

An amazingly easy way to make dozens of extra sales during those quiet times throughout the year

There is no doubt that sometimes we all hit those quiet times, it can be slow for those that supply products and solutions into the printing industry as key decision makers and the shop floor guys who buy from us don't seem to be responsive, maybe some take annual leave as you may know from your own experiences of this summer. However, lack of sales activity can happen at any point during the year, when you least expect it. whether such inactivity occurs in September, December, May or next summer, I would like to encourage you to think more about how you may acquire more sales by looking at it in a completely different way.

So how might you get your customers to buy from you in the quiet times?

The easiest answer to this question is, don't try to sell to them, try to help and educate them instead, then you will find quite a few of them will buy. Two years ago we discovered how to make many great sales through a slower period, it was all to do with offering our customers a **free Health Check**, and giving away **free accessories** - this campaign was so successful we couldn't cope and had to stop!

Think about it, rarely do suppliers offer to visit a customer to make sure all is going well relating to a solution they provided, probably because they don't want to listen to any serious issues that need urgent attention, or risk having their product returned, of course that would never happen to any of us.

However, just imagine how your customers would feel if you offered to check out the efficiency of a device you sold them a few months/years ago,

and how a free upgrade you hold in your hands will make their working life easier and the quality of their work even better. Ok, giving away free items like a new soft or plastic creasing insert or a plastic waste stripper does sound counter productive, but the gratitude you receive gives you the opportunity to educate your customer about other solutions you can offer them that they might never have got to see firsthand.

See the example below of the email we prepared for Lee, it resulted in literally dozens of extra sales in the UK on two occasions, please feel free to adapt it for yourself, I can even help you with the 'Free Accessories', give me a call and we can talk



Graham Harris

Here is a sample of an email we would send for this promotion.

Subject line - Print Finishing Health Check

Date:.....

Dear Peter

Our Tech-ni-Fold technician, Lee White, will be in your area the week commencing Monday 21st July. His job is to simply check if our products are performing to their full potential on our customer's machines, and to provide, where necessary, some free upgrades that we have developed to improve results.

Lee can spend some time with your Bindery operators and provide some free tips and techniques, and also bring them up to speed with what we are doing to improve finishing productivity in general.

Here are just a few examples of the free items Lee will bring along to make his visit worthwhile...

- ☑ Softer creasing ribs to improve results on digital & UV materials
- ☑ Plastic creasing ribs to produce deeper results on laminated stocks and section work
- ☑ Special waste stripper that eliminates clogging on trimming 2-up & 3-up work
- ☑ Bindery success manual that is full of clever finishing tips & techniques

Lee will also explain news about our latest development programme which has unearthed some incredible groundbreaking discoveries that will impact finishing technology in the future; you will be the first to learn about it firsthand.

Why are we doing this? It is important to us that our customers are completely happy with our products, and continue to keep pace with our continued innovation.

Already Lee is being booked up fast so please let me know if you would like to take advantage of a visit – I urge you to call ASAP, you have nothing to lose and everything to gain.

To book and secure your free Tech-ni-Fold Health check, call 01455 5544 91 or email graham.harris@technifold.co.uk

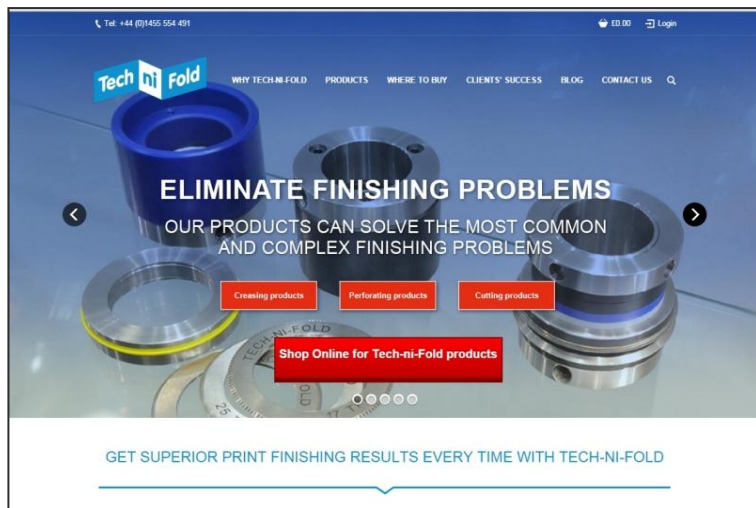
I look forward to hearing from you.

