



Holmberg's FlexBind (see pg. 36)

Preserve *your* memories

The latest photo book binders

The digital camera has sparked a new generation of photo archiving, the photo book, bringing a new dynamic to consumers, commercial printers and equipment manufacturers. From glossy wedding albums to high-end marketing pieces, commercial printers and OEMs must stay ahead of current trends as photo books reign as the new standard in photo archiving. As many printers add photo book production to their mix of capabilities, industry experts agree that quality and automation are essential.

"After the initial surge of interest in producing photo books, many [printers] have now started to focus on producing books of a better quality. An example of this would be the migration from desktop systems that are dependent on proprietary supplies that are usually sold by the equipment supplier," says John Jacobson, president, On Demand

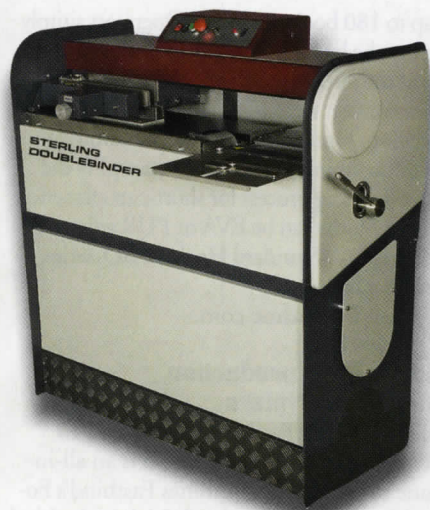
Machinery (Elizabeth, NJ). "While the desktop systems offer a fine entry point, many quickly gravitate toward production solutions that rely on traditional bookbinding methods. Not only are these traditional methods more cost effective, they usually adhere to a higher quality standard," he contends.

Jim Kaeli, manager of Muller Martini's (Hauppauge, NY) book and publication binding division, agrees: "Customers who purchase photo books are looking for top quality, fast turnaround time and product consistency. They also want an easy-to-use interface that allows them to customize the books to individual preferences without confusing or frustrating the customer." Kaeli maintains this "customer experience" is one of the top issues for photo book manufacturers. "Photo book manufacturers want equipment that fits well with their current processes and workflow, is easy to

use, is highly reliable, and can be expanded as their volumes grow," he says. As volumes grow, Kaeli says some users are finding that manual production equipment for casemaking and casing-in cannot keep pace, and highly automated equipment is given greater consideration.

Makeready times and waste factors must also be considered before adding new equipment. "Because of the one-off nature of photo books, the equipment must have zero makeready, and the waste factor needs to be as close to zero as possible," says Jacobson.

On the following pages, AMERICAN PRINTER offers the latest equipment in photo book production equipment. From manual photo book workstations to high volume binding machinery, today's equipment is readily available and designed to meet the still growing needs of the printing industry.



removable glue stations for fast and easy cleanup. An optional extra paste attachment (for additional hotmelt adhesive in the joint area) is available. Minimum size: 4 x 4 x 1/32 inches to a maximum 11 x 14 x 4 inches)

Smasher XXL is simple and safe to operate. The operator places the cased-in book into the machine and depresses a foot pedal that brings the top joint iron in contact with

the book. Heated joint irons aid in forming the joint by reactivating the adhesive in the joint area and softening hardcover materials such as library buckram and film laminates.

ODM machines are said to be ideal for entry-level hardcover bookbinding production. They are built in the USA, work seamlessly with the ODM case-making system and are CE approved.

See www.odmachinery.com.

Lay-flat binder

This new, economical, lay-flat perfect binder binds books stronger than PUR, according to Spiel Associates (Long Island City, NY). The Sterling Doublebinder will bind up to 300 books per hour with no messy clean up. The books dry instantly. This new technology produces a lay-flat book by gluing not only the spine—but between the sheets. It will bind coated stock stronger than any other machine, the company reports.

See www.spieassociates.com.



Super Sticker

Automated casing-in

The automated Super Sticker casing-in machine is simple to operate, self-adjusting and requires no special skills or makeready, according to On Demand Machinery (Elizabeth, NJ). The machine is ideal for high-volume hardcover bookbinding production. This cost-effective machine can produce up to 600 books per hour. An optional auto-feed attachment works seamlessly with ODM's high-volume Super Smasher building-in machine. Additional features include an easy-to-use control panel, a roller glue station for rounded and backed books, three-position blade height control, and

PHOTO BOOKS MADE SIMPLE!



FotoKnudsen is the largest photo company in Norway with revenues over \$50 million and 230 employees. They operate in three channels: mail order, retail (over 30 stores) and the internet. Great success has been achieved in marketing and sales with their latest product, *the photo book!*



“ We chose ODM as our supplier for cover making and binding of our growing volume of photo books because of the great flexibility, efficiency and quality of their equipment.

ODM has been a valuable resource and partner for us in building and establishing a highly successful top quality production line for on-demand photo books. I highly recommend ODM's casemaking equipment to anyone looking for an efficient solution for producing high quality photo books. ”

Ronny Kvalvaagnes, FotoKnudsen AS, CTO Bergen, Norway



Contact ODM today to learn about our line of bookbinding equipment and partner program.



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