

*Book Binding*

# SEIDL'S BINDERY

*Excellence*

PUR Adhesive Binding



Mechanical Binding



Saddle Stitching



Die Cutting



Gluing/Attaching



And More...



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# OUR SERVICES

## **PUR PERFECT BINDING**

Super Strong PUR Glue,  
Otabind Layflat (Detachable Spine)

## **DIE CUTTING AND PRESS SCORING**

CAD/CAM System 2, PMC High Die

## **AUTOMATED POCKET FOLDER GLUER**

CD Jackets, Carton Packages, Pocket Folders

## **MECHANICAL BINDING**

Wire-O, Plastic Coil, Spiral Wire, Plastic  
Comb (G.B.C.)

## **FOLDING**

Standard, Gate, Pharmaceutical, Small  
Format, Specialty

## **GLUING**

Fugitive Gluing, Remoistenable Gluing,  
Attaching/Placement

## **SADDLE STITCHING**

Flat Sheet or Folded Forms, 2- and 3-Up  
Formats, Loop Stitching

## **INDEX TABBING**

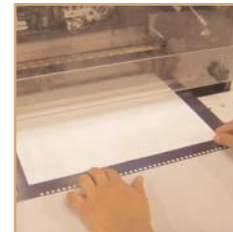
Mylar Reinforcement

## **PACKAGING**

Shrink Wrapping, Polybagging, Fulfillment

## **OTHER SERVICES**

Wafer Sealing, Eyeletting, Tinning, Automatic  
Counting , Pressure Sensitive Tape  
Application (Permanent and Removable),  
Ticky Tac Tape, Double Sided and Foam  
Tapes, Security Tape, Padding, Easel  
Application, Label Application, Hand  
Folding, Side Stitching, Round Cornering,  
Thumbcutting, Paper Banding, Skid  
Wrapping, Skid Banding



# THE ADVANTAGES OF PUR ADHESIVE BINDING

PUR (polyurethane reactive) adhesive is the strongest, most flexible binding adhesive available. At Seidl's Bindery, we use PUR adhesive exclusively for all adhesive binding applications. Here are a few additional details about the advantages of PUR adhesive:



- The page pull strength of a PUR-bound book is more than 2-1/2 times that of a standard perfect-bound book using EVA (ethylene vinyl acetate) adhesive. Books bound with PUR glue simply will not fall apart, even under heavy usage in the most demanding conditions.
- The composition of PUR glue enables it to form a strong bond with the paper even in the presence of inks, coatings and varnishes. This is in contrast to standard perfect binding, where coatings must be kept free from the spine area prior to binding. Another major advantage of PUR is its flexibility once cured. PUR offers much more flexibility than traditional binding adhesives, and PUR-bound books have flexibility approaching that of "layflat" binding techniques such as Otabind.
- PUR glue is impervious to temperature

extremes. Once it has cured, PUR remains stable in temperatures ranging from -40°F to over 140°F. That means PUR-bound books can be used anywhere - from the hottest Texas heat to the most frigid Minnesota winters - without unwanted remelting or cold cracking.

- Unlike standard perfect binding adhesives, PUR requires several hours to cure once books are bound. Although many companies prefer to let books cure for a full 24 hours before performing subsequent operations, some newer PUR formulas require significantly less curing time. Our experience at Seidl's Bindery has been that books have a bond of 80% grain strength after a curing period of four to six hours, which is sufficient time to begin shrink wrapping and shipping.

## The Seidl's Advantage

The key to the success of a PUR binding project is to plan it carefully prior to the start of production. Involve Seidl's Bindery early in the job planning process to be sure the end product will meet your expectations. PUR adhesive binding is our specialty; let us put our capabilities to work for your next project!

Attractive and functional adhesive-bound books are the result of plenty of communication between printer, finisher and client. There are many options to consider and details to discuss in order for perfect-bound book production to go smoothly. Here are a few planning tips to keep in mind when designing books that will be adhesive-bound:

Cover and text layouts should have proper trim margins – Proper layouts are the key to the success of any adhesive binding project. Text signatures should have trim margins of at least 1/8" at the head, foot and face, which is determined by signature size and overall book thickness. Cover trim margins should be at least 1/8" larger than the text forms. Keep in mind that these trim margins are approximates. We are able to work with slightly smaller margins depending on the specifics of your book layout.

Leave a glue trap – The extra 1/8" head and foot margin on covers serves as "glue traps," which help keep glue from seeping onto subsequent books during binding.


