noon      24th December 2014  
 Open                          2nd January 2015



I wish to thank you for your custom and look forward to working with you in 2015.

**IF YOU CAN HELP US** our aim over the next year is to find distributors in countries that we currently have no representation. Should you know anyone that you could recommend please let me know by email: Vivienne.Edwards@technifold.co.uk so they too could share in the same success as you... Over the next few months I will be placing adverts into printing trade magazines and onto the internet to try and find that special person to fit into our team. We are looking for someone with Print Finishing experience, who has a passion and drive, who wants to achieve and succeed. For now we are particularly targeting the South American, Eastern European and Russian regions.

I am pleased to say that Tech-ni-Fold are ready to welcome a visit from **K's Company, Distributor for Japan**, Earlier this year K's company had a change of personnel so we said goodbye to Yoshi Yamauchi and hello to Kanami Asada. Now Kanami has had time to get to grips with her new role Kanami and Tatsuo, (the owner of K's Company) are going to come to England for training. We are always delighted to welcome our distributors to England and equally pleased to visit too. Interestingly Paul and my predecessor Hannah were invited to Japan in 2009 where they participated on the stand at the Printing Exhibition in Tokyo. If you would like us to come and assist you at an exhibition just let us know the details and we will try our best to be there. Previously K's company have predominately promoted Tech-ni-Fold tools but now we are in discussions regarding the CreaseStream Mini Range, this is an interesting prospect and one I am really looking forward to.



### **Well Done Wendy**, her first ever half marathon

**completed.** Wendy will tell you herself, considering she wasn't even capable of running for a bus at the beginning of the year, that this half Marathon was a crucial point in her training if she is to take part in the London Marathon in May. Wendy's first aim was to finish the race and secondly to run the whole length of the course, well I am proud to tell you that she achieved both in well under 3 hours. Wendy has kept the smile on her face and her medal around her neck with pride ever since. Keep up the good work Wendy we are all behind you, we have absolutely no doubt you can run a whole Marathon in May 2015.

If you have anything to add to the next issue or would like to discuss anything about the contents of this news letter  
 please phone +44 (0) 1455 554491 or email [vivienne.edwards@technifold.co.uk](mailto:vivienne.edwards@technifold.co.uk)



## New Developments

**Paul Barrett**



### Herzog & Heymann

Herzog & Heymann have manufactured folding machines using 25mm exit shafts for several years. Herzog & Heymann indicate there has been a considerable amount of these folding units already sold and we have been asked by one of our distributors if we could manufacture a Tri-Creaser Fast Fit to fit these machines.

Is it possible for you to sell this device too? Do any of your customers have a Herzog & Heymann 25mm shaft machines? Not sure, then why not send an eBlast to inform **all** your customers of this new product and see the response you get? **Now available as a stock item.**

**For the full product sheet  
please click on the Link →**

[FF-HH/25-FIX-01-B](#)



### Morgana

We all know Morgana produce the Matrix style of creasing machines but perhaps what you did not realise is that the perforating equipment on these machines is a very basic rotary perforation method. This, in our opinion, produces an inferior finish because it punches a ragged perforation through the paper, making it difficult to re-feed the perforated sheets through a printing press.

Morgana machines do not use easily removable shafts, there is no calliper setting system and their perforation shafts are only 15mm thick. All these problems had to be overcome before we could produce the type of quality perforation we aspire to.



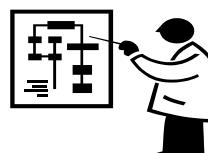
However after 18months of development we are proud to introduce a high quality perforating system that is worthy of the Tech-ni-fold name.

The benefits of the perforating system are that once the initial installation has been made the shafts do not have to be removed when setting the perforation blades or nylon sleeves as they are both split components. Which means they can be changed or replaced on the shaft.

**For the full product sheet please  
click on the Link →**

[PD-DEL-MO/15-FP](#)

Tech-ni-Fold has the reputation of being market leaders in creasing and that is how we would like to keep it. We pride ourselves on solving the problem of cracking on most types of paper, using the most common folding machines and CreaseStream machines and Paul is constantly looking for the next challenge.



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## Fibre cracking in modern papers

Most printers complain about the paper quality when finishing their products however paper mills are quick to point out the true cost of producing the paper has fallen over the years because of the amount of fillers that are added to the paper substrate to keep the manufacturing cost down to the minimum. The cheap filler may be good for keeping costs down but bad for the end customer who has paid a considerable amount to have their printed product ruined by ugly fibre cracking. Tech-ni-fold are well aware of this growing problem and especially now Digital printing with all its unique paper and toner issues are well established.

