



## Distributor News from Graham

# A New Year A New Start

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I would like to take this opportunity to wish each one of you a very Happy and Prosperous New Year, and to thank you for what turned out to be a successful 2013.

So what does 2014 hold for all of us? Well, I must confess that the turn of the year doesn't always signify change in business structure or practice for me as that can happen any time of the year, and often does, however, it is different this time around. With IPEX 2014 (March 24-29) on the horizon it has given me the incentive to begin to plan something special to present to the world, something that has never been seen before at a trade show. Rather than describe what will happen, I would much rather meet you there in person, and present it all to you myself.



I am not talking particularly about a new product, more a new way of doing business, which brings into play many types of sales streams and clever marketing strategies that you can quickly and easily implement for your own business.

Business is changing and the way people choose solutions is also changing, so with this in mind I am really optimistic about 2014. I guess that as I get older I want business to be easier; I want potential customers to instantly understand exactly what makes us stand out from the competition.

I dare to proclaim that we are on the verge of initiating a new and exciting business strategy that will lead the way in innovative marketing in our industry.

**The only other thing that needs deciding for me at the beginning of this year are issues related to selling expectations.** In other words, it is important that whoever sells our products has a clear idea of how many units are deemed as acceptable, this acts as a guide that helps focus the distributor and manufacturer – this is an area of business often avoided, yet critical if both sides need to know where they are heading, some of you may need help in this field and I will be in touch very soon.

In the meantime, please email Vivienne to set a date for our IPEX meeting.

[email : Vivienne.edwards@technifold.co.uk](mailto:Vivienne.edwards@technifold.co.uk)

**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

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As the newest member of the team here at Tech-ni-Fold and CreaseStream I was asked to write an article for this newsletter about my time so far.

It seems like a logical thing to do, ask the new boy to say something nice about the company!

Although when asked I had to think for a minute, reminding myself that (by the time you read this) I will have only been here four months.

If I had been asked to do this at any of my previous jobs I could have come up with some false niceties about the place where as now the fact that it already feels like I have been here longer than I have and feel really settled within the group I think is a true testament to the atmosphere within our office! I have experience of an office environment from a summer job at university but it feels now like I'm really stepping up a gear.

I have more responsibilities than before and the phrase "every day is a school day" has never rang more true for me since, well, school!

A combination of learning about the industry I am now involved in along with learning aspects of my role and responsibilities within the office makes everyday different and interesting.

I also like to think that I bring a fresh combination of skills and knowledge to the role and can help with and take on certain tasks, like running the company social media accounts (@CreaseStream UK on Twitter!) that might have otherwise been overlooked.



Along this journey I know there will be a real sense of pride when business happens that I have played a part in securing. I hope that I can help grow the business but also know that if I put my heart into it, it can help me grow too! For the first time in my life I have a career, not just a job. I also do not dread getting up for work in the morning anymore, and long may that continue!

**Steve Humphreys,  
Office and Marketing Assistant**

### Future Exhibitions

**IPEX  
London**

**24.3.14 - 29.3.14**

**Mexigrafika 2014  
Mexico**

**12.6.14 - 16.6.14**

**If you have an exhibition coming up soon let me know about it so I can tell our network of distributors, advertise your show in our News Letter now, I am waiting for your call**

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## Distributor News from Overseas

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### News from Technifold USA Jan. 2014

Aside from the usual daily excitement of selling Technifold and CreaseStream products, two other noteworthy milestones were recently reached here at Technifold USA.

In November we purchased a 2800 square foot office and warehouse building to house both our Technifold USA and CreaseStream operations. Although we joke that it looks a bit like a bunker, it's a comfortable one and it's already becoming a second home to us. (That's me in front of the building.) We're still in the midst of moving inventory and fixing up the offices and we'll even have a small showroom set up for the CreaseStream Mini machines.

On another front, the National Association for Printing Leadership (NAPL) recently recognized Technifold USA Inc. with a Marketing Plus™ Award for Cross-Channel and Digital Marketing.