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



We've been busy during the summer months...

Whilst everyone has been planning their summer holidays, we at Tech-ni-Fold & CreaseStream have been busy upgrading our websites, as you can see from the pictures below our new websites have taken on a very different look from our original sites. They have much more of a modern, younger and fresher look to them because in today's world it is important that you keep up with the trends on line, it isn't good enough just to have a great product you also need to have more of a presence on the internet, accessible at the touch of a button! Your website could be the most important tool in the box to help generate future sales. *[Have a look at our new websites, for easy access just click on the pictures below.](#)*



Tech-ni-Fold website



*See link for Tech-ni-Fold **Perforating***

*See link for
Tech-ni-Fold **Creasing***



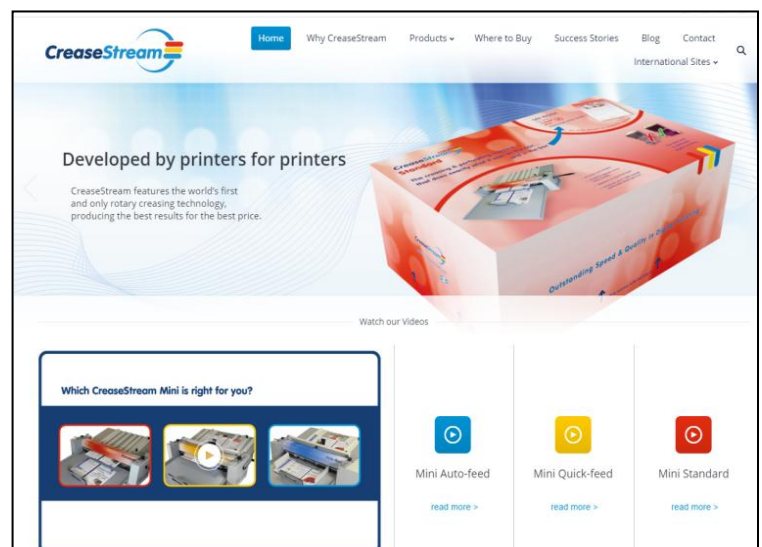
On the new Tech-ni-Fold website you will find two free reports *'The scoring device on your folding machine will never stop your work from cracking, here are four reasons why.'* and *'How to get micro-perfed sheets from your folding machine that will run through any Laser Printer, Copier or Digital Press'.* Also on the new CreaseStream website you will find a free report on *'Too many digital creasing solutions to choose from? Here are five essential questions you need to ask Suppliers before making your decision.'* Many of you may have already seen these reports but please can I encourage you to download all three of these, show them to your customers, they will explain why Tech-ni-Fold has the ability to eliminate the fibre cracking problem, and can perforate using your current folding machine, which can then be run through a printer!, The report will also advise the customer what they should be looking out for when buying a machine for creasing, or if they need to be considering purchasing a CreaseStream machine .

CreaseStream website

*See link for CreaseStream **'5 Essential Questions'***



"I hope you have all had a wonderful summer break and like our new websites you are refreshed, full of energy and ready for the rest of the year ahead"





New Developments
by
Paul Barrett



"We will be launching our latest CreaseStream Machine at Drupa"

During the past 3 years we have been quietly developing a new creasing machine which will be officially named the '**CreaseStream Pro**', and is our intention for it to sit at the head of the CreaseStream range.

Although the Pro still uses the 52cm width, identical to the rest of the CreaseStream range many other new developments have been incorporated into the design to make it a stronger, faster and more versatile machine than any we have ever developed before.

The Pro design has been mainly focused on Litho and Digital printers who have larger run lengths than the average copy. The machine uses a clever side guide adjustment mechanism which incorporates a strong fixed lay making the setting up of the side lay quick and easy.



Speeds of up to 18,000 copies per hour can be achieved on A4 sized paper, it also has the ability to remove a double trim waste strip from the centre of the sheet and has a built in deflector waste system automatically removing the trimmed waste in to the table it sits on.

New developments in the way we crease will also be added as part of the standard tooling for this machine. The original female can be replaced with a special colour coded female ring and holder. The female ring rolls a deep channel at each side of the crease line making the folding less prone to fibre cracking on the inside of the substrate.