Over the last several months we have been developing a new creasing system to overcome the growing problem of using cheap fillers. After producing over 50 prototypes we believe we have made a breakthrough. What we discovered is the way a crease impression is applied can have a significant effect on the folded sheet. The new creasing method still requires the patented Tri-Creaser technology to stop fibre cracking and combined with the help of our uniquely designed dual score which takes the creased impression to a whole new level.

Please look at the photos to see how the new nylon duel score lays down 2 narrow channels at each side of the crease. The extra 2 narrow channels alleviate the stress in the paper fibre as a result there is an dramatic decrease of the fibre cracking on the inside of the folded sheet.



During the next few months we intend to evaluate the new dual score, we still need to test it's life span of the Female Nylon and the suitability of using it at high speed and to see if there are any problems that we are not aware of.

If the testing is successful we will look at the possibility of introducing the dual scores as a possible upgrade to the existing Tri-Creaser Fast Fit but for now we are limiting this to the CreaseStream Mini Range only.

We have a small amount available for testing purposes so if you would like to test the new CreaseStream Mini Nylon Female please contact Vivienne as soon as possible or email me at [vivienne.edwards@technifold.co.uk](mailto:vivienne.edwards@technifold.co.uk)

From past experience testing new products can be a lengthy process and it can take several months before we have gathered all the results together but we are hoping to inform you of our findings soon. If we have the information available we will publish it in the next News Letter.

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## **Graham's experience at Germany's Druck + Form exhibition, supporting Uwe Reimold**

I was delighted to be part of Uwe Reimold's team during the recent Druck + Form exhibition in Sinsheim, Germany, which ran from 8-11 October. Uwe, our German distributor created a wonderful stand that reflected his passion, professionalism and pride in showcasing the Tech-ni-Fold & CreaseStream solutions. And it worked as visitors turned up in their numbers, all eager to learn more about our technology and how our solutions might help their own businesses improve.

It was a wonderful experience for me personally, to spend time with Uwe and his wife Farhia and Adrian who added fantastic support on a technical/sales level. I also enjoyed meeting with Jan Habětín and Claudio, who assist Uwe in selling our solutions into Czech Republic and Italy respectively. Meeting up gave us all time to discuss business ideas and strategies for the future and also spend some social time together, I am so grateful for the mutual respect and friendship we all share.

The stand itself included a CreaseStream plus and a fully automatic Herzog & Heymann creasing & micro-perforating machine, both using our tools and both coupled with H & H 2nd station folding units. Also on the stand were a selection of Tech-ni-Fold devices showcased in impressive glass cabinets and the CreaseStream mini range of machines (which took centre stage.)

The flow of the stand worked really well, the colourful CreaseStream mini machines certainly grabbed the attention of passing visitors, who were clearly impressed by the many demonstrations that took place. I have since learnt that many tools and quite a few machines have been sold already as a result of the show and that Uwe and his team are still busy dealing with leads.

A big part of a show like this is always down to what you need to do before it starts, and it was clear that Uwe had prepared well and invited all of his customers and also advertised nationally. I know it sounds simple and obvious, but if you are going to take part in an exhibition you have to do it well, or not do it at all, and I am so proud that Tech-ni-Fold, CreaseStream and their associated partners know exactly how to do it.

I always spend time learning from shows like this, and again it was clear that most other exhibitors don't plan sufficiently, don't have anything interesting to say or show, and continue to look completely unapproachable.

There is no substitution for passion and creativity mixed in with plenty of effort to WOW the visitors, and just like Sue and I experienced in Chicago a week before in supporting Andre & Gina at Graph Expo, we were the most professional and interactive exhibitors in the hall

**Well done Uwe and your team, you made me proud**

*If you are planning an exhibition in the future and would like to benefit from our experience in making it as successful as possible, please do not hesitate to contact me on  
[Graham.Harris@technifold.co.uk](mailto:Graham.Harris@technifold.co.uk)*



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News from

Overseas



## Italy - by Andrea Rebora, Prima

"We are still counting the number of visitors we had during the three exhibition days, but till now we are quite happy.

I can tell you that I have personally made the presentation of the CreaseStream Quick-Feed machine to 30 – 40 visitors; most of them were quite interested in it and we are optimistic that we are going to reap the benefits of the show but have decided to promote all three machines to give the customer some options, because only promoting the Quick-Feed version we had no alternative to offer the customer to suit their budget or need".

