



Welbound

T I M E S

Vol 6 • No. 01 • Jan-Feb 2011

Dear All

Wish you a very happy, healthy and peaceful New Year 2011.



It's PrintPack time. The show is expected to boost the buoyancy of the print economy in terms of number of stalls and the quality of exhibitors.

Welbound Times was born after Printpack 2005 – so it is a six year old baby.

This PrintPack 2011, Welbound will showcase its kit in Hall No 7E. I take this opportunity to invite you to our hall; and I will be present from 16 to 21 January to meet you and discuss the best trends in bookbinding.

The spotlight will be on: WB3600 PURbinder, India's first PUR perfect binder developed with technical support of world leaders for this technology - Henkel Adhesives and Robatech AG. This is a milestone in the Indian book production industry. I believe this solution will be an answer to all the issues related to binding durability.

Also on display will be India's largest selling automatic folding machines – Diploma, Pickwel Gatherer with the latest error-detection system, new models of single clamp perfect binders – with and without the PUR options. WB 2000 – six clamp binder has more than 700 installations as on date. It may be a world record for a machine in its genre. A new version of this binder with enhanced productivity and quality features will be on display. We will also be displaying a few products developed in India with technology from the Europe.

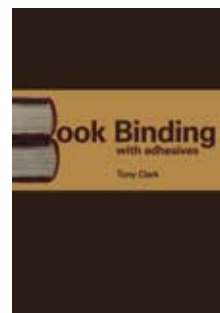
Let's meet at PrintPack 2011

K C Sanjeev

Global Launch of fourth edition of *Bookbinding with Adhesives*

Welbound Worldwide shall officially launch the fourth edition of Tony Clark's *Book Binding with Adhesives* during PrintPack 2011 at Pragati Maidan, New Delhi.

Tony Clark is known to readers of *Welbound Times*. He is renowned for his seminars, training sessions and plant audits. Clark has completed 45 years of engagement in adhesive development – during which he specialised in un-sewn binding with hotmelt and PUR.



Above all, he is renowned for his classic book on post-press operations, *Book Binding with Adhesives*. The book was out of print. In fact whenever someone from the Indian print community wanted to source a copy - it drew a blank.

Werner Rebsamen, the world famous bookbinding scientist and teacher, rates Clark's book very highly: "Tony Clark has seen too many failures related to adhesive binding and in the 1980's decided to publish a book on that particular subject. This was to help hard-working operators down in the trenches, to solve their everyday adhesive / perfect binding problems. Wherever I had the pleasure to share my knowledge in foreign countries, no matter if they spoke Spanish or Chinese, I was able to pin-point faults, all thanks to Tony Clark's book and its great illustrations."

According to Anil Krishna, the CEO and GM of Henkel CAC Pvt Ltd this book is a great help in understanding adhesive binding. He says: "What has hugely helped me and many others in my team as well as customers — is the trouble shooting section. Till such time, when the pressures in managing a 100 plus team took me away from the day to day field trials, the book used to be my constant travel companion."

Henkel, the world's largest adhesive manufacturers has supported this venture to spread the knowledge by making it more affordable and accessible. Jak Printers, the award winning printer from Mumbai is the print-partner for this project. The book cover was designed by G V Sreekumar of IIT (Mumbai). The fourth edition has been edited by Ramu Ramanathan, editor of *PrintWeek India*.

INSIDE

Cover Story	• Book Binding with Adhesives - fourth edition, Tony Clark	Centre Spread	• Pickwel gathers momentum	Tail Band	• Three knife trimming
Head Band	• Will education drive print in India?	Bookmark	• Hot-stamping foils will they adhere? Dyne Tests	End Paper	• Diploma conquers East India

Will education drive print in India?

The size of the education market India is likely to be the biggest demand driver for print. However, there are challenges in turning this into a value proposition. Most of the 'better' printers stay away from educational book printing, due to these challenges. This report presents the ground reality for book printers to act upon.



Ramu Ramanathan
Editor - *Printweek India*

Content is no more the king. It is price and relationship with teacher and school that sells the book. The low entry barrier in publishing ensures that the pressure on pricing is huge

India has made substantial gains in education. This is a country where 250 million children attend schools. Yet one of its most stubborn development challenges is the fact that 33 million children of primary school age still are not enrolled in school.

