



## Distributor News from Graham

# I could feel the Magic at Mexico show

**"The press came and so did a film crew, it was obvious that our stand was by far the busiest, they wanted to know what all the fuss was about"**

I had the great pleasure of visiting our Mexican distributors in May to support them during the Expographica 2013 print show, held in Guadalajara, and it was one of the best experiences of my life.

The owner of Technifold Mexico, Rodrigo Castellanos had worked so hard to organise the show and to make time for my visit. I met Rodrigo's family, friends and work force, and was blown away by the kindness and friendliness of everyone, it was truly a humbling few days.

We travelled from Mexico City for the show, and the journey of 10 hours seemed like nothing as we all got to know each other – I could really sense the feeling of togetherness and team spirit as everyone anticipated what the exhibition may mean to their company and themselves on a personal level – this was a real opportunity to show case Tech-ni-Fold and CreaseStream technology and achieve higher recognition and success.

I was astounded to learn that Rodrigo had brought over more than 200,000 flat sheets of material to run through the CreaseStream machines and MBO folder, which harnessed the Tech-ni-Fold tools. He was planning to run the machines almost nonstop, in a bid to attract attention and sales, and his plan paid off handsomely as an incredible amount of people swarmed the booth throughout the show.

I could write many words about my experiences at this show; however, as this would take up too much space, I can only begin to tell you how proud I was to be part of it. The hard work, the passion, the professionalism and the success; seeing Mexico go crazy for our technology was amazing.



It was no surprise to me that team Technifold Mexico achieved so many sales and managed to lift up their profile many levels. The team impressed me so much with how they lived, worked and smiled throughout the show, and I even felt quite emotional when I had to leave.

The press came and so did a film crew, it was obvious that our stand was by far the busiest; they wanted to know what all the fuss was about. I have since seen show videos of the team clinching sales as they happened - Amazing

Why was this show successful, and why do I believe Technifold Mexico will reap even more rewards over the years, I can sum it up in five words – They believe in the Magic! Some of you will know what that phrase means, and for those that don't, maybe you need to ask me, it is the difference between success and failure.

**"Thank you to Rodrigo for planning this show to perfection and for your friendship, and also for changing the lives of the wonderful team you led so brilliantly, I learnt so much."**

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)



## Distributor News from England

### An opportunity to work at Tech-ni-fold ~ by Jack Harris

When the opportunity arose to work at Tech-ni-fold I jumped at the chance, a summer break from University spent working, learning and preparing myself for the world seemed a much better idea than a summer spent sitting at home and working part time in a supermarket. I started my five month journey on April 5<sup>th</sup> and admittedly at first I didn't really know what to expect, I understood Tech-ni-fold's products to some degree but had never really seen the CreaseStream machines before. After about a month of working everything started to click in to place and I started to understand common print finishing problems and how to fix them with Tech-ni-fold's versatile product range, this made me happy because it meant that I could solve problems on my own without having to constantly ask questions. Right now I am three months in and still enjoying every minute, the best part is gaining the knowledge and confidence to work with people and find a solution that makes everybody a winner. Working at Tech-ni-fold is great because everyone is so helpful and wants me to learn and do well, my colleagues are willing to spend time with me, teaching me different things to do with every aspect of the company and making sure I get the very best out of my experience.

### An insight to the stock room

The stock room is the vibrant engine room of Tech-ni-Fold & CreaseStream's highly efficient distribution operations.

We aim to ensure all UK & International orders are processed accurately, packed, wrapped and despatched on the same day if possible.

The stock room team are Wendy, Trev & Josh. We are always happy to hear from our customers & eager to help with any delivery queries or problems.

No two days are the same. Orders are the first priority of every day, this is followed by the many different jobs that keeps us very busy including purchasing, receipt of goods, making up products, preparing moulds, shipping out and dealing with couriers. With over 1500 stock items it can sometimes be difficult to decide exactly what is required. To help us in our quest for excellent service it would be helpful if when ordering you could use the product code and a description of the item you require to ensure minimum errors.

We are a committed team, eager to please with a passion for delivering first class customer service.

**Article by the stock room team.**

### THANK YOU

Our office is usually buzzing with the excitement of a new idea, or the success of our latest installation, and it's great to be part of that buzz.

As I deal with the financial side of the business my buzz comes from having a good cash flow. All of our distributors have an excellent track record in paying their invoices on time which in turn enables me to pay our suppliers on time.

I just wanted to take this opportunity to say a BIG THANK YOU to you all; receiving payment on time allows us to continue our development of new and exciting solutions, which I think you will agree is good for all of us.

by Sue Harris



## Distributor News from Overseas

### New s from Overseas

If you have any tips that you feel other distributors may benefit from or just want to tell us a little about yourselves, please send them to me and I will publish them in the next issue of 'The Distributors News'

Birk & Blyme Pty Ltd is a major supplier of Bindery and Pressroom parts in Australia. They have been supplying the Printing Industry for the past 25 years with quality replacement parts and are well known in the Australian market.

Tech-ni-Fold started developing a product called the Tri-Creaser Deluxe approximately 10 years ago and this is when Birk & Blyme became aware of this revolutionary product. They approached Tech-ni-Fold and began distributing this product throughout Australia.



Why not tell us of an exhibition that you are going to have a stand at?

These are the ones I know are happening during September and October 13.