*After visiting Andrea and his team in Milan earlier this year to discuss the prospect of becoming a CreaseStream distributor and to give training on the Quick-Feed, both Paul and I felt that Prima would be a good company to work with and are excited for the future.*

## France - Jean Paul Barbier, Flexowash

I am pleased to introduce as a new member of the CreaseStream distribution team, Jean-Paul Barbier.

Jean-Paul is based in Irigny (Lyon) and is a distributor for Flexo-wash but has been looking for a new exciting quality product to promote throughout France, yet still staying within the Printing Industry.

At the end of October Jean-Paul came to England for Training, where he met the rest of the Tech-ni-Fold team and hopefully with Paul's expert teaching skills learnt everything he needs to know about the CreaseStream Mini range.

With all the necessary literature and knowledge Jean-Paul is already starting to promote the Mini Range, translating the latest promotional material he aims to start his campaign with purpose in early November.

I would personally like to welcome Jean-Paul into our team and wish him every success for the future.



## Spain - Flemming Jensen, Sign-Tronic

I am also pleased to say that Sign-Tronic of Spain has just become the very latest CreaseStream distributor, they are based in Barcelona and are looking forward to receiving Paul in mid November for training at which point they can really begin to understand the quality of the CreaseStream Mini product range.

Again, I would personally like to welcome Sign-Tronics into our team and wish them every success for the future.



# Sign-Tronic



IF YOU WISH TO SHARE ANYTHING WITH THE OTHER DISTRIBUTORS, CREASESTREAM OR TECH-NI-FOLD, PLEASE EMAIL ME ON [vivienne.edwards@technifold.co.uk](mailto:vivienne.edwards@technifold.co.uk)

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## Romania - by Nicolae Romaniuc - S C Naroti,



First of all I can honestly say it was an exciting show, many of our visitors were interested in the Quick-Fee, especially once they saw the results of the tests we made. Of course a few visitors were sceptical but at the end of our demonstration when they saw the results I heard one of them say 'I cannot believe it, finally a good machine on the market'. A few competitors came to the stand to see how our machine worked; I saw the look on their faces, disbelief at first and then once they saw the results a huge smile at the perfection of the crease. Lee and I went to see a competitor's creasing and folding machine, the result of the creasing was not good, the paper did not fold correctly on crease and it badly cracked. We decided to take one of their samples and try it on the Quick-Fee, just to compare like for like, the results were amazing our crease did not crack and the paper was easy to fold on the crease.

No matter how many times I have seen the Tech-ni-Fold tools crease and perforate, I am still amazed by the results and it brings a smile to my face every time. I conclude by saying it was a great show and I'm glad Lee was with me, I sold the Quick-Fee and I expect to finalise further sales from the show very soon. ☺

## Shows coming in 2015

These are the shows I am aware of during 2015, where Tech-ni-Fold and CreaseStream products will be featuring on our distributors stands.

Why not add to list by telling me about any shows you will be exhibiting at in 2015.

Mexico	Expografica	Mexico City	May
USA	Graph Expo	Chicago	September
Germany	Druck + Form	Sinsheim	September
Canada	Print World	Toronto	November



## IMPORTANT NOTICES

DUE TO THE RESTRAINT OF COURIER COLLECTION TIMES WE ARE HAVING TO REINFORCE THE CUT OFF DEADLINE TIME OF 2PM (UK TIME).

SHOULD YOU REQUIRE YOUR ORDER TO BE DESPATCHED ON THE SAME DAY AS THE ORDER IS PLACED, THEN YOUR ORDER WILL NEED TO REACH OUR OFFICE ON OR BEFORE 2PM (UK TIME) OR YOUR ORDER WILL BE DESPATCHED THE NEXT WORKING DAY.

THANK YOU FOR YOUR UNDERSTANDING.

DUE TO MATERIAL INCREASES AND PRODUCTION COSTS, DISTRIBUTOR PRICES WILL INCREASE IN JANUARY 2015 FOR TECH-NI-FOLD PRODUCTS.

WHY NOT PLACE AN ORDER IN DECEMBER TO TAKE FULL ADVANTAGE BEFORE THE PRICE INCREASE IS IMPLEMENTED.

NEW PRICE LISTS AND UPDATED PRODUCT CATALOGUES WILL BE FORWARDED TO YOU BY THE END OF DECEMBER.