Right to education is enshrined in the Constitution. The central government launched an ambitious scheme for education. The Sarva Shiksha Abhiyan is an effort to universalise elementary education by community-ownership of the school system. The SSA hopes to provide useful and relevant elementary education for all children in the 6 to 14 age group by 2010. There is also another goal to bridge social, regional and gender gaps, with the active participation of the community in the management of schools.

Education is one of the key demand drivers for the growth of print world over. The sheer size of the education market in India ensures that this would probably be the largest factor. However, there are challenges in turning this into a value proposition.

Free education – free books

Innumerable interventions have been planned for the growth of enrollment. One of it includes: Free textbooks to all girls and socially backward children at primary & upper primary level within an upper ceiling of Rs. 150/- per child (less than \$4). The state will continue to fund free textbooks being currently provided from the state plans.

As a result, the state government textbook boards form the largest segment of publishers – in terms of quantity of books, produced. All such boards put together are estimated to produce anywhere between 1.5 to 1.7 billion textbooks per annum.

That's not all. The government is laying tremendous thrust on innovative activities for girls' education, early childhood care and education, interventions for children belonging to backward and needy section of the society. There is a thrust on computer education especially for upper primary level.

There is a big opportunity for the book printing industry in India; since the preliminary requirements of the SSA include huge quantities of publishing: school wise/EGS centre wise incentives of free textbooks and notebooks, teaching materials and information system etc.

The state government textbooks are printed by empanelled printers selected through a tendering process. Often such tenders see unhealthy competition leading to unrealistically low rates for printing. Huge compromises are then made in the production process, in terms of machines, consumables and quality control. This, in turn, leads to poor quality in production as well as delays in supplies.

At times, one has to educate the state board government authorities that one three-side trimmer is the equivalent of three or four automatic cutting machines in productivity of trimming books. And similarly, four automatic pinning machines is equivalent to one online saddle stitching machine. Make and age of machines, special attachments, capacities – these are often not given much importance. In most cases there are no gradations for vendors. The ignorance among government authorities and the unhealthy competition deter highly successful printers who can produce books with better presentation quality.

The rate card of NCERT, the premier national textbooks publishing body is a good example. For binding 1,000 signatures of A4 size book, the rate is about Rs 40 (about \$1). That means a book of 10 signatures will fetch 40 paise – this is less than the cost of adhesive used in binding the book. Ironically, their tenders have always seen more and more new printers joining the bandwagon.

Private education – Private publishing

The other side of the spectrum is the enormous growth seen in Investment in Private education. With growing income, the huge Indian middle class queue up to send their children to private schools. Today this is a significant part of their annual spend.

There are the private publishers who produce textbooks and guides based on the various national (ICSE, CBSE) and state syllabus. Every such segment has a few national players; many more at the state levels. One can estimate about 700-800 million books per annum from this segment.

Even in this segment we've witnessed a high level of fragmentation and competition. This ensures that the cover prices are very low. In fact India may boast the record for producing and selling the 'cheapest' textbooks in the world.

India may boast the record for producing and selling the cheapest textbooks in the world



“When a textbook on physics reaches a teacher for evaluation and recommendation, there are 30 plus options on the table. The books may be in different sizes, varying in presentations and in price; but how can the teacher evaluate so many books and decide which is the best for his / her students? Even if your teaching is based on a new book, it will take months before realising if the product (read content) is good. So, then, content is no more the king. It is price and relationship with teacher and school that sells the book. The low entry barrier in publishing ensures that the pressure on pricing is huge,” says Vivek Govil, President and CEO of Pearson Education India. (At the GLOBALLOCAL Conference in New Delhi).

Also, this makes the value chain unbalanced. Because the student at the top of the pyramid is willing to pay the right price, which is much higher than what the publisher is staking his claim to. (It is only the books on specialisation or super-specialisation subjects that command a premium). The cost of books, as a part of the school education budget in India is a humble 5%. We are not talking about the subsidised books published by the government. For example, a student studying in a private school in Mumbai, following the state board syllabus, would spend anywhere between Rs 20,000-40,000 per annum (about \$450-900) on school fees alone. As against this he or she will spend a maximum of Rs 800-1000 (\$22) on textbooks, guides and workbooks - all put together. This is an example where the consumer can afford and is willing - but the supplier is not in a position to ask.

