

Bindery Success™

The Technifold Newsletter

World Class Bindery Tech Tips & Product Updates

Floridians Claim the Real First Thanksgiving

The Pilgrims and Indians celebrated their first Thanksgiving Day in honor of the Wampanoag chief Squanto and his braves, who had helped the Pilgrims survive in the new world. The year was 1621 and the weather was chilly.

But in September of 1565, Spanish explorer Pedro Menendez de Aviles and his new friends, the Timucua Indians, celebrated a thanksgiving feast near St. Augustine, Florida. It marked the Menendez group's safe arrival in the new world. Floridians say this was the real first Thanksgiving Day in North America.

In case you wondered, there was no turkey or apple pie. The explorer and his guests dined mainly on bean soup, but the weather was warm.

A few years later, in 1578, English navigator and explorer Martin Frobisher sailed with his 15 ships up the Hudson Strait. He was



seeking a sea route from the Atlantic Ocean to the Pacific, but he also set up mining companies and a settlement.

Frobisher is said to have held the first Canadian Thanksgiving, in 1579, on a cold day in what is now Newfoundland. His stone

house was discovered by American explorer Charles Francis Hall more than 250 years later in 1862.

These North Americans, however, were relative newcomers on the thanksgiving scene. Celebrations in Europe, Asia, Egypt and Africa predated their observances by hundreds or thousands of years.

Ancient Greeks, Romans, Chinese and Egyptians all held harvest festivals and thanksgiving celebrations. Most still exist in one form or another.

I'd venture a guess that the first guy to discover fire had his own thanksgiving. No matter the beginning, let's remember to take time to give thanks this holiday and every day for all the blessings in our lives.

Success Without Stress?

That's probably not entirely possible--there is always going to be some form of stress in our lives. I suppose the key is dealing with it positively.

Here are 10 tips for living less stressfully, from "Loving and Leaving the Good Life" by Helen Nearing. She lived to 91, her husband to 100 and they were together for 53 years. Must have done a few things right!

- Do the best you can, whatever arises.
- Be at peace with yourself.
- Find a job you enjoy.

- Live in simple conditions; get rid of clutter.
- Contact nature every day; find the earth under your feet.
- Take physical exercise.
- Don't worry; live one day at a time.
- Share something every day with someone else; help someone else somehow.
- Take time to wonder at the world and at life; see some humor in life where you can.
- Be kind.



"I can live with you not wanting to push the envelope, but your refusal to think outside the box..."

A thankful heart is not only the greatest virtue, but the parent of all other virtues.

~ Cicero

Most conversations are simply monologues delivered in the presence of witnesses.

~ Margaret Miller

There are only two options regarding commitment; you're either in or you're out. There's no such thing as life in-between.

~ Pat Riley

Opportunities are like sunrises. If you wait too long, you miss them.

~ William Arthur Ward

Treat all disasters as if they were trivialities but never treat a triviality as if it were a disaster.

~ Quentin Crisp

We judge ourselves by what we feel capable of doing. Others judge us by what we have done.

~ Henry Wadsworth Longfellow

Always make a total effort, even when the odds are against you.

~ Arnold Palmer

Football combines the two worst elements of American life: violence and committee meetings.

~ George F. Will

QUOTES

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Folding Aqueous Coated Jobs...an Unofficial Survival Guide

Lots of feedback on this subject in our weekly Bindery Success email. (You can sign up at www.technifoldusa.com)

The introduction of aqueous coatings in the late 70's was a plus for many reasons, one of which was that coated jobs could be sent to the bindery almost immediately. But that great looking high gloss finish meant that **folding was often much more difficult--the fold rollers simply had a tougher time gripping**. Apparently some things haven't changed much over the years! When asked how they dealt with aqueous problems, I got feedback in three categories:

technique, equipment and environment.

One lone respondent said he runs aqueous jobs the same as regular uncoated jobs and never has a problem. He added he's going to keep his fingers crossed! This highlights the complexity of printing and finishing. If you experiment enough, you can probably find the right combination of paper, ink, coating and machines to run without a hitch.

Until then, here are a few ideas to consider.

Technique & Emergency Cures

==> The simplest and most common suggestion was to use more fold roller pressure. Adjust manually or use thinner sheets in the calipers.

==> Check the register belt on the infeed table. If it's worn and too smooth, register can be an issue when you get to a slick, coated stock. A simple test: wet the belt slightly. If the register problem goes away, you've found the culprit.

