



## Distributor News from Graham

### Innovative card creasing solution wins Gold medal at world's largest Inventions fair



"Tech-ni-Fold and CreaseStream founder, Graham Harris has just clinched a gold medal at the 41st International Exhibition of Inventions of Geneva, recognised as the most important event of its kind, for inventors and innovators of new and creative technology. The Fair ran from 10th - 14th April.

Graham entered one of his company's latest solutions, the CreaseStream Mini Quick-Feed, because it feeds and creases card materials at relatively high speeds without the aid of a motor, vacuum pump or electrical plug-in appliance. The environmentally friendly unit, once set, can crease & perforate an average of 3,000 sheets per hour, simply by cranking a handle. The feeding mechanism is unique as it shuffles, separates and transports sheets without scuffing or marking them, which is common with friction methods when processing digital materials. The UK innovator explained to the panel of judges that his solution, which employs the globally acclaimed rubber creasing technology he developed for his Tri-Creaser device back in 1999, beats output efficiency of conventional methods that are fully automated. He also underlined the considerable cost saving element and demonstrated how fast he could produce creased 6pp leaflets with heavy digital print coverage, and eliminate the problem of cracking.

Graham went on to explain "I mentioned to the many visitors and to the judging panel what benefits our Quick-Feed might bring to third world countries that relied on work forces who lacked access to electricity, I suppose this helped, although the use for such a product is relevant on a much wider scale. I loved the whole experience and may have found one or two useful candidates for distributorship, which is a nice bonus.

I am delighted with the Gold medal as it adds accreditation to a super product, and highlights the hard work our team has put in to get this to market, I dedicate it to them."

The Gold medal was given in the category for commercial and industrial equipment. Graham feels that this award not only shines a light on the continued innovation coming from his company, but also promotes the print and finishing sector as a whole. He summed up "It was tough getting accepted for the exhibition in the first place as standards were high, and the judging process was strict and rigorous, they were only seeking new creative steps in the field of invention and innovation that could be demonstrated beyond doubt."



If you have anything to add to the next issue or 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)



## Open House Success

Our recent open house event, held over two days at the end of March, was a resounding success. We welcomed over 100 Tech-ni-Fold customers and even met with some new contacts, who were all very happy to stop for several hours to learn all about the evolution of our technology and see our latest CreaseStream product range.

Paul headed up a technology workshop where he spent time going through all the modifications and set up procedures of our top devices and new editions to our Tech-ni-Fold range, it was interesting to see so many people captivated by his presentation, as he explained some inner secrets of exactly how to get the most out of our tools.



We spent hours and hours preparing for this event and it paid off with confirmed sales of three CreaseStream machines and various devices, and more demonstrations have been booked since. It was also great to see the likes of Heidelberg, Ricoh, Konica Minolta, Sappi and MBO agents/technicians attend, as it boosted our reputation throughout the UK printing industry.

Special thanks to Bastian Ruprecht and Uwe Reimold for their assistance, who are our Swiss and German distributors.

**We would recommend our open house format to any of our resellers, it was worth the hard work.**



[You can see a video of our open house event on http://www.youtube.com/watch?v=3TwnkW5bfmc](http://www.youtube.com/watch?v=3TwnkW5bfmc)

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## Distributor News from Overseas

### Helpful tips from overseas

If you have any tips that you feel other distributors may benefit from please send them to me and I will publish them in the next issue of 'The Distributors News'

### A New Technifold Campaign - by Rodrigo Castellanos

Today I was working on the Mexican show and there is a pavilion called: Eco-friendly. They asked us if our products are relevant or not for this section. I soon realised we do have an Eco-friendly product. Every day more and more people are worried about the planet and the consequences of our behaviour on their lives and on the environment. Some companies look into all kinds of certification so as to be as green as possible.

#### Have you noticed that we too have a real green-product?

Traditionally all the companies have to make an additional process of Die Cutting before folding any printing. That means: Use a machine that consumes energy (electricity), oil, wash and consumables. They also add to noise pollution and generate waste. Each additional process needs some sheets of waste to setup and some lost during the run.

With ALL Technifold tools you skip the Die Cutting process for Creasing and Micro-perforating or Guillotine cut to cut. That means that the company who uses Technifold are saving energy, consumables for the additional process and paper waste.

#### Actions Distributors could take to get NOTICED:

Try writing an article explaining this and post it to your website.

Think about writing a press-release for a print magazines.

