

## Social Media and Blogs are the way of the future.....



Doubtful



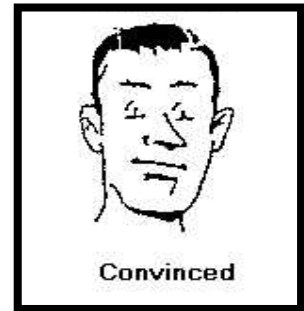
Suspicious



Skeptical



Astonished



Convinced

Despite working harder in our own market to keep sales at a respectable level over the quieter summer months, we have also spent a considerable amount of time implementing several new innovative marketing and sales techniques. For instance, during the last two months, **we have attracted up to 300% more sales leads and converted more prospects into buying customers through our CreaseStream website than ever before!** A lot of this is due to the dedication of Steve Humphrey's, who has been working hard at boosting our social media activities. Steve has also continued to output more blogs, with the help of Graham and Technifold USA's Andre Palko, these blogs help drive traffic to our website [www.creastream.com](http://www.creastream.com) and the more traffic we receive the more sales we are likely to make.

If you would like to speak to Steve to learn more about how he is optimising website traffic and the science "behind blogging," please feel free to send him an email: [steve.humphreys@technifold.co.uk](mailto:steve.humphreys@technifold.co.uk)

## News about Heidelberg's stitching and binding lines, is it the beginning of the end for well built, high production machinery?

You may be aware of the recent announcement regarding Heidelberg's decision to transfer their service business for saddle stitchers and perfect binders to Muller Martini. The German organisation are shutting down their site in Leipzig and withdrawing from this element of business. Heidelberg has officially stated that this move will mean that both companies can focus on their respective core businesses.

Are Heidelberg being clever in their strategic planning, are they making a mistake, or do they have no other choice? Whatever the future holds you can be sure that we will be supporting traditional business methods as well as staying hot on the heels of new market trends by continuing to provide

the best solutions to compliment whatever finds its way through to mainstream production.

As there are many existing Heidelberg Stitchliners already out there in the market world-wide, and plenty of scope for many more installations for us all, probably for several years to come, we do not see this news as anything to concern us. However, maybe we all need to try and fathom out why Heidelberg made this move, are we to believe that short run digital applications may start to dominate, and that well built machine lines that were created to churn out millions of products might slowly be dying away? Only time will tell but we need to be prepared and try to predict the market trends.

**TECH-NI-FOLD AND CREASESTREAM HAVE NOW BOOKED THEIR STAND AT DRUPA 2016 AND ARE GETTING READY TO MAKE AN IMPACT ON THE WORLD MARKET !!**



# touch the future

May 31 - June 10, 2016  
Düsseldorf/Germany



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## News of a creasing breakthrough that looks set to highly reduce or eliminate inside cracking on poorly manufactured substrates

Shhhhhh, keep this to yourself but we have just created and tested out a very interesting new proto-type creasing device (possible accessory to existing Tri-Creaser's) of which we feel could **greatly reduce or eliminate inside cracking on recycled or cheaply produced substrates**. Preventing outside cracking, or breaking away of fibres on the spine of the fold has always been the main priority for the majority of creasing machine manufacturer's, and damage or breaking of fibres on the inside of the crease or fold has never really been a matter of concern up until the last 18 months.

Ok, inside cracking isn't really such a major issue right now and probably won't be in the foreseeable future, we have to keep things in perspective. However, one or two of our CreaseStream customers have identified 2 or 3 types of poorly manufactured digital papers and boards that on occasions have posed a small degree of concern. Although we **now** have procedures in place to help overcome most of these issues, either by recommending alternative stocks or through advising our users to apply different setting techniques, **we decided to begin experiments to take matters into our own hands**.