As there is no value realised, huge levels of compromises are made on both presentation and content quality. Content is often “cut and paste”. Poor quality of paper (50 gsm cream wove white printing paper from a b-grade paper mill is the norm), compromises on design to reduce

cost, mono-colour printing, shabby binding and so on.

This has made companies like Pearson to focus on complete solutions - including training sessions for teachers, educational aids, question banks, workshops etc; where the book becomes one part of the package and its value is realised in relation to the solution. The academic publisher will forward integrate and invest in educational institutions, thereby realising the full potential of the content.

Issues in distribution

India is a large country and the rural India still has places that cannot be reached by motors. The free books seldom reach there. The private publishers stay away due to logistical issues. Unless the infrastructure develops in such areas, this will remain a major deterrent. We may need to think out of the box to provide solutions in the short term.

For instance in 2009 during a heavy monsoon spell, thousands of school-going children in Bagalkot, Raichur, Bijapur, Koppal, Gulbarga and Gadag districts were distraught that their textbooks and notebooks were washed away in the monsoon floods. If their parents were worried about rebuilding their damaged houses, the children were disappointed at losing their books, with half the academic year over.

Responding swiftly to their plight the textbook society, which was established by the State Government, had issued circulars to the Deputy Directors of Public Instruction (DDPIs) in the flood-hit districts to distribute textbooks stored in the block-level textbook godowns (in each taluk) for sale, free so that the children did not lag behind in the studies.

The above incident underscores the disparity between India’s haves and have-nots. Even though publishing – and

particularly educational publishing forms a large pie of the print market, most of the ‘better’ printers stay away from this for obvious reasons.

Lessons to learn

Today, a pricing battle is transpiring in other countries, as well.

In December 2010, the US Supreme Court affirmed a lower court decision on “the pricing of products made outside the United States.” This has implications for textbook pricing because it effectively prevents the new introduction of low-priced academic books.

That’s because internationally sold goods usually work like this: the manufacturer produces two types of the same product. One is expensive and lavish, intended to be sold in the developed world. The other version is cheap and basic, intended for sales in Third World countries.

Textbooks work like this too. The real barrier that many students have to accessing inexpensive textbooks is that publishers will only sell them the expensive, lavish version. Publishers make the cheap version, which is really all the students need, but the economic version is available in the developing world.

The case came down to this: if the producer makes something intended for foreign sales, can American companies buy the product abroad and sell it cheaply back in America?

A victory would have meant yes, and might have allowed Americans to buy textbooks for less money. That would greatly cut into publishers’ profits.

This is a victory for American printer-publishers. Perhaps a cue for Indian book printers to tread a similar path, soon...

Pickwel gathers momentum

The bookbinding industry in India has entered the 'age of gathering'. An industry that could afford as many hands as needed – whenever, wherever – have decided to automate the process. This movement is led by publishers and printers who realise the value of a book, gathered without any errors.



Gathering is probably the most important link in the bookbinding workflow, as an incorrect sequence of signatures in a book can make it worthless. Automation in gathering should ensure that there is zero scope for any error.

2010 saw a major growth in the sales of Pickwel gatherers – across the spectrum of book printing: be it textbooks, diaries, magazines and annual reports. This trend seem to be continuing in the new year with orders coming in from both urban and rural locations in India.

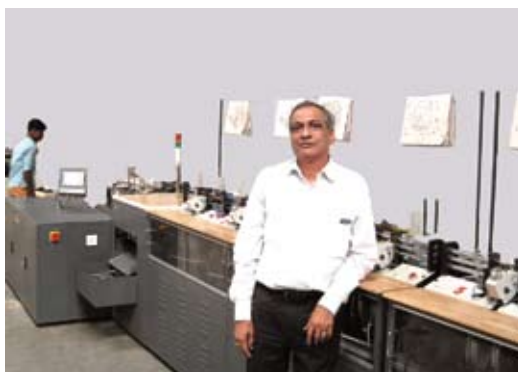
Constraints in the supply of 'just in time labour', limitation of space, pressure on