According to NAPL contest guidelines, the award in this category is in recognition of "Effective promotion of digital capabilities or a demonstration of an integrated approach combining digital technology and print." The purpose of the contest is to exhibit "unique projects that show marketing leadership."

Entries were scored on 'Return on investment results, Success at attaining marketing goals and objectives, as well as Creativity, Design and Methods of execution. Although it sounds complicated, I think we can sum it up by saying that for the past 11 years we have always asked "How can we do things better for our clients?" It's those answers that we collectively come up with that help us to focus our marketing and sales efforts.

Although it seems like yesterday that we started to sell Technifold products, both the new building and the marketing award are the result of years of persistent, hard work. Even without the new building and without the award, the journey itself has been worth the effort and we are blessed to be part of it.

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## Distributor News from CreaseStream



ExCeL, London  
24th - 29th March 2014



IPEX is getting nearer, Technifold and CreaseStream will be exhibiting at the show. We would love to see you there, if you are visiting, please make a point of coming to talk with us, you will find us on stand S3F271 in the South Hall, better still make an appointment in our dairy so we can spare you some quality time , do not delay if you contact us now you are sure to get the time you want on the day you want.

### Increase on CreaseStream Machines

Due to the developments over time we have found it increasingly difficult to keep the price of the Mini's down so unfortunately we have decided to increase the cost from 1st February 2014,you will have had the new price lists that were distributed to you directly in the first week of January 2014, Any orders placed before the 1st of February will be at the original price and if we run out of stock the price will be honoured until all orders have been fulfilled.  
**To take advantage of this orders, will need to be placed by 31st January 2014**

### Sales Promotion on the Junior Machine

The Junior is a great machine and is being slightly overlooked due to the arrival of the Mini Auto-Feed. Although the Auto-Feed has it's advantages over the Junior, the Junior also has it's advantages over the Mini, it can Cut, has a larger shaft - 30mm so the tools can also be used on some MBO machines and it is a more robust machine. We propose the following offer to distributors only. In this limited period from 1st - 28th February you can purchase a Junior at your current distributor discounted rate, less a further £300, that's over 10% extra discount for a Junior Standard Machine! This offer cannot last for ever and is not to be missed!



## New Developments

# A New Year A New Start

During the last 6 months of 2013 we noticed a growing confidence in the world market with the media telling us the world recession is coming to an end. Is this a sign we are coming out of a long recession? It is hard to predict but one aspect of this ongoing recession has been the growing interest shown by our valued distributors for both Technifold and CreaseStream products.

Some people thought we must have been crazy to start the CreaseStream business during the recession but we firmly believed that this was exactly the right time; we saw a gap in the market place to develop more cost effective Creasing and Perforating machines for companies that are willing to invest and try to move forward in difficult times.

With any new business we had to get the CreaseStream brand into the market place and with your help we are now becoming a popular well-known brand. At the beginning of the development we knew there would be lots of testing required before we produced a range of CreaseStream machines that customers would come to appreciate and with our distributor's comments and customer feedback we believe we have now developed an excellent range of machines that can be sold as a complete package.

Over the past several months we have been finalising a fully adjustable Spine & Hinge creaser to fit the **Kolbus** Binding machine with a collar size of 94mm. The development has taken us several years to complete as there are quite a few obstacles to overcome, but with the help of our German distributor Uwe Reimold, we have now installed our first unit into Germany. **Product Code: QC-ADJ-KB/94-FP-01.**

We had also been asked several times to develop a creasing system to fit the American made **Longford** high speed **greetings card** plough folding machine. The design of the machine has changed little from the 1960's but with thousands of machines being produced the biggest problem we had to overcome was the lack of space available to install the system and the fact that it requires Fast Fit creasing rib technology. During last year we were asked again by a British card manufacturer to develop a creasing system. They explained there was a problem because during their manufacturing process they covered the cards in glitter and then dried the cards in an oven, this caused the cards to crack severely when folded and so they needed a solution. We soon made a couple of prototypes and with their help we were able to develop a fully workable system. **Product Code: FF-LO-01**

See attached to this News Letter a copy of each Product Sheet

**Kolbus**  
**Quad-Creaser**



**Longford**  
**Fast-Fit**



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