The problems of inside cracking isn't restricted to one creasing technique, we hear it is also occurring on compact matrix style creasers and I saw it happening on one of these types of creaser during my recent fact finding business trip to America. **It would have been easy for us to ignore the problem of inside cracking and not take any action** to resolve something that may or may not prove to be a bigger problem in the future. However, in today's tough market we are more than aware that **our customers/partners are hugely serious about ongoing innovation and advancements that help them keep at the forefront of technology, to gain an edge over their competitors**. We are eager to continue looking at how we resolve the problems of tomorrow no matter how small they might appear to be right now.

In line with some of our most successful patented solutions, our proto-type was created as a result of trying something completely crazy and illogical, and we are quite excited with this latest discovery.

Sorry I cannot disclose any more details relating to the design of our proto-type, other than the fact that it could end up as an accessory your customers might use to compliment their existing Tri-Creasers. **We are going through the patenting process once again, but when the time is right**, following more extensive testing, **you will be one of the first to hear about it** – and I think you will be suitably impressed!!

## Well done Wendy, a Marathon runner in the making

We would like to congratulate our very own Wendy Austen, for completing the next phase of her London Marathon training by finishing a 10 mile run at the weekend. Wendy, our Stock & Distribution Coordinator, decided to take up running just a few months ago, and she made it her goal to run the London Marathon, which takes place in six months time. Wendy is proving to be an inspiration to us all in the way that she has undergone a strict fitness regime and modified her diet to fulfil her dream of completing the Marathon in aid of The Alzheimer's Society, a charity which is close to her heart.

Although the registration process is going well, Wendy is still awaiting the news that she has been accepted to run in next year's event, so our very best wishes remain with her right now until the final confirmation comes through.



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## Notes of Importance:

### ● MB Fast Fit - FF-MB/20-FP-01-B ENDURA RIBS:

**Yellow M-102B-SB, Blue M-117B-SB, & Orange M118B-SB**

Please note we have made a change to the creasing ribs on the MB Fast Fit **FF-MB/20-FP-01-B** to now include the Endura creasing ribs, as above. Testing has shown the Endura ribs give a better quality crease without any breaking on the leading edge of the sheet and it also proving to have a longer life span.

### ● Muller 1528/29 cover feeder adhesive tape

Technifold has recently received information from some of our distributors informing us they have had problems when fitting the Muller 1528/29 Spine Creaser to the Cover Feeder. Before ordering this part please confirm with your customer the colour of their Cover Feeder as we have identified that you will need a different version of the device, depending the colour of the machine, which can be Blue or Green. As a general rule, a Green coloured Cover Feeder uses the double wheel Spine Creaser CC-MU-01 and the Blue coloured Cover Feeder uses the single wheel Spine Creaser SC-MU-02, (this version of the device will now come with white adhesive tape, please do not use the red tape with this version of the device as it may not adhere to the drum adequately enough.)

Please see below the product information for SC-MU-02 version of the Spine Creaser

## Spine-Creaser



**Product code:** **SC-MU-02**

### Additional Information

**Also compatible on**

**Muller Cover Feeder 1553/4**

**Muller Primera E140**

**Muller 1528/29 Blue coloured cover feeders**

## Contents of Package

### 1x Female:

contains 4 channels which can crease between

100-350gsm

### 1x Fixing Bolt:

### 1x White 4mm Adhesive Tape:

### 1x Orange Creasing Matrix (M-154):

used to crease material between 100-135gsm

### 1x White Creasing Matrix (M-02):

used to crease material between 135-250gsm

### 1x Yellow Creasing Matrix: (M-01):

used to crease material between 250-350gsm



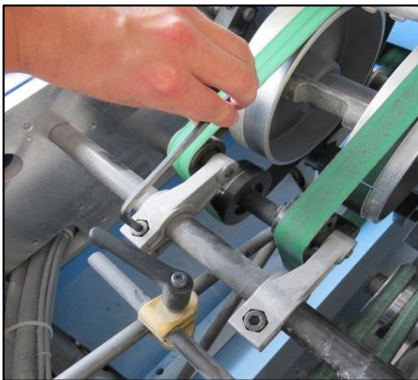
### ● Problems feeding thin paper on the Muller Spine Creaser

A customer has informed us of a bubbling or fish tailing effect that can occur whilst creasing approximately the last 75mm of the cover on a Muller Gather, Stitch and Trim Cover Feeder machine.