**Chicago**  
[Technifold USA](#)      **8th - 12th September**  
Booth #3355

**Sinsheim**  
[Uwe Reimold](#)      **9th - 12th October**  
Germany

**London**  
[CreaseStream](#)      **23rd - 26th October**  
England



Jan Blyme



Christian Birk



Leehanne Hawley

**Meet the Birk &  
Blyme Team  
from Australia**



Tim Schultz

Today, the majority of our customers use one or more of the Tech-ni-Fold scoring devices, whether on the folders or the binders. We are now onto the fourth generation Tri-Creaser as the product is perfected and adjusted according to industry changes and feedback.

The devices have always proven to work as promised by the Tech-ni-Fold guarantee and our rate of return is negligible. It is a proven product that eliminates fibre cracking.

Written by Tim Schultz

*On a personal note, I would like to say thank you to Birk & Blyme for their article this month, remember if you have anything to say I would love to hear from you too. Regards Vivienne*

**SALE**  
**See the back page for further details.**  
**Only while stock lasts.**  
**Hurry, don't miss out on this opportunity!**



## Distributor News from CreaseStream

### My First CreaseStream Exhibition Experience

On May 13<sup>th</sup> Lee , Vivienne and myself travelled down to London, we were squashed in to a transit van with three machines, three tables and thousands of sheets of card but we were all excited. We were on our way to Progressive Greetings Live, the world's biggest greetings card show to demonstrate how our cost effective creasing machines can save card makers lots of money. Monday was all about setting up and making our booth stand out from the crowd, after four hours of hard work it did just that! We were all exhausted and so went for something to eat and then retired to bed. Tuesday came around and we were all up early, raring to go, none of us knew what to expect as Lee and Vivienne had only been to printing shows before and I hadn't been to any shows at all. The show started off quietly as it took a while for people to filter down to our stand but eventually more and more people were enticed by the brightly coloured Mini Series machines, visitors were asking lots of questions and showing real interest. The stand got busier as day one went on and we made many new contacts whilst gaining feedback about our machines. Day two started much the same as day one with the first hour being reasonably quiet but again people started to arrive later on, the stand was full of people wanting to try our card creasing competition to win a Mini Standard! Day two settled down again from lunch time onwards but the competition kept on going until the end, eventually a lady with a small card company won the Mini Standard, creasing 47 sheets in one minute. That signalled the end of the show, we packed up the machines and travelled back to Lutterworth.



The card show was a great stepping stone for me because it was light hearted compared to the big printing shows like Drupa and IPEX, both of which I hope to attend in the future. Lee and Vivienne taught me a lot at the show but they also learnt a lot themselves, talking to potential and existing customers is amazing because they can give you a real insight on how your products actually affect the outside world. All in all the show went well; we sold one Mini Standard whilst we were there and have followed up several leads now we are back!

**by Jack Harris**

*Thanks Jack for all you help at the show, you were a valued member of the team,  
Vivienne & Lee*



## New Developments

A customer recently asked Technifold to develop a high quality micro perforation system to fit his **Kongsberg XP Plotter**. The plotter is a large format machine that is capable of producing excellent quality products on many types of substrate.

In the initial design stage we wanted to create a perforation system that was simple to operate and easy to set up. The finished design allows the customer to quickly exchange one of the many perforation blade options such as thin sheets requiring a high number of teeth per inch (TPI) while heavy substrates require less teeth such as 12 TPI.

When we installed the new system the customer was so pleased with the results he asked us to develop a creasing system that could be incorporated into Tech-ni-fold's perforation blade holding arm design.

We believe there must be many more that would like a similar product. Please contact your Kongsberg XP plotter distributor and see if they would be interested in promoting the new system.

The system can be seen on youtube <http://www.youtube.com/watch?v=OEKI3E8ihEk>

Drop us an email and we will send you the product sheets for you to impress your potential customer too.



### A Useful Demonstration Tip

If a customer asks you to demonstrate the Technifold tooling on their folding machine, always say to the customer that you would like to check the caliper pressure setting before you place the tooling onto the shaft.

If you ask them if the caliper settings are set correctly they nearly always says yes, unfortunately I have found by experience this is not always true. There is nothing worse than getting a bad result on the first few sheets out of the machine just because the customer says the caliper settings **are** set correctly when in reality they are set up badly.

The customer usually makes a decision based on the first few samples, therefore by always asking to check the caliper pressures first you should get better results for the customer to base their opinion on.



CP-AP-QC/36-FP

**£385**



KC-01-36

**£180**



SHC-ST/25-01

**£400**



SHC-03

**£285**



SHC-GUK

**£385**



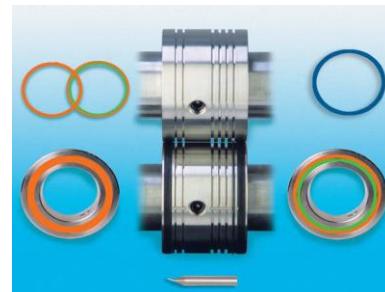
SHC-04

**£385**



TC-DIG-RO/20-FP

**£320**



TC-DEL-SH/65-FP

**£230**



TC-STA-EU/01-FP

**£120**



PD-ST/MAILER-FP

**£205**



EF-BAC-FP

**£260**

**Discontinued Stock Sale / September 2013**

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