

# On Demand Machinery goes global

... meeting the needs of an Australian-based 'On-Demand' speciality digital photo printer



▲ Smasher



▶ Casemaker



▲ Smasher



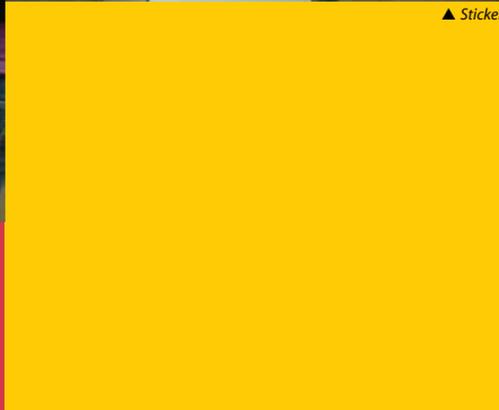
▲ Sticker



▲ Sticker



▲ Sticker



▲ Sticker

This past June, On Demand Machinery installed the ODM Case Binding System for Photo Create Pty Ltd, an 'on-demand' digital speciality printer located in Glen Innes, New South Wales, Australia.

Photo Create Pty Ltd is a company that was established to provide products to the retailer enabling their customers to take advantage of the exciting new products emerging in the digital photographic age. This 'advantage' is reflected in the name of the company, 'Photo Create'. No longer is the photographer restricted to just the photo, it's now just the start of the digital photography adventure. The company's aim is to provide to the photographer the opportunity to create a product that is uniquely theirs.

With the aid of digital offset presses and custom-built equipment, Photo Create can deliver an extensive range of print products, such as hard or soft cover books, photo greeting cards, calendars – the list of products that reflect the experience of the customer goes on and on.

Added to this are all the photo gift products you can imagine, ranging from photo mugs to photo stubby holders, Christmas tree decorations to mouse mats and all produced in-house.

Not only this but Photo Create provides the retailer with the back up of a series of poster size prints and canvas prints to complete the range of photo gifts.

Photo Create Pty Ltd, part of the Eastmon Group, has been set up as a wholesale company to service the Australian and New Zealand retail markets. Based in Glen Innes, New South Wales, the company is led by Rob Tolmie. Rob has had a forty plus year association with the photographic industry and has a history of being at the leading edge of market change as it has taken place. Apart from his marketing expertise, he is recognised for his ability to work closely with his team to establish highly efficient production environments, while maintaining high quality output.

Photo Create has utilised custom-built software, such as its Virtual Private Network and back-end production management systems, to maximise efficiency, both in the retail environment and at the production facility.

The company believes in providing the retailer with an ongoing range of competitively priced products that will excite customers and drive them to purchase.

Its slogan, 'bringing everyday photos to life' is quite apparent in Photo Create's most recent addition to their extensive line of custom digital products – the Hardcover Photo Book. The hardcover photo book with coloured linen cover and stitched binding is a unique, precious and lasting gift for loved ones and an innovative way to share precious memories captured with a digital camera. A variety of styles, page layouts and cover colours are available.

Each page of the digital offset printed photo book is hand stitched and bound to give a quality coffee-book finish, guaranteed to last a lifetime. The protective hard cover is wrapped in linen with a unique photo cutout to attractively display the first page.

The hardcover photo book is created with the ODM Case Binding System, a cost efficient method for 'on demand' hard cover bookbinding, which consists of the Casemaker, Sticker and Smasher.

The ODM Casemaking System can produce 120 to 200 hard covers per hour (minimum open size 5-inch x 8-inch; maximum open size 18-inch x 30-inch). ODM has broken down the process (turned edge covers) into four easy steps: the Spreader, Slider, Stomper and Squeezer.

The Casemaker can be configured for two operators and produces over 1000 books per day with the ODM Case Binding System.

**On Demand Machinery** [www.ODMachinery.com](http://www.ODMachinery.com)  
**Photo Create Pty Ltd** [www.photocreate.com.au](http://www.photocreate.com.au)

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## PHOTO BOOKS MADE SIMPLE!



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 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



Free 'How-To' guide pamphlet on hard cover photo bookbinding ...from Sewing and Casemaking to Casing-in and Building-in!  
 Contact us today to learn about ODM's line of photo bookbinding equipment.

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