

This is the first of many Product Update Newsletters that will be sent out in order to inform you of developments made by tech hope you find this information interesting.

It has been over 4 months since the official release of the new Fast-Fit-Tri-Creaser during the Drupa Exhibition held in Düsseldorf

The Fast-Fit-Tri-Creaser is available as a complete tool that can be installed onto the folding machine's exit shafts immediately from the package.

### Fast-Fit Tri-Creaser Contents of Package

1 x Male Component : contains the split creasing rib to crease material

1 x Female Component : contains grooves in which material is pressed

2 x Orange Split Gripper Crease : used to crease material weight 85-200gsm

2 x Blue Split Gripper Crease : used to crease material weight 200-270gsm

2 X Yellow Split Gripper Crease : crease material weight 250-350gsm

1 X Black Gripper Band : used to feed sheet through the device

1 X Extraction Tool : used to remove Gripper Band from the Male Component.

I would like to take this opportunity to give

you a deeper insight into the technology behind the new Fast-Fit Tri-Creaser. Showing you the three main features of the product and what role each

feature plays in its design:



### 1. Split Creasing Band Technology

Rib supplied with the Fast-Fit Tri-Creaser is split and therefore can be quickly inserted or removed from the Male

Locking Component.

The specially engineered profile inside of the Male Component matches the profile and shape of the Creasing Rib, ensuring that once inserted, the Creasing Rib is comfortably held into position and then locked into place by the Sliding Locking Collar.



This process is highly effective because the two ends of the Split Creasing Rib join together perfectly creating letterpress quality creasing without any defects. A major advantage of this feature is that it eliminates the need for users to remove the slitter shafts from their folding machine in order to change crease settings.

### 2. Rubber Creasing Rib Height and Female Receiving Channel Width

The use of the rubber creasing formula compared to the traditional metal scoring unit is the key to eliminating the fibre-cracking on printed and folded products. However, another essential element in the art of eliminating fibre-cracking is the width and depth of the crease impression produced on the paper.

Supplied with the Fast-Fit Tri-Creaser are three types of rubber Creasing Ribs each made with different height profiles to cater for a full range of paper weights and thicknesses that would pass through a folding machine from 85-350 gsm.

The Creasing Rib dictates the depth of crease and the 8-Channel female former produces the correct creasing width for the chosen paper.

### The 3 Colour - Coding System

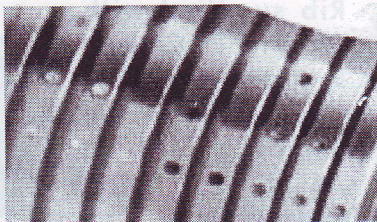
The Fast-Fit Tri-Creaser is set by loading any one of the three Creasing Ribs into the Male



Component and then matching it with a female channel opposite. This set-up process is made both quick and easy by the colour-coding system.



Each of the three types of Creasing Rib is 100% colour-coded. This colour-coding also corresponds to the former channels located on the Female



Component. Each colour represents a certain paper weight category, for example; Orange equates to Light Weight Material, Blue for Medium and Yellow for Heavy.

This feature is designed to make the process of loading and setting the Fast-Fit Tri-Creaser a quick and simple task for the machine operator.

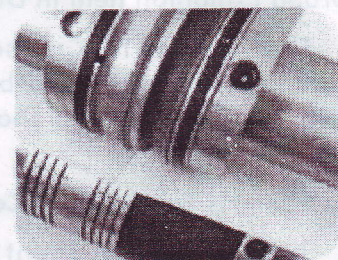
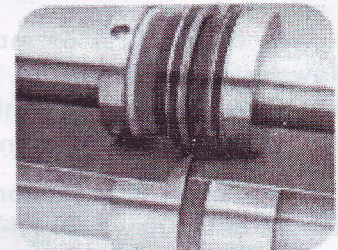
## Compatibility...

Fits the following types of folding and scoring machines:

Heidelberg, Stahl, MBO, Horizon, Herzog & Heymann GUK, MB, Shoel, Rollem, Rosback

I hope that you find the above information of interest and please do just ask if you have any questions or would like to receive any further information about our products.

Best Regards,  
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## SUN CHEMICAL NAMES CHIEF MARKETING OFFICER AND VICE PRESIDENT OF STRATEGY AND BUSINESS DEVELOPMENT

Sun Chemical named **Felipe Mellado** chief marketing officer and **Bradley Schrader** vice president of strategy and business development.

As the chief marketing officer, Mellado will oversee all of Sun Chemical's corporate marketing activities and product management including global branding activities, trade show participation, and all other marketing communications.

"Felipe has led our marketing efforts in Europe now for a number of years and knows how to clearly communicate our messages and value propositions to our customers," said Rudi Lenz, CEO, Sun Chemical. "I am confident that Felipe will continue to help Sun Chemical's business grow globally."

Mellado will continue to be based in Madrid, Spain.

Schrader becomes vice president of strategy and business development after serving as the company's chief marketing officer for the past two years.

"Brad has played a key role in Sun Chemical's

growth, and this new role capitalizes on his strengths in global business strategy," Lenz said. "Brad will spearhead our strategy for growth, both in our core ink and pigments business, and in new adjacent businesses. He will also lead all merger and acquisition activities. His appointment reflects our commitment to successfully growing Sun Chemical globally."

### About Sun Chemical

Sun Chemical, a member of the DIC group, is the world's largest producer of printing inks and pigments and a leading provider of materials to packaging, publication, coatings, plastics, cosmetics, and other industrial markets. With annual sales over \$4 billion, Sun Chemical has 12,000 employees supporting customers around the world. The Sun Chemical Group of companies includes such established names as Coates, Hartmann, Kohl & Madden, and US Ink.

Sun Chemical Corporation is a subsidiary of Sun Chemical Group B.V., the Netherlands, and is headquartered in Parsippany, New Jersey, U.S.A. For more information, please visit our Web site at [www.sunchemical.com](http://www.sunchemical.com).