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## A Dozen Years at Graph Expo in Chicago and Looking Forward to “Lucky” Number 13



Technifold USA suited up and showed up for their 12<sup>th</sup> consecutive year at North America's largest annual printing trade show in Chicago called Graph Expo. Supported by Graham and Sue Harris of Tech-ni-fold Ltd and Rodrigo Castellanos and Rogelio Miranda of Technifold Mexico, Andre and Gina Palko greeted hundreds of visitors. They and their team of professionals delighted show attendees with the incomparable Tech-ni-fold line of bindery tools. They also intrigued attendees with the new magic to be As I understand it, there were points during the show that the three countries mentioned were not enough to handle the multitude of serious buyers clamouring to get a look at the Tech-ni-fold solutions! But attendees were more than happy to wait to speak to someone on the stand. I took the opportunity to interview Gina Palko to get her perspective on the value of this trade show to Technifold USA.

**Let's reverse the calendar and why don't you recall some of your thoughts about your first time exhibiting at Graph Expo 12 years ago:**

Of course we had LOTS of questions and concerns: Will there be enough attendees to justify the cost of the show? Did we promote the show well enough to have visitors turn up specifically for us? Will we get enough qualified leads to follow up with after the show? Will there be serious buyers or just tire kickers? Will enough sales be generated to cover the cost of the show?

As well as a lot of logistical uncertainties—will the trucking company deliver our stuff on time, is our booth in a good location, will we arrive in time, etc.? We were, to say the least, quite nervous. But that first show was a huge success and we've been doing it ever since.

**Now to the present day. Were your concerns and worries justified?** This year and in years past, the quality of the leads is fantastic and plentiful. The buyers were serious and had money to spend and were looking for us with lists of items they were sent to purchase **AT** the show. We generated enough in gross sales to cover the cost of the show in the first two days. The visitors to the stand were wide-eyed with delight while watching the CreaseStream Mini machines perform their magic with ease. Machines were sold right on the spot and shipped to the end user directly from Chicago. All of our equipment and booth items arrived in time to what we considered to be a perfect booth location on the show floor. And as for us, well, we had the only two flights on the Friday before the show to land in Chicago from the New York area as all others were cancelled due to a horrible mess with air traffic control, so I would say we were certainly meant to be there and nothing was to stop us.

**What were some of the surprises for you?**

Not that it is a surprise for me because I have seen what a powerful sales tool it has been for us over the years, but it's gratifying to see the amount of people that came to the stand simply to meet Andre and to thank him for our newsletters. He sends one weekly newsletters and one monthly print newsletter by regular mail.

Of course, in coming by to meet him they naturally wanted to see the products that create all the wonderful buzz.

And it wasn't just existing customers who came to thank him, but prospects who soon became customers. Some tell us they find the bindery tips he provides in these newsletters invaluable. Others tell us they love the cartoons, while others tell us they love that we are a company that cares enough about them and their business to provide them with this valuable resource. So no surprise that the newsletters are working for us on a daily basis, but the surprise is that so many came to the stand **because** of the newsletters.





## A Dozen Years at Graph Expo in Chicago continued.....

### **What is something that you learned from the show?**

I've learned not to assume that because we have a customer that it is guaranteed that they will continue to be our customer without tending to them. Our customers do purchase additional tools at the show, but had we not been there those purchases could have remained on their wish list and they most probably would have spent their budget elsewhere. There is always one question asked at every show, "What else does Technifold have that I need in my shop?" and I have to be ready with the answer, so I have learned to be prepared for that very question.

### **Do you have a personal piece you would like to share?**

Yes. The restaurants in Chicago are world class. We had loads of fun in the evening laughing and eating too much. Never too much laughter, but maybe too much food—I arrived in NJ with a bit more of me to love—6 pounds!

### **This is an email I received from Gina only a couple of weeks after the Chicago show:**

*Hi Vivienne,*

*If you are promoting the idea of trade shows in your upcoming newsletter this is a one sentence email that cements the idea of how important the shows are to the growth of a distributorship. Feel free to use it if you like as a testimonial. What makes this particularly valuable is that he is already our customer with a Spine Creaser and a couple of Tri-Creasers. So it really does illustrate the point that trade shows are not only about gathering new customers but about servicing your existing customers with your full product line.*

*Kindly,  
Gina*

*Hi Gina,*

*I saw your micro perf attachment at the Chicago show and would like to order one for our Stahl TH83. How quickly can I get one? I have an incoming order that I could use it for.*

*Thanks,  
Damian.*

Technifold USA's next show will be in Toronto, Canada on the 22nd - 24th November, when again Lee will be joining Gina, incidentally 2 years ago the dynamic duo (Gina & Lee) sold the first ever Quick-Feed and Auto-Feed and they were sold directly to the customer at the show!! Lets hope they can repeat or better their previous success this year.



**Merry Christmas  
and a  
Happy New Year  
from everyone at  
Tech-ni-Fold  
and  
CreaseStream**