==> "Desperation" cures, or "how do I get this job to run right now?" Most suggestions here involved spraying a very fine water-alcohol mist directly on the fold section. A warning: this will promote rust on metal parts! (WD40 or Pledge polish lightly applied can help prevent rust.) Be sure to dry equipment when the job is done.

Another emergency suggestion sent in: use Shower to Shower body powder on the fold rollers. Of course, a fine powder in a machine is not a good combination. These are definitely NOT manufacturer recommended answers to the problem, they are emergency solutions. But if plan to stick around, a bag full of tricks like this can save your bacon.

Equipment

Working with aqueous or any challenging stock will highlight flaws or worn items on your folder.

==> A feed table register belt gets worn and

glazed over time. Normally it might not pose a problem, but present it with a very slick stock and the problem appears. Often it's a simple matter of cleaning, (be careful with the chemicals you use!) or it may be time to replace. You may also find that the side guide and register marble combinations may need to be finessed with a slick stock.

==>Your fold rollers may be working just fine...until that aqueous job. More frequent cleaning with recommended roller wash may do the trick.

==> MBO and Stahl both make use of an **"open cell" foam** as a high-grip alternative to traditional polyurethane and steel combo rollers. The downside is that the foam wears faster.

==> Kepes, a manufacturer of post-press specialty items and fold rollers, has taken the foam roller one step further. Their **High Density fold roller** has a simple design twist on the standard combo fold roller. It can use either foam



*Standard High Density
"High density" fold roller from Kepes
combined with the right rubber or foam,
helps grip aqueous jobs, reduces marking*

or urethane, and has the added advantage of decreased marking problems--there is no steel-to-steel overlap to cause marking as the rubber wears down. (study the image above) With a high-density design for extra grip, plus urethane for longer life (compared to foam) you now have a high performance upgrade that will help with tough stock.

Environment

There have plenty of books and studies done on the pressroom environment; suffice it to say that **humidity and temperature differences** play a vital role in the successful printing and finishing of any stock.

==> A few readers wrote to say that they use humidifiers and/or vaporizers to control the relative humidity in the vicinity of the folder. Some swear by the use fabric softener in the vaporizer to help with the register.

But let's back up a bit. Paper is hygroscopic: it will either take up moisture or release moisture

into the environment to reach the same state of humidity as the surroundings. When it stops releasing or absorbing moisture, it is at equilibrium. For best printing (and subsequent finishing) results, paper should be at this state of equilibrium before printing. Also, the paper should be at the same temperature as the pressroom.

Sounds easy, right? Well, relative humidity changes with the air temperature. Warm air holds more moisture than cool air. A 70 degree room will hold more moisture than a 55 degree room, hence the term "relative humidity." In the US, relative humidity (RH for short) can vary from 10-90% depending on location and time of year.

To add to the mix: humidity and moisture content where the paper is manufactured make a difference in how the paper will perform. Sooo...to simplify things, most paper companies manufacture so that the end user (the printer) gets best result at an RH of about 40 to 50%. Got all that?

If you haven't already done so, a study of your press and bindery environment is a good place to start. If no standards and controls exist, a changing environment will make it harder to troubleshoot by adding variables to the mix. For instance, say your RH is 25% one day and 45% the next. How will that affect job print quality, aqueous coating and drying? A job that runs perfectly one day may be totally different and misregister the next. The operator ends up fighting a "folder" problem that is really a relative humidity problem resulting from variations in drying, tackiness, curl, etc. But if your temperature and RH are the same each day, you have two less items to contend with.

It's a complex subject. Avoiding it will cost you tens of thousands of dollars over the years, not to mention endless aggravation. **Paper manufacturers** are a good place to start, and there are usually very specific recommendations for preparing various papers for printing.

Trade organizations like Printing Industries of America or the NPES are places to turn for standards and guidance.

Although no single source will give you all the answers you need, (unless you get very lucky,) by instituting standards, you chip away at the seemingly endless variables that can affect your production.

How to Reduce Homeowner's Insurance Premiums

If insuring your home is taking a bigger bite out of your wallet each year, here are some ways to ease the pain.

* Increase the deductible from \$500 to \$1,000 for a 20 percent premium deduction.

* Combining auto and home policies could save you up to \$300 a year.

According to Money magazine, if your premium is \$2,000 a year, you could save:

* Up to \$400 by installing a central station burglar and fire alarm.

* \$300 by updating the plumbing, electrical and heating systems.

* \$200 by installing hurricane shutters or roof tie-downs.

* \$200 for dead bolt locks.

Owning a new home can result in a discount of up to \$400. The discount decreases with age.

\$100 For Your Tips & Techniques

Got a Bindery Tip, Trick or Technique you want to share?

