

PressLines

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So the first shall be last, and the last first...

Forgive us but we can't resist occasionally evangelizing on behalf of the bindery. An important part of our message is that print professionals need to move the bindery forward in their planning. Viewing the bindery as an afterthought creates two problems:

- Great expectations sometimes end in disappointment because the bindery wasn't taken into consideration.
- Lost opportunities to enhance the aesthetics and/or utility of a piece through a bindery technique can reduce the effectiveness of your print materials.

The purpose of this article is to highlight some important, but underutilized bindery capabilities that can improve your print program's performance in multiple ways.

PUR Adhesive

Okay, so it's hard to get excited about glue, but let's make a case. The main options for binding thick catalogs, directories, books and manuals include Polyurethane Reactive (PUR), Ethylene Vinyl Acetate (EVA) hotmelt and Polyvinyl Acetate (PVA) cold emulsion adhesives or traditional Smythe sewing. PUR adhesive use has increased significantly over standard hotmelt adhesives for a number of reasons, the most important of which are superior adhesion and the greater ability of a PUR-bound book to lie flat when open. According to Duplo, a leader in finishing equipment, there are seven other big advantages that PUR delivers:

- Cold and heat resistance enabling publications to be bound, stored and used in temperature extremes
- Ability to bind varnished, UV-coated and other stocks including recycled papers
- Impervious to print oils used in the digital print process, and binding quality is unaffected by ink migration into the spine
- 40 percent to 60 percent better page-pull results as compared to EVA Hotmelt
- Better handling of cross-grained stocks
- Square backbones: Because only a small amount of PUR needs to be used for binding, less adhesive is squeezed out when the cover station and

side clinchers attach the cover and form the back

- Environmental friendliness due to its low Volatile Organic Compounds (VOCs) and working temperature that is set at around 120°C compared to EVA at around 170°C

Layflat Binding

PUR adhesive adds a layflat quality to perfect-bound materials, but actual layflat binding goes a step farther. This special variation of perfect binding applies a reinforcing fabric strip to the spine of the bookblock. The strip is then adhered to the front and back covers. The bookblock is not attached to the cover, which allows the spine to float freely and the pages to open without pulling on a taut cover. It adds the ultimate, user friendly functionality to high page count catalogs, directories, manuals and books.



Bindery Capabilities *continued from page 1*

Build-a-Lopes

Everyone wants their envelope to stand out in the mail stack. Build-a-Lope is our new process for creating custom paper envelopes on the bindery line as it provides many interesting options for marketers and publishers. Since the stock can be printed off-line, you can incorporate attention-demanding 4-color process printing available only with custom-made envelopes. Or, you can use inkjet imaging at the bindery line – or both.

You can also choose from a variety of substrates and sizes to create an even more unique, “open-me” presentation. In general, using the paper option gives you more room for graphics and messaging than conventional polywraps.

What’s more, you’ll find Build-a-Lopes cost-effective for medium to long runs, while delivering the sustainability advantages of paper products.

Inserting

There’s nothing terribly unique to talk about here, but we often see companies printing direct mail materials at Ripon, and then sending them off to a lettershop. This adds time and costs when, in fact, we have a substantial amount of inserting equipment onsite. We’re also authorized for plant load by the USPS. This allows the Postal Service to receive mail at our facility and transport it to a Postal Service destination in order to bypass handling that would otherwise be required at one or more facilities. You can also take full advantage of our sophisticated inkjet imaging technologies to address your envelope as well as print variable images and messages in a variety of colors, fonts and locations.

Comb or Coil Binding

This is an inexpensive binding method whereby slots are punched along the binding edge with a plastic spiral inserted into the slots. The binding materials are available in a wide range of colors. Plastic coil allows the document to lay completely flat as well as accommodate a variety of different papers and inserts. It’s an ideal solution for cookbooks, manuals, presentations and training materials.

Ripon even has special equipment that eliminates the need to store plastic coil. The cost savings of producing 12” lengths of coil from filament is well over 50 percent. The machine can form coils as small as 10 millimeters (.393”) and bind books from ¼” to 1” thick with heights of 5” to 14” and widths of 4” to 12”.

If you’re looking to upgrade to metal spiral or Wire-o binding, we can handle that too.

Collect Your Bindery Tips

Our bindery “Tips” booklet is chock full of valuable information to help make your projects flow seamlessly and your print campaigns more effective. It’s a fun, quick read as well as being educational. Contact your representative or send an email to sales@riponprinters.com. Say “pretty please” and we’ll send you the entire boxed set of “Tips” booklets.



Only the Tip of the Iceberg

We barely scratched the surface of all the opportunities available within the bindery. You can also take advantage of everything from tip-ons and special folds to die cutting, repositionable notes, bellybands, full-cover wraps, dot whacks and more. To get the most out of your next project, just remember to start at the end. For a free consultation, contact your Ripon Printers sales representative or send an email inquiry to sales@riponprinters.com. **RIPON**

A Farewell to the Smartest Person in the Room

It's time to say goodbye to someone who could qualify as Ripon Printers' MVP – Deba Horn-Prochno. Deba has just completed her 40th year with us (she swears she started when she was 5) and is now ready to move onwards.

We've relied on Deba's deep knowledge of the printing process to guide us on how to produce numerous projects over the years. It's not unusual to see a line at Deba's door as CSRs, estimators and various production people wait their turn to discuss issues with Deba. It's been educational for me to watch Deba in action as she plays detective to figure out why a project turned out the way it did.



Andy Lyke

Deba has had numerous roles with the company, starting out in paste up, managing the night shifts and currently serves as our quality czar. She has also been our point person for selecting entries for the print competitions and has been our historian over the years.

She has seen the transition from the Linotype hot lead type to digital printing; Agfa imagesetters to Fuji Javelin platesetters and has had a hand in the upgrades in our processes and equipment throughout the time she's been here. I've appreciated Deba's willingness to share her thoughts and to help us make good decisions.

A couple of my favorite things about Deba are 1) her request for people to send her a postcard from wherever they vacation and 2) her nicknames for herself and others. She calls my mother "Mootie," I am "Moon Beam" (on occasion) and she refers to herself as the "Trauma Princess."

Originally from Muskego, Wis., Deba came to this area to study at Ripon College, and hasn't left Ripon since. She was born the very day my parents, the founders of Ripon Printers, were married. How appropriate, as without Deba, it's unlikely we at Ripon Printers could have achieved the success we've had over the years.

When Deba leaves, we will be losing one of the "smartest people in the room." Wherever you go, Deba, be sure to send a postcard!

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Ripon Printers Shines in 2015 Graphics Excellence Awards

The 2015 Graphics Excellence Awards recognizes superb craftsmanship in the design, creation and production of top-quality printed material. Sponsored by the Great Lakes Graphics Association (GLGA), the competition attracts entries from printing and finishing companies throughout Indiana, Illinois and Wisconsin.

The team of judges is composed of experts in the graphic communications

industry. An entry is judged first on technical expertise and the quality of printing, then on design features and overall graphic appeal. Companies do not need to be members of GLGA to enter the contest.

Assisted by the outstanding creativity of our clients, Ripon Printers was able to capture one Best of Division and two Best of Category Awards. "Profire Grills" by Everglow Gas Lamps & Torches won Division 5 honors for Brochures and Broadsides (4 or more colors).

The first Best of Category winner was "Wisconsin in Print 2015," published by University of Wisconsin

Press. The category encompassed Web Press Printing, Uncoated Paper (4 or more colors) Coldset.

Winner of the second Best of Category award was "UCC Aluminum Electrolytic Capacitors," a piece produced by Marketing & Print Services. The victory came in the Web Press Printing, Coated or Uncoated Paper (1, 2 or 3 colors) category.

We invite you to visit <http://www.riponprinters.com/corporate/awards.php> for a complete list of the winners. For help with your next award-winning print project, please contact your representative or send an email inquiry to sales@riponprinters.com. **RIPON**