Target 'Green - Certificated' companies in the Printing Industry, they would want to buy our products to add to their list of "Green products used for

You might think this isn't an important issue but there are people that have green in their veins and anything green or any kind of tool that makes their company greener they will buy. Our products will not only sell because of the green factor but because once tried they will not be able to resist keeping them, they will appreciate the benefits of how much better it is for the environment and how much money they can save!

This can be a big web positioning key word so it could improve your position on Google search engine so that alone is worth doing it for.

Even if we only get one customer in the whole year, it is worth it. Most of the actions are FREE and maybe we will get a much better response than we think, One device sold by advertising that fact we have a green product is one more than we would have sold before the campaign so have a think about it and if you think it is worth it give it a go.

### Brazil 2013

In March I went to Sao Paulo with the UK Trade and Investment, there was a group of around 20 people and approximately 15 companies, they came from varying business sectors but we all had one thing in common, searching for a distributor.

Rodrigo Castellanos our Mexican distributor joined me on the trip and our main objective was to make contact with potential distributors and to assess the market for our products. Between myself and Rodrigo we managed to have meetings with 5 potential distributors, visit a trade fair and introduce ourselves to potential distributorship prospects.

From our meetings it was clear that 1 company would not be suitable but the other 4 could have promise. Graham and I are following up on these leads and we are currently in talks with 2 of the companies to see if business between us is achievable. Watch this space! If you think you can help to establish a new contact in a new country I would love you to contact me on:

[vivienne.edwards@technifold.co.uk](mailto:vivienne.edwards@technifold.co.uk)

### These are the Distributors Exhibiting Around the World in May & June that I know of, I would be very interested to know if you have a show coming up.

<b>Australia -</b>	Fuji Xerox - May 21, 22, 23 & 24
<b>England -</b>	North Print - May 14, 15 & 16 Progressive Greetings Live May 14 & 15
<b>France -</b>	Pitney Bowes June 11, 12, 13 & 14
<b>Mexico -</b>	Technifold.MX - May 22, 23, 24 & 25
<b>Turkey -</b>	Turkuaz - May 16, 17 & 18

I would like to thank Plantin and OPQ, both of whom promoted CreaseStream Machines at their recent shows

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## Distributor News from CreaseStream

### Satisfied Customer

#### SM Finishing boosts quality with Tech-ni-Fold CreaseStream Plus

SM Finishing bought the £10,500 CreaseStream product last week and it is due to be installed at the company's Nottingham premises on Thursday.

The company was looking for something to create a more professional look for its products and was sold on the CreaseStream when works director Tony Palethorpe visited a Technifold Open House on 19 March.

Tech-ni-Fold's CreaseStream Plus is 20,000sph automatic creaser, micro-perforator and cutter to eliminate cracking at high speeds.



Managing director Gary Benner said: "We used to do our creasing through our folding machine but this gets a better result.

"We can do personalised one piece glued mailers now, promo work for clients like Gala Bingo and pizza restaurants. We are going to achieve much better results and I'll be able to put a quality crease in quicker.

Tony came back from the open house saying "it was a great bit of kit."

Benner added that he anticipated the new machine to increase the company's work on higher weight paper. "If people are paying for quality grammage they want a quality crease. We're always looking for new markets and want to become a one-stop shop," he said.

**"SM Finishing are a finishing specialist that is looking forward to improving its products and gaining new clientele after investing in a CreaseStream Plus" machine.**

#### **The Challenge is to find New Distributors around the World for CreaseStream and Technifold, Can you help?**

Working at Tech-ni-Fold is giving me a great opportunity in life, I get to see countries that I would never have dreamt of visiting otherwise, therefore I ask you do you know of any countries that you feel Tech-niFold or CreaseStream should have a presence in? and that we do not have a representative in already, a country that may not have heard of us or that you think they just need some help to discover the secret of perfect creasing? Let me know, I will do my best to recruit that country onto our ever growing list of distributors and who knows I may even get to go there!

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#### **Mini Series**

At the moment we are in the unexpected position of having to create a waiting list for the machines in the Mini Series. Whilst we knew our machines were good the demand has taken us some what by surprise! I know that many of you are waiting to receive your machines and I hope to tell you in the next week or so a delivery date of when you can expect them to arrive. Please bear with us as it is our intention to hold a stock of these machines to prevent this situation from happening in the future.

**For your information we will be closed over the Bank Holidays in May**

May 6th for May Day & 27th May for Spring Bank Holiday

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