We pay \$100 for any new tips geared to bindery and finishing.

Email andre@technifoldusa.com
or Fax 973-383-7981

GEORGE FOREMAN... ON BINDERY SUCCESS



George Foreman hands me his latest book, *Knockout Entrepreneur*

You've got to hand it to him...the man has been a huge success in the ring and more so in business. In his latest book Foreman talks about obstacles to success, the biggest of which is the fear of making changes. He advises, "Get in the habit of asking yourself probing questions, such as *How can I do what I do better than I am currently doing it...am I problem oriented or solution oriented?*"

Most people "are more comfortable with what they already know and would rather remain where they are than risk stepping out into the unknown. That is a normal reaction, but **successful people regularly overcome this resistance.**"

He credits small changes in his stance and foot movement with his successful fight comeback. Lots of small improvements means better performance overall...this applies to everything we do!

Is there anything you might be able to do better? Do you have creasing, cutting or perfin operations that could be improved with one of these solutions?

Phone 973-383-7920 or
info@technifoldusa.com

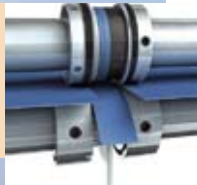


Fast Fit (new split ribs) or EZ Fit Tri-Creaser™
eliminate fiber cracking on folding or scoring machines



The Micro Perforator

die quality micro perfs on your folding or scoring machine. Perfed sheets will easily run through copiers, printers and presses. Light stocks up to about 15 pt.



The Multi Tool

Guillotine quality cutting on your folder or switch it to micro perforating.

Spine & Hinge Creasers

Handle up to 4 simultaneous scores on perfect bound book covers Available for most folders and Rollem scoring machines Available in-line versions to fit Muller and Kolbus perfect binder cover feeders

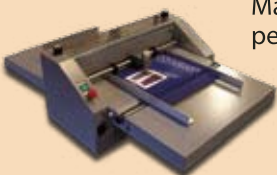
The Spine Creaser for Stitches

Turns stitchers cover feeder into a cylinder-style creasing machine

the Speedcreaser™

Manual and Auto Feed creasing, perfin/cutting. Run as stand alone unit or inline with folding or other finishing units.

Uses all Technifold devices.



the Crease & Perf Applicator

Run 1 score and 2 perfs at once and in close proximity Or run up to 3 perfs for perfect bound signature work.



Folding Rocks!!

Foldfactory.com is the online community for folding ideas and resources which I ran across when they launched their new site in May. Founded by 'Chief Folding Fanatic' Trish Witkowski, it's a great resource for anyone involved in folding from designers to machine operators. There's too much to cover in one short article, but here's a quick overview:

Ideas page:

Search a selection of 130 short videos of creative folding styles. Watch them fold and unfold, and even e-mail them to your clients, vendors, and colleagues. This exciting resource is sure to give you fresh ideas for your folded jobs. Here's just a sampling of what you'll find: Snake Fold, L-Cross, Stepped Accordion, Semi-Gate, Roll Fold with Die Cut, and much, much more.

Video Vault:

Watch "Folding Basics" the first in a series of print-finishing education videos that will teach you about the importance of planning for folded jobs, folding compensation, buckle-plate folding, knife folding, and more. The light, informal style of the video delivers valuable information, with a few laughs along the way. While you're on the videos page, watch the 60-second Super-cool FOLD of the WEEK (a weekly e-video for foldfactory members), software tutorials, and even a "spoof" Bobble-head infomercial.

Tools and Resources:

Want to know more about folding? Foldfactory offers several books about folding, and a teacher's curriculum, as well as template-building software. See the enclosed special offer.

To celebrate the launch of the site, foldfactory is offering a "Folding Stimulus Plan". For a limited time, the FOLDRite Template Master plug-in is only \$99! That's \$200 off the retail price of \$299. You can download a demo at foldfactory.com.

If you've been around folding any length of time, you know the heartache of trying to run a poorly planned or compensated job. If I were still working IN the bindery, I'd buy this for every designer that sent work my way—that's how important proper layout is!

Look for upcoming articles in this publication
by Trish Witkowski, Chief Folding Fanatic at foldfactory.com.

GUERRILLA MARKETING CORNER

tips for getting more business

The Bikini Principle

There are over 200 million blogs, 54% of whom post daily, with 1.5 million pieces of content shared on Facebook...daily.*

Where do you start? How on earth do you stand out?