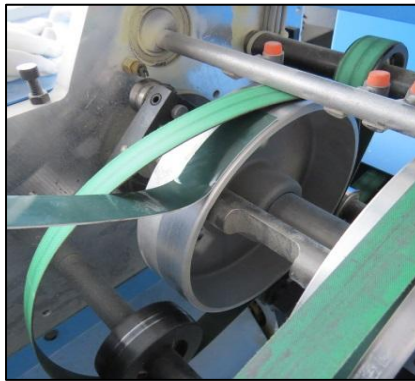
After several prototypes I am now pleased to inform you we have now developed a simple and effective solution to overcome the problem.

By placing a special tape under the feed belts, it builds up the level of the drum so it feeds thin cover stock completely level with the creasing unit and therefore completely eliminates the bubbling effect.

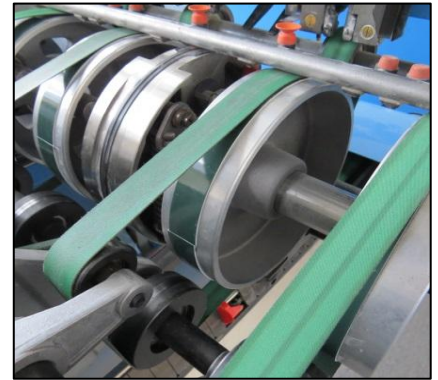
(The simple procedure is shown in the photos below)



Loosen the drum  
tape tensioning arm



Position the special tape  
on to the cleaned drum  
making sure it is placed  
directly under the belt.



Cut the tape so there is no  
overlap and then retention  
the belt.

The tape incorporates a self adhesive backing, with a hard wearing outer surface and incorporating a foam centre. The tape can be purchased in 6 x metre rolls which is enough to apply 2 complete covers at a cost of £10.00 per roll.



If we can help  
**we will...** just  
tell us your  
requirements  
and wait to be  
amazed !!

If you should have any special requests from your customers before you say **no** please ask us first and we will see what we can do. We have a very innovative team at Tech-ni-Fold that are only too willing to look into your Creasing, Cutting and Perforating problems. Paul is always looking out for the next challenge and would be pleased to work with you on a new project .

We have recently breathed new life into our first ever CreaseStream innovation and this is how you can benefit...

Some of you may know the story of how we may have been slightly guilty of **over designing** our first automatic style creasing machine, the **CreaseStream plus**. We made it so the unit could process/crease up to 20,000 sheets per hour; we included four feed belts, two feeding heads and a deck of rollers, all so the sheets would glide effortlessly through the creasing, cutting & micro-perforating shafts. As the story goes, we eventually found that we could produce a slower, 4,000 per sheet solution with one belt, one feeding head and no deck of feeding table rollers, the mini Auto-feed was born and has since become our best selling CreaseStream product.

**In truth we probably made the CreaseStream plus too good**, too fast and slightly too expensive for the digital market we were targeting, and there were one or two design aspects we were not totally happy with. For instance, the machine was more relevant to a high print finishing skill set as operation techniques were more in line with seasoned bindery operators.

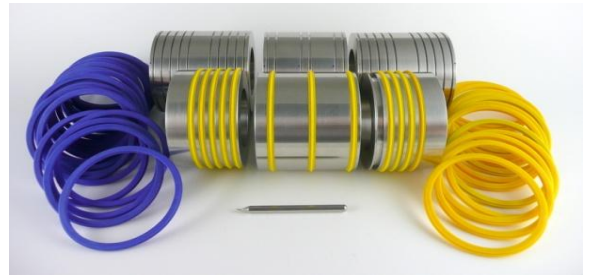
Although the sales have continued on a slower rate over the last year, recent activities have meant that **our CreaseStream plus has enjoyed a rejuvenation and rebirth through addressing special requirements in the market.**

I must thank Paul Barrett for helping to breathe new life into our CreaseStream plus, here is a list of applications he dealt with, which led to unexpected sales...