At the moment the new machine is going through CE certification but it will not be long before the manufacturing of our first batch of machines can commence.

Would you like to be one of the first to know when the Pro is ready? Yes, then just drop me a line and I will keep you up to date on it's progression.

Getting to know the Tech-ni-Fold Team.



Trevor Warren - Assistant Stock & Distribution Co-ordinator

Trevor is married to Jane and he has two children Emily and Sam, both in their twenties. He was born and has always lived in Leicestershire and so a real 'local lad'.

Before joining the Tech-ni-Fold team Trevor previously worked for the Midlands Co-op Supermarket chain store. Starting as a young boy at the age of 15 Trevor worked part-time whilst finishing his studies at school.

When Trevor was of the age when he had to start thinking about a career, he found that because he was already working in retail it was a natural progression to stay and work his way up. Retail was something Trevor enjoyed and was good at so when he was offered the chance to join the Management Training Programme with the Co-op he jumped at the chance.

During his training Trevor learnt all aspects of how a large food store operates and once he had completed his training Trevor's first posting was a Deputy Manager of his local store. Over the years he progressed through out the chain to bigger and bigger stores until he finally took early retirement in 2012.

Whilst Trevor worked at the Midland Co-op he managed a total of 7 different stores and was a loyal employee for an amazing 34 years.

Over the years Trevor has enjoyed a variety of interests, he likes to go to one or two Beer Festivals and Music Festivals a year. Also Jane and Trevor share their love of good Food and Wine and can often be found at the local Theatre. Trevor enjoys watching and playing Snooker and Darts.

Working at the Midland Co-op gave Trevor an all round ability to work with a team of people and to gain a wealth of knowledge on stock control, which gave Trevor an edge on his other candidates and Sue & Graham the reassurance when they were looking for an assistant to help Wendy in the stockroom.

Trevor feels his decision to take early retirement from the job he had been in since he was 15, serving 34 years and to join Tech-ni-Fold was one of the biggest he had ever made but one of the best!, he has now been with Tech-ni-Fold for 3 years and is a great support to the team, Wendy in particular.

On a personal level I would like to add that Trevor **always** has a smile on his face and is always a pleasure to be around, he goes out of his way to be helpful and the 1st to offer to make the tea!!



News from Overseas



I am pleased to introduce our new distributor in The Netherlands for CreaseStream

I would like to take this opportunity to welcome Van Randwijk, our most recent CreaseStream distributor to the team. I had the pleasure of meeting with both Wouter and Mikel in May when they came to England for training and have no doubt they will be an asset to the team. When they were here we discussed what their expectation for the Mini's in The Netherlands market would be and how they might promote the machines? Part of their vision was that Van Randwijk would have a dedicated standalone website for the Finishing arm of their company of which CreaseStream would feature quite predominately.

Having now seen the results of their new website, in particularly the Finishing section I am confident that they will also get the sales they are aiming for too.



To view their new website for finishing go to:
<http://www.rilmachine.com/>



Comprint (Thailand) Company Limited.



We have also appointed a new distributor in Thailand. Comprint (Thailand) Company Limited have been working in the Printing industry since 1987, mostly selling printing machines, now that our contact from Heidelberg (Thailand) has recently decided to join the company they would like to use his knowledge of our products to become our representative in Thailand for all our products. We would like to welcome Comprint to the team and wish them every success in their future of being a distributor for both Tech-ni-Fold and CreaseStream.



We would like to welcome back Fuji Xerox. Since Fuji had a company re-shuffle at the end of 2013 CreaseStream we felt was being overlooked, but now I am pleased to say Carman Lo has taken on the responsibility of the CreaseStream Account so we are looking forward to a renewed energy for CreaseStream in Australia.

We are talking to new potential distributors all the time, at the moment we are actively communicating with companies in Colombia, Chile, Dubai & many more. Watch this space to find out more about who will be joining the Tech-ni-fold & CreaseStream Family next.!

We are preparing for Drupa 2016, what are you doing?

How to be one of the select few to be invited to join us on our stand, to find out more please contact

Vivienne.Edwards@Technifold.co.uk

	touch the future		see you
	May 31 - June 10, 2016 Düsseldorf/Germany		02 97 : 18 : 08 : 19 days hours min sec

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