

# Bindery Success Strategies™



## Weekly Tips, Techniques and News to Keep Your Bindery & Business Productive

This Week... \* Short-Run Folding Productivity \* [Why is This Man in Chains?](#) \* [Web Press Micro Perfs](#)

### A Tip for Folding Digital Print Jobs Without a Folding Machine...



Using your folding machine for digital, short-run jobs can be a nuisance. It often takes longer to set up the folder than it takes to run the job. And if your folder operator makes a mistake, an entire digital print job can be ruined in the blink of an eye!

**Here's how to fold these jobs fast** without use of a folder. The technique works best if the job is...[Click Here](#) for rest of article and video at [Bindery Success Blog](#).

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### How to 'Click' With Your Co-Workers

You've probably seen it happen. A new person steps into the workplace and, within a short time, seems to be friends with almost everyone.



Psychologists at the University of Minnesota have been working to understand how some people click with others right away, while others do not. They found it was a natural trait for them, but **what they do can be learned**.

Natural clickers come face-to-face with someone and wonder what the situation calls for them to be. Unnatural clickers are internally focused on who they are and how they can be themselves in this situation.

The naturals tune in to the person's emotional state and mirror their energy levels. They might copy body positions or movements without realizing it. The doctors found that those who opened up, shared their feelings and seemed vulnerable were more likely to make a connection.

The odds of clicking with someone rise in proportion to the distance they are away from you. The next workstation, desk, office or next chair at a meeting makes a person more accessible.

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## Point of View

Sometimes your greatest asset is simply your ability to stay with it longer than anyone else.  
**Brian Tracy**

When I hear someone sigh, "Life is hard," I am always tempted to ask, "compared to what?"  
**Sydney Harris**

### ~ The Shredder ~

A young executive is working late one evening. As he comes out of his office about 8 p.m., he sees the big boss standing by the shredder in the hallway, a piece of paper in his hand.

"Do you know how to work this thing?" the older man asks.  
"My secretary's gone home and I don't know how to run it."

"Yes, sir," says the young executive, who turns on the machine, takes the paper and feeds it in.

"OK!" says the boss, "I just need the one copy."



## Sneak Preview of New Web Press Micro Perforator...

For web printers in search of in-line micro perforating solutions, here's a sneak preview of the new alternative in high-speed perforating designed specifically for web presses.

Web presses are in some ways more complex than their sheet-fed brethren by virtue of their high speeds, by web tension and by heating and chilling variables, in addition to the usual ink, paper and plate issues.

Perforating and scoring accessories that perform just fine in a sheet-fed printing environment might fail...*rest of article here at [Bindery Success Blog](#)*



## They Say I'm Crazy For Doing This...

### Lightning Strikes Twice

Although my craziness hasn't been officially diagnosed, it



does seem to be spreading around the office. We sold out of the 3 Speedcreaser demo units we listed in the last email. Happy with the sales, Mark Beaudreau our Speedcreaser specialist, decided to run some sheets through a couple of machines and call them 'demo units.'

At that point, lightning struck Mark's property, (I am not making this up) shattered a huge tree, fried his computers, phones, phone lines, modems, TV's, everything electric including his son's X-Box (that's the biggest crisis of all.) So while he may have been joking about the new 'demo machines,' we decided to cheer him up a bit by letting lightning strike twice with a second round of [Speedcreaser demo machines](#) this week.

He's going to kill me for this, but since you can't email or call his office line, here's his cell 401-265-4143. Give him a call if you're looking at a Speedcreaser. **He'll make you a deal!** Or reply to this email or call the main office at 973-383-7920 and we'll pass the message along.

I'm out of room, but here's why they wrapped me in chains. If you buy any Technifold creasing, perfering or cutting tool between July 15 and Dec 15, you're automatically entered in our Speedcreaser Giveaway Contest. Details at [www.SpeedcreaserGiveaway.com](http://www.SpeedcreaserGiveaway.com). If you're new here and on the fence about trying something, **the next ten people to take me up on this offer get \$1 shipping and a \$25 Amazon gift card.** [Details here...](#)

Be sure to mention this email!

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## Dedicated to your Bindery Success



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