### The Seidl Advantage

At Seidl's Bindery, we use PUR (polyurethane reactive) adhesive on every adhesive-bound book we produce.


PUR is the strongest, most flexible binding adhesive available. Because that's all we use, we offer it at prices comparable to the "standard" perfect binding found everywhere else. Here are a few more ways Seidl's Bindery makes PUR adhesive binding "worry-free":

- No ink and coating knockout – While inks and coatings compromise the adhesion strength of perfect bound books, PUR adhesive is impervious to these intrusions.
- Crossover images are better – While crossover images must still be overlapped to accommodate the 1/8" grindoff, less operator discretion is required, yielding more accurate crossovers.
- No temperature concerns – Issues such as "cold cracking" can make you think twice about where your perfect-bound books should be used. PUR binding is virtually impervious to temperature extremes, which means your books will stay good as new in the searing heat of a Texas summer or the bitter cold of a Minnesota winter.

Traditional Perfect Binding




Crossover images may appear to overlap or...



underlap depending on how forceful an end user opens the book.

PUR Adhesive Binding

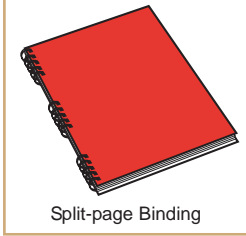


With PUR binding, crossover images simply look better!

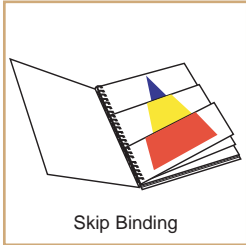


# MECHANICAL BINDING OPTIONS

## Creative Wire-o Binding



Split-page Binding



Skip Binding

Mechanical binding is a versatile binding solution that's ideal for any application that calls for layflat capabilities. There are several binding styles available to give your projects an attractive appearance and plenty of functionality.

### Mechanical Binding Styles

**Wire-O** - This binding style gives books a modern look that's ideal for a wide range of products, including wall and desk calendars, cookbooks, children's books and technical manuals.

One of the main benefits of Wire-O binding is its ability to not only lay flat, but also open 360-degrees. That makes it a great solution for products that need to be held in one hand.

The versatility of Wire-O binding also allows for creative designs such as skip binding, which appears as separate banks of wire loops. Split page books are another eye-catching Wire-O bound product. They are produced by dividing the pages of a Wire-O book into sections, making it ideal for flip charts or other applications that call for side-by-side comparison of content or images.

**Plastic coil** - This durable mechanical binding solution involves winding a piece of plastic wire through punched holes in the cover and text. Plastic coil elements can be crushed and bent, yet they will bounce back into shape. Like Wire-O binding, plastic coil binding offers a lay-flat design and a 360-degree opening radius.

### Planning and Design Tips

- Punching into copy is a common and easily avoidable mistake. On Wire-O books, leave at least a 3/8" margin at the binding edge for books requiring a 3:1 punch pattern (three holes per inch) and a 1/2" margin for books with a 2:1 punch pattern.
- When selecting a binding style, keep in mind that plastic coil "steps up" when opened, while Wire-O does not. This is important to consider for projects with crossovers on inside pages.

### The Seidl's Advantage

With high-speed machinery and experienced personnel, Seidl's Bindery is positioned to be your single source for all mechanical binding needs. Don't be stuck with lackluster results. Let Seidl's Bindery help you design your products for the most efficient production possible.

For most publicly-traded companies, the annual report is the most visible piece of literature they distribute. Although the majority of annual reports are adhesive bound, many companies would like a “high-end” version of the report for distribution to major stockholders and the board of directors, and for placement in lobbies and other high-traffic areas within the company.

At Seidl’s Bindery, we have a great solution. A split run of Wire-O and adhesive bound annual reports can handle the need for both standard and “elite” versions of your annual reports, and with minimal impact on your printing schedule. Wire-O binding offers sophistication along with plenty of design flexibility, making it an ideal choice for annual reports that absolutely must look their best.

#### Adhesive Bound/Wire-O

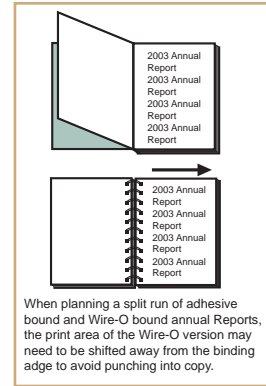
**Planning Tip:** Since many annual reports include mixed stocks and heavy ink and coating coverage, a split run of PUR and Wire-O binding allows you to use a single print run for each binding style.

**Planning Tip:** Allow 3/8” copy clearance margin from the bind edge to avoid punching into type or other important copy. Consult us prior to printing to be sure all margins have been accounted for.

**Planning Tip:** If you want to give the Wire-O versions a higher-quality feel, consider switching stocks. Run the Wire-O books first with a #1 sheet, then switch to an uncoated stock for the adhesive-bound copies - without changing plates.

#### The Seidl’s Advantage

Annual reports require careful planning in order to look their best and still meet stringent SEC filing dates. At Seidl’s Bindery, we help you accomplish both objectives by offering a complete range of bindery services under one roof. In addition to high-speed Wire-O binding and PUR and layflat adhesive binding, we can perform a variety of ancillary services to meet your annual report design needs, including folding, cutting, die cutting, scoring, gluing and index tabbing. Give us a call and let us know how we can help you efficiently produce several attractive versions of your annual reports.



## DIE CUTTING... AND BEYOND

One of the advantages to die cutting is its ability to fit neatly in a workflow with other post press production services. At Seidl's Bindery, we can perform high-speed, high-quality die cutting along with folding, remoist and fugitive gluing, attaching, mechanical binding and more to create eye-catching products.



Die cut windows, such as the one on this book cover, are a breeze to produce thanks to our automatic stripping capabilities

### Auto-stripping capabilities

While die cutting can be used to create virtually any shape, many die cuts created within the perimeter of a piece can be slow to produce. Objects such as windows or other shapes must be stripped out once the die cut is performed.

At Seidl's Bindery, our state-of-the-art die press can automatically strip a die cut area as small as 3/16" in diameter. That allows us to bypass subsequent production steps, resulting in much faster turnaround times and better die cutting accuracy.

### High-Die Cutting

Small-format products such as trading cards, product hang tags and pocket schedules can be difficult to die cut on a standard die press. Our high-die capabilities allow us to perform a perimeter die cut on such small

pieces at very high speeds. If your high-die cut products will then be attached to a carrier such as a direct mail piece, we can automatically attach the piece using fugitive glue.

### The Seidl's Advantage

Let us help you put our extensive die cutting capabilities to work for you. In addition to our wide range of stock dies, our CAD/CAM computer plotting system allows us to create accurate dies on demand. With a full complement of ancillary services such as folding, gluing, mechanical and PUR adhesive binding, Seidl's Bindery is positioned to be your single-source post press services provider.



# THE VERSATILITY OF GLUING

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Few bindery processes have as much flexibility as gluing. At Seidl's Bindery, we can perform a complete range of remoistenable, fugitive, seam and permanent gluing to help produce products ranging from direct mailers and pocket folders to software boxes and picture frames.

**Newly-expanded gluing capabilities** - We have recently installed a new universal gluing machine that expands our range of gluing capabilities. The machine's high-speed spot gluing capabilities give us improved inline attaching capabilities, which are great for including items such as magnets in direct mail pieces. With four gluing machines now at the ready, production quantities of a million or more are a snap for Seidl's Bindery.

**Packaging Tip:** Lock-bottom boxes are an attractive and useful way to house your irregularly shaped projects. With our upgraded gluing capability, both small- and large- format boxes up to 36" are available from Seidl's Bindery. Let Seidl's Bindery help you present your multimedia packages in style with a custom-designed lock-bottom box.

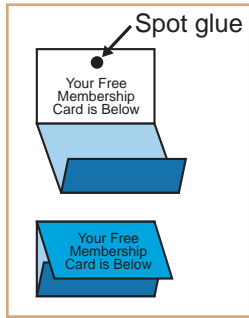
**Design Tip:** Are you looking to add a touch of elegance to a box, book, invitation or binder? Consider wrapping a decorative band or sleeve around the piece to give it the appearance of a carefully-packaged gift. At Seidl's Bindery, we can utilize our spot gluing capabilities to produce this custom touch efficiently.

**The Seidl's Advantage**  
With new high-speed machinery and experienced personnel, Seidl's Bindery is uniquely positioned to be your single source for all gluing needs. The experts at Seidl's will help you design projects for efficient production runs and professional results. Contact us today to get started on your next gluing project!



Lock-bottom boxes such as this one provide an eye-catching display solution. With our upgraded gluing capability, both small- and large- format boxes up to 36" are available from Seidl's Bindery.

SB



This direct mail piece includes a plastic membership card attached using removable glue. The piece is then folded and sealed with seam glue to make sure the card stays inside the carrier.

Isn't it annoying to open a piece of mail and have an item fall out of it onto the floor? And what about the frustration of prying an envelope out of a stitched booklet without tearing it? Wouldn't it be nice if these items were somehow affixed to the piece, yet easy to remove?

Welcome to the world of attaching, which helps make many printed products more attractive and functional. Attaching provides a stable place for items that may otherwise be loose in the packaging, and creates a natural pull for the eye of the user. Popular attaching applications include direct mail pieces, point of purchase displays, childrens' books, trade show directories, product inserts and more.

### The Attaching Process

Attaching involves affixing an otherwise loose item to a supporting substrate (or carrier) with removable glue to a carrier. This allows the attached item to be removed from the carrier without breaking or tearing either one. Once the item is attached, the carrier can then be folded and glued to form the final product.

A wide range of substrates can serve as carriers. Cover-weight paper stock is perhaps the most common carrier - especially for direct mail applications. Card stock, chipboard and even plastic can be used as a carrier.

### What Can Be Attached

Virtually any item (within reason, of course) can be attached to a carrier, including postcards, business reply cards, envelopes and spec sheets. At Seidl's Bindery, we can attach items as large as an 8.5x11 sheet. Non-paper items can also be attached, including plastic membership and phone cards, magnets, currency (real and phony), product sample packets, CDs and more.

### Planning Tip

- When designing your carrier, leave a small margin between your copy and the placement target. Most applications have a placement tolerance of between 1/8" and 1/16", so leave at least 3/16" clearance around your target placement area to be sure adjacent copy isn't obscured.

### The Seidl Advantage

At Seidl's Bindery, Inc. we have the capabilities to perform a wide range of attaching applications. When properly planned, many jobs can even be folded and glued automatically after attaching to create an efficient production workflow. Let us help you design eye-catching products that take advantage of attaching.



# THE IMPORTANCE OF PROPER FOLDING

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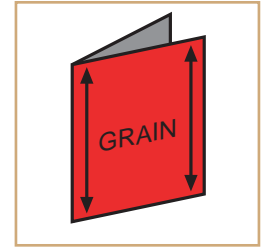
Precision folding is an often overlooked but essential process in the post-press workflow of almost every printed product. At Seidl's Bindery, we can perform parallel, roll, gate and accordion folding in conjunction with other post press processes to create an efficient workflow. To avoid unnecessary costs and headaches, be sure to communicate your design ideas to us during the product planning stage. That gives us an opportunity to offer solutions that will optimize the appearance of your finished products. To that end, here are a few important tips to keep in mind:

**Fold With the Paper Grain** - Whenever possible, layout your projects so that folds are parallel to the grain of the paper. While this may compromise some efficiency during printing, this will be more than made up for with faster, more attractive folding production.

**Avoid Excessive Coatings** - Depending on the details of the project, excessive levels of flood varnishes and aqueous coatings can compromise the folding process by either creating a buildup on the machine, or providing too slick a surface to grip the sheet. Be sure to communicate the presence of coatings when planning a project with us to be sure production won't be compromised.

**Mark Your Press Sheets** - Gripper and side markings on printed sheets allow us to handle your jobs quickly and properly. Occasionally, we receive projects without them, which can cause production delays during setup. These markings need only be simple marks made with a pen on the gripper and guide areas of the press sheet.

**The Seidl Advantage**  
Rely on Seidl's Bindery as your single post press resource. We offer a complete range of folding capabilities, including parallel, roll, gate and accordion folding styles for both large- and small-format applications. We can also integrate folding with many other post press services, including PUR adhesive binding, Wire-O binding, plastic spiral and spiral wire binding, saddle stitching, cutting, fugitive and remoistenable gluing, die cutting, index tabbing and more. Give us a call and let us help you with your next project!



To avoid quality issues such as ripple cracking, be sure to plan for folds that are parallel to the paper grain.

SB

# SEIDL'S BINDERY

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PUR Perfect Binding  
Otabind Layflat Binding  
Die Cutting  
Pocket/CD Folders  
Gluing  
Wire-O Binding  
Plastic Spiral Binding  
Spiral Wire Binding  
Folding  
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Automatic Counting  
Double Sided Taping  
Label Application  
Padding  
Side Stitching  
Packaging  
Fulfillment  
...And more!

