

Helping Our Worldwide Partners Achieve Greater Success**A Word from Graham:**

It's quite amazing to take a step back and realise that since our formation in 1999, we have developed over 400 Tech-ni-Fold products, and also created an amazing range of CreaseStream machines specifically for the digital market. I really do have to pinch myself to think that we created two global businesses, virtually from scratch to fill gaps in the market where there were no solutions. We have battled against scepticism to prove that a rotary device actually does eliminate cracking and match up to the proven methods that have been around for years, and are winning that battle by gaining new customers every single day. The journey is still so exciting, we all enjoy every moment of it and will continue to do so until our technology is right at the forefront where it belongs. My ambition is that our way of creasing becomes the benchmark and not the alternative method.

Free Demo Campaign

Recently we sent an e-blast out to our UK customers with the promise of a free demo, we have followed this up with a call and I can honestly say that the conversion rate from demo to sale has reached an impressive average of 95%. Now isn't that worth a try? I understand this approach is not so easy to initiate in countries where geographical areas are vast and hard to reach, but with such a high success rate achievable I would encourage you to at least target certain localised areas as a test, and see how you get on. We did exactly this using the promotion of a 'Morgana Pack' (see Lee's article on the right) due to such great results we are now looking at using this method with other products. To learn exactly how we carried out these recent campaigns and gained such high levels of success, please call Graham Harris, it could prove to be the best thing you have done for years, and help get your business off to the perfect start in 2013.

**Morgana News from Lee**

The new Fast Fit comes with extra soft creasing inserts that give a cylinder style crease and our own design of support rollers which will stop the shafts from flexing. The original top support rollers were made completely of rubber and this is why the shafts had previously flexed, our own support rollers stabilize the shaft, therefore the crease is perfect. If you are interested please ask for a product sheet on FF-SH/15-FP-PACK, or call Lee or Paul for more information.

Modifications to the Fast Fit for the Morgana:

We now have a brilliant Tri-Creaser for the Morgana UFO, Junior and Major machines. Over the past 10 years we have tried to avoid getting too involved with these machines, simply because the 15mm shaft flexes, which significantly affected consistently and straightness of crease and also compromised the finished quality.

Do you have a show coming up soon?

Would you like some help from us in England?

Please let me know and I will see what we can do to support you.



Distributor News

The Challenge is to find New Distributors around the World

We are on the hunt for new distributors. The world is a big place and there are still plenty of companies that do not know about Tech-ni-Fold or CreaseStream, I will be visiting Brazil in March 2013 with the sole purpose of finding a distributor or to firm up ties with the contacts that we already know. Whilst in Brazil I will be holding several conferences and hoping to take advantage of our targeted advertising campaign that we are undertaking to attract potential business partners. So, we are anticipating a good trip! If you have anyone you can recommend in a country that is not yet covered, please let me have their contact details, email me on vivienne.edwards@technifold.co.uk

'A Tip from Mexico'

How to easily measure shafts to order the correct Tech-ni-Fold product? (Without any tools, except a pen, a ruler and a calculator for faster result)

1. Take a pen.
2. Go to your folder.
3. Press STOP button to prevent others from starting the machine while taking the measurement.
4. Take any piece of paper.
5. Wrap it around the shaft and mark 1 loop.
6. Measure the distance with a regular ruler.
7. Divide by 3.14
8. You have the shaft diameter.

Why does it works?

1. Remember that the circumference is around three times (Pi) the diameter.
2. A micrometrical measurement is not necessary because the possible shaft sizes increases in blocks of 15 mm and the possible error is less than 2 mm.
3. An approach to the distance is more than enough for choosing the correct Tech-ni-fold product, but not to precession measurement.

New Demo Unit

demonstrate Creasing, Perforating and Cutting without the need for distributors to buy three different devices or a CreaseStream Mini. The cost of the demonstration unit with a complete set of tools would normally retail at £2119.00 plus shipping.

However we have an exclusive offer for our distributors where they buy the tools at normal dealer discount rates and we provide the demonstration unit absolutely FREE reducing the cost to £980.00, plus shipping. We anticipate that the units will be snapped up fast, so please contact me to place your order, without delay or send me an email on vivienne.edwards@technifold.co.uk

EnduraCrease is hailed as a **revolutionary** creasing breakthrough

Great technical advances and breakthroughs in any industry don't just happen overnight, more often than not they take months or even years to develop and perfect before hitting the market. If the technical change improves existing technology then it is definitely worth the wait. This is exactly what happened with our new creasing rib upgrade, the EnduraCrease, we wanted to find a softer and more gentle rubber creasing application to complement existing Tri-Creaser Fast Fit's, especially to improve results on more sensitively printed stocks, such as UV coated and digital materials. After years of developing exactly the right mix, and testing how it performed, the EnduraCrease is an established component and has replaced some sets of creasing ribs in certain Tri-Creaser packs. Not everyone will know too much about the EnduraCrease, it kind of crept up without too much fuss. However, some of our customers that previously experienced slight ripping or damage to certain materials have hailed this breakthrough as **revolutionary**. The EnduraCrease simply looks the same as previous creasing ribs, only it is lighter in colour and softer to hold, and the bonus is that it lasts at least 25% longer, please feel free to call us to find out more.



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



Distributor News

New Developments

Over the last 2 months we have developed a new adjustable creasing system to fit the Kolbus Perfect Binder with a 94mm outer diameter, a Fast Fit for the Graphic Whizard and we are now in the process of manufacturing the new Quick-feed and Auto-feed machines for the CreaseStream Mini range.

Our initial reaction from distributors and customers who have seen the two machines has been so good we believe this is going to be a excellent and exciting product.



Graphic Whizard Fast Fit



Perfect Binder for the Kolbus 94mm



Mini Auto-feed

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'

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Distributor News

A word from Mark Jarvis on CreaseStreams latest news

Based on feedback from distributors and customers we have introduced the Quick-feed & Auto-feed to create a series of Mini machines.

By taking the CreaseStream Mini, and incorporating a new multi sheet feeder and also motor drive for the Auto-feed, these two models are able to process sheets at least three times quicker than the original Mini, which is already considerably quicker than a simple bar creaser.

We will continue to produce the current CreaseStream Mini, to be known as the Mini Standard, this machine has proved to be incredibly popular with over half of CreaseStream sales being for this version.

We have also taken the step of adding graphics to the lids of each of the Mini models to make them instantly identifiable, and are finding that customers are asking for machines by colour

Standard



Quick-feed



Auto-feed



The New Year will also see further development work on a new auto-feed creasing, perforating and cutting machine, to fit below the current Plus yet above the Junior in the range, and able to process up to 12,000 sheets in one hour, this machine will partner closely with a new folding machine which is presently being developed, we hope this will help you to provide a complete solution for your customers.

If you do have any questions relating to CreaseStream products, please do ask, either by calling Mark Jarvis, or emailing mark.jarvis@creasestream.com

For your information we will be closed over the Easter Holidays

March 29th, 30th, 31st & 1st April

Please place any orders before 11am for despatched on Thursday 28th