- Feeding school books and **edge-trimming the spines to take away the staples** to create open pages (we sold 2 units)
- Feeding and **applying up to 11 creases at a time to create a special manilla document wallet**, our customer needed to produce 4,000,000 per year (we sold 1 unit)
- Feeding and creasing card stocks at a paper manufacturer's who is now selling pre-creased substrates to Greetings card producers (we sold 1 unit )

As well as these, we have had some interest from a USA company who would like to feed books and envelopes at their mailing factory.

**Paul has spent a considerable amount of time virtually reinventing our CreaseStream Plus**, this machine that was struggling to find its path can be used in many diverse ways. Paul has helped to make use of the strengths that were previously undetected and by talking to our customers he has now developed other new and exciting ways to use the Plus, that would normally not have been considered.



**New 3mm & 5mm Crease Distance Device that can crease up to 13 creases in one pass**

## Amazing CreaseStream plus discount offer

If you would like to find out in more detail how our CreasesStream plus may meet specific customer requirements, or if you are interested to receive our latest, amazing discount price offer, please give me a call or email [Vivienne.edwards@technifold.co.uk](mailto:Vivienne.edwards@technifold.co.uk)



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**Hurry don't miss out! these offers end 31st October**

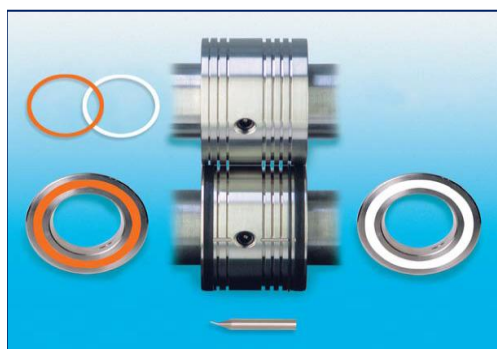


## Spine & Hinge

SHC-03 SHC-RO  
£200 each



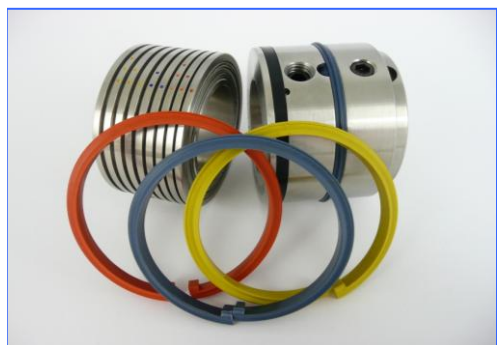
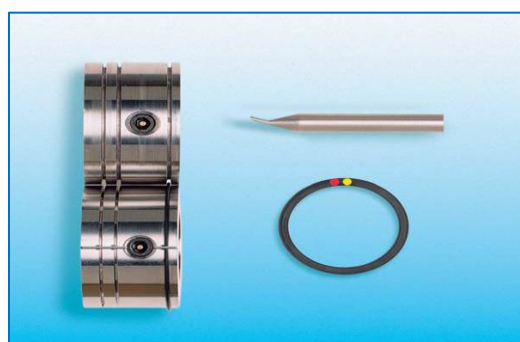
£150



## Tri-Creaser

← TC-DEL-BO/35-FP  
← TC-DEL-GU/35-FP  
← TC-DEL-HH/30-FP  
← TC-DEL-HH/40-FP  
← TC-DEL-HO/20-FP  
← TC-DEL-SH/55-FP  
← TC-DEL-ZA/40-FP  
← TC-DIG-RO/20-FP  
← TC-DEL-EC/31-FP  
TC-STA-ST/20-FP →  
TC-STA-SM/35-FP →

£80



FF-36-FP / FF-36-FIX

## 36mm Devices

£200 each

Each



QC-03



PD-36-FP



SHC-02-36

**Stock Sale / September 2014**