By making your content valuable enough to share. You've got to give your best stuff away. The bikini principle is this: by giving away 90% and keeping 10% hidden, you create stronger overall demand, and what the 'bikini' doesn't reveal is that which is most desired. There are people who will pay to see everything.

So in your blogs, newsletters (both print and email) and social media communications, give it your all. Social media especially hates traditional selling, so you've got to attract with content. What are your customers looking for? How can you help them?

* source: Technorati, socialnomics.net, Facebook



"Don't you hate it when you lose the remote and have to watch shows you hate?"

Trivia Teaser...All About 1975

1. "Rhinestone Cowboy" was a #1 hit on both the pop and country charts in 1975 for which singer?

- a-Kenny Rogers, b-Glen Campbell, c-Merle Haggard, d-Willie Nelson.

2. Who was the first guest host when NBC's Saturday Night Live made its debut in 1975?

- a-Howard Cosell, b-George Carlin, c-Billy Crystal, d-Buck Henry.

3. Who was last seen alive outside a Bloomfield Township, Michigan restaurant in 1975?

- a-James Hoffa, b-Francisco Franco, c-Elvis Presley, d-Howard Hughes.

4. In 1975, pitchers Vida Blue, Glenn Abbott, Paul Lindblad and Rollie Fingers shared in a no-hitter for which baseball team?

- a-California Angels, b-Minnesota Twins, c-Boston Red Sox, d-Oakland A's.

5. King Faisal, the ruler of which nation, was assassinated in 1975?

- a-Egypt, b-Kuwait, c-Iraq, d-Saudi Arabia.

6. Euell Gibbons appeared in a series of TV commercials showing that some wild plants were edible. In 1975, the

Federal Trade Commission banned them because they could lead children to eat unknown plants. Which cereal was featured in these ads?

- a-Alpha-Bits, b-Grape-Nuts, c-Corn Flakes, d-Cheerios.

7. Which word was spelled out by the Bay City Rollers in their #1 hit song of 1975?

- a-Respect, b-Flowers, c-Saturday, d-Trouble.

8. Which NHL team filed for chapter 11 bankruptcy in 1975 and again in 1998?

- a-Buffalo Sabres, b-Phoenix Coyotes, c-L.A. Kings, d-Pittsburgh Penguins.

9. In 1975, the filly Ruffian broke an ankle in an "equine battle of the sexes" against what Kentucky Derby winner?

- a-Foolish Pleasure, b-Swaps, c-Riva Ridge, d-Secretariat.

10. In which city did Paul Allen and Bill Gates found Microsoft in 1975?

- a-Albuquerque, b-Seattle, c-Dallas, d-Boston.

Answers at bottom of page.

The Good News...

A young woman invites her intended to dinner and to meet her parents.

After dinner, the father invites him to the library for a drink. He asks what his plans for the future. The young man says he is a Torah scholar. He will study and God will provide for them.

Similar answers were given to questions about whether he can buy an engagement ring, where they will live and how he would support his children.

Later, the mother asks how the conversation went. The father answers, "He has no job and no plans, but the good news is he thinks I'm God."

CLASSIFIED SECTION

List your **Equipment For Sale** or **Wanted** or **Situation Wanted** in this Classified Section, *Free of Charge*. Email classified@technifoldusa.com or Fax 973-293-8339 with details.

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Great for any type of application requiring a high speed delivery. This is a serious high-speed conveyor, custom built for a project that never really got off the ground. Brand new and never put into production.

Specs: 1/2 HP 230V drive motor

Pulleys are high-speed balanced to run continuously at up to 500 feet/min

(Normal conveyors like this run at 300ft/min or less and don't have balanced pulleys.)

11 gauge heavy duty frame

Belt is 12" Rav2 b100 brushed black with clipper lacing

Support frame adjustable from 30"-40"

Enamel paint

Price \$3900 or make an offer! ships FOB Attleboro, MA

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Rolle Champion 990ETR For Sale

with deep pile air fee, serial ETR 504/54, 24" width. Bought new in Jan 2005 for \$40,000. One owner machine used sparingly the past year.

Many perfering attachments, all manuals and parts catalogs. Steve Zentmeyer 866-697-7838 Zentmeyer Paper Sales Co.

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10 pockets w/card and cover feeder, Hohner heads, 4th & 5th knife, Rima stacker \$80,000

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3 Muller Martini Minuteman Insertor-Stitcher-Trimmers

each has 6 pockets, cover feeder, 1990's and later. Various configurations. Ranging from \$20,000 to \$50,000

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Trivia Answers 1-b, 2-b, 3-a, 4-d, 5-d, 6-b, 7-c, 8-d, 9-a, 10-a