

HORIZON PERFECT BINDER FOR TRADE BOOK SERVICE

Northampton's Direct Installs Automated BQ-270

Frustrated with break down problems and unable to source good quality, short run perfect binding locally, Northampton printer The Direct Printing Company turned to Graphic Arts Equipment for help to find a system to meet its needs.

The answer was a Horizon BQ270 JDF single clamp binder and now the firm is offering perfect binding as a trade service.

Managing Director Phillip Bradbury explains: "Our old equipment was rather mechanical and prone to break down. With rapid growth in the output of short run books from our five Océ digital presses we attempted to source an

adequate service locally but there really is no-one in Northampton who can offer a first class, quality service at a reasonable price and with the right delivery for short runs up to 1,000. Now we are marketing our services to the trade and already have some regular customers on board."

An HT30 JDF robotic 3-side trimmer completed the deal to help the company as it carves a niche in specialist publishing and trade binding services.

Mr Bradbury, who signed the deal at Northprint, said the purchase was assured after his fellow Directors Sally Bradbury and Trudy Ashton visited GAE's Perivale showrooms. He explained: "The perfect binder is so easy to set up and run. After 15 minutes Sally and Trudy - neither of whom has any production experience - were able to run books of differing thicknesses and sizes with perfect results. They produced more than 500 in less than two hours!

"The Horizon is very simple to operate and robust. This is a long-term investment for us and we think it is a good one. It is by far and away the best solution for price per book produced and the fact that unskilled staff can operate it so easily clinched it. We have excellent finishing staff here but they have to use a huge range of equipment, so ease of set up is of paramount importance."

The compact build of the machine also attracted Mr Bradbury who added: "It is very well thought out and doesn't require much maintenance at all. The instructions with it are clear so it is very difficult to make a mistake and the quality is great. Other printers look at the bind and can see it is sharp and very strong."

The perfect binder is JDF ready and Mr Bradbury said this is something the fast-moving company is keen to implement: "We are going through a great period of change and we have a new long-term strategy. JDF will play a role in that. We are only in the early stages, but it is definitely something we are looking at seriously."



Phillip Bradbury on the GAE stand at Northprint

