



testimonial

Technifold USA



From left to right: Andre Palko, Graham Harris and Gina Palko at the Graph Expo show in Chicago.

"In the first year we've sold over 500 Tri-Creaser's worth \$515,000 and were only just getting started. This is an amazing business."

The perfect example of how a distributor should operate.

Just over two years ago, I had the good fortune to spot a "Dealer Wanted" ad for a special creasing device called the Tri-creaser. Our small company represented several product lines to the printing and packaging industries and I was looking to expand. Graham Harris, the inventor, convinced me to test the Tri-creaser myself, despite my scepticism about his claims for eliminating fibre cracking.

After asking some customers to put the Tri-creaser to the test, I was soon convinced of the Tri-creasers effectiveness and customers began buying in response to some mailings that we were doing. Now that I was a believer in the product, Graham turned his attention to our approach to marketing. His advice? Take out a full-page 4-colour ad in a printing trade publication, using a Technifold ad as a template! "How," I asked, "could we possibly generate the sales needed to pay for the ad, let alone make a profit?"

Patiently, Graham explained that the ad style used – which was quite a bit different than what I was used to seeing in the printing industry – had been proven to be effective in generating leads. The marketing guide that he supplied would help to select a suitable publication. In addition, he explained, the follow-up process provided was well organised and systematic. Templates for letters were supplied and all I would need to do would be to edit them for use in the US.

Needless to say, my initial scepticism over the Tri-creaser was eclipsed by my doubts about using such an aggressive and unfamiliar marketing approach for an accessory in the bindery. As with the Tri-creaser, I was persuaded to at least give the marketing approach a try, with the full-page ad being a key component. Using the Technifold ad as a template and taking suggestions from their marketing department, the ad was placed.

The results? Nothing less than phenomenal! Within three months it was a full time job for one person dealing with leads, orders and shipments. In six months time, two were needed. Our first year sales of Tri-creasers alone were over \$500,000 and in our second year we more than doubled that. We are on pace to nearly double our sales once again in our third year and we have only just begun to penetrate the market. The start of our third year finds us with a new salesman on board as well as a fourth support staff employee.

Sensing a once-in-a-lifetime opportunity, I made the decision in the first year to focus on the remarkable Technifold products exclusively and we discarded our other product lines entirely. Extraordinary customer feedback and continued explosive sales growth persuaded us in our second year to cement our relationship with Technifold by changing the name of our company to Technifold USA.

Since testing that first device and that first ad, we have not looked back. We are excited by the continued development of new products geared around the Tri-creaser technology and eagerly anticipate years of continued profitability from the Technifold line.

Thinking about becoming a distributor? Don't hesitate – make the commitment and take the plunge before your competitor does.

The results will astound you!

Andre Palko
Technifold USA

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