

# On Demand Machinery

## Leading the Photo Book Market through Innovation

Established in the 1920s as a purveyor of used graphic arts machinery, On Demand Machinery (ODM) is now a prime mover in the dynamic and expanding world of automated digital photo book printing. Headquartered in Elizabeth, New Jersey, it designs, manufactures and markets the machinery that produces the increasingly popular photo books sold through wide ranging retail printout channels—from photo specialty retailers to major fulfillment houses.

This dynamic, innovative company just announced a second generation of more automated photo book production machinery that is destined to transform the industry by providing greater efficiency, more consistent quality and added value for retailers and consumers alike.

Also the mainstay of online book printing giants Shutterfly, My Publisher, Snapfish and PhotoWorks, it is positioned literally where the rubber meets the road. Its mission: To supply state-of-the-art machinery that enables its clients to turn out large volumes of high-quality photo books efficiently and cost

of a traditional wedding album to a dozen holiday gift books to hundreds or thousands.

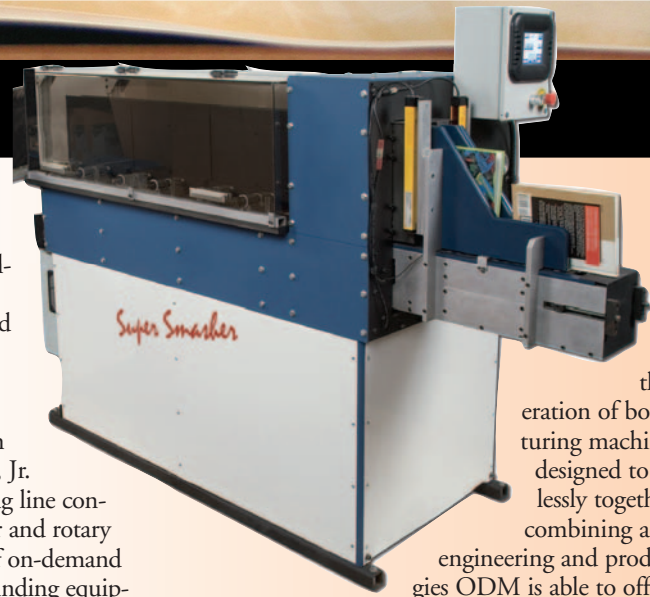
“Once it became clear that refurbishing and upgrading older equipment was no longer a viable option, we realized we had to reinvent ourselves, so we put our heads together and came up with a plan to manufacture our own line of machinery,” says CEO John Jacobson, Jr.

“We started with a simple hand case-making line consisting of a turning machine, case gauge, gluer and rotary press. But by the mid ’90s, with the advent of on-demand printing, we could foresee that the need for binding equipment capable of creating one book or many books at a time would expand rapidly and exponentially. We took the initiative and moved forward, introducing a complete line of hardcover equipment in 1997. Shortly thereafter we formed a new company, On Demand Machinery, as our marketing vehicle for the new ODM line of on-demand hardcover

bookbinding machinery that accommodates book runs of any size using relatively low-cost, easy-to-operate equipment.”

ODM has moved rapidly upward, keeping pace with the changes in the digital printing marketplace. The latest innovations to the core system include the Sticker XXL (available for tabloid-size books) that accommodates books up to 18x18 inches and up to 4 inches thick,

and the new Super Sticker designed for high-volume users. Both are state-of-the-art “casing-in” machines that bind and glue the book pages into the hardcover. The Super Smasher is a highly automated “building-in” machine that puts the book together into a perfect joint using hydraulic pressure



and heat. These machines represent the next generation of book manufacturing machinery. They’re designed to work seamlessly together, and by combining advanced

engineering and production strategies ODM is able to offer them at

the same prices as the previous machines. In configuring its extensive line, ODM’s goal is to enable clients to create more books in a day with fewer people, thus maximizing their profit potential.

“We take pride in the fact that ODM machines are designed to produce books that not only convey the image of quality and permanence but actually deliver it,” says Jacobson. “Our machinery is totally reliable and flexible, has the ability to create a staggering variety of highly marketable custom books, and are manufactured right here in the USA.”

“The end-user market segment we target is the pro and serious enthusiast who wants a very high-end \$150 book that provides a high margin for retailers, as opposed to \$30 books that must be sold in high volume to yield a viable revenue stream. ODM has moved with this growing market by being proactive and being totally committed to craftsmanship, quality and high performance.”

Indeed, by leveraging its legacy and core competency with a forward-looking corporate culture, ODM has captured the lion’s share of the expanding equipment market for creating photo books—volumes that preserve cherished memories people can keep forever. [odmachinery.com](http://odmachinery.com) □



effectively with a minimum of specialized operator knowledge and training—and to satisfy customers that may order anything from a single one-off version

# PHOTO BOOKS MADE SIMPLE!



## “A picture is worth a thousands words.”

ODM Photo Books can be described with just one word... **‘WOW!’**

That’s what your customers will say when they order their next set of digital color prints ‘case-bound’ in a hard cover, ‘library-quality’ photo book.

FotoKnudsen AS 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 **The ODM Photo Book**. Here’s what they said...

“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

### Produce ‘Library-Quality’ Photo Books In-House ...with No Make Ready!

- Wallet size (3x5”) to oversize tabloids (11x14”) up to 1/2” thick including endsheets and die cut windows produced with ODM’s Super Sewer™, Casemaking System XXL™, Sticker XXL™, Smasher XXL™ and Separator™.
- Easily ‘scalable’ to fit your production requirements.

Contact ODM for Free ‘How-To’ guide on hard cover bookbinding ...from Sewing and Casemaking to Casing-in and Building-in!

## ON DEMAND MACHINERY

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