



HORIZON THE PERFECT BINDER FOR ELANDERS HINDSON

‘More than just a binder’ for company that is ‘more than just a printer’

Elanders Hindson Ltd of North Tyneside has recently installed the Horizon BQ-270 Touch>Bind perfect binder from UK supplier Graphic Arts Equipment.

Elanders Hindson Ltd is the UK wing of the Swedish Elanders Group, which is represented in several European countries and known for more than its exacting standards in print quality. “Anyone can print,” says Production Director Ken Reay, “but not everyone can provide the full service and logistical support we offer our customers. For instance, some of our major clients are car manufacturers for whom we produce handbooks. Once they are printed and finished we will insert them into wallets and ensure they arrive at the factory for integration into the production line. Most of our work involves an extra dimension above and beyond actual print production”

The majority of the company's work is produced on a series of multicolour B1 presses and completed in a finishing department which includes large scale long-run gatherer-binders. According to Mr Reay, the company realised the need for a smaller short-run binding system and began to investigate the market. “We have a growing digital division which is bringing in a lot more short run work, particularly from clients in the educational sector. What we needed was a modern perfect binder capable of economically producing work to runs of under 1000 and paginations of under 100.”

He continues, “We have a Horizon collator with stitch-fold unit which has always been popular, plus there is other Horizon kit elsewhere in the group which has proven successful. We saw the BQ-270 at a trade show and when we compared it with other similar machines, it came out on top. Just as we provide more than just quality print we wanted a machine which offered more than quality perfect binding. The extra ingredients are operational benefits, primarily the fast, automated set-ups which are ideal for short run work where fast turnround is paramount.”

“We also think the scoring unit on the BQ-270 is excellent and produces a really good spine,” says Mr Reay. “It offers a big binder finish on a small binder. We also think it's very versatile - we found it handles laminated 350gsm covers with no problem, which is no mean feat. At the same time, we installed the Horizon APC-611I paper cutter, a handy small guillotine which is also ideal for short run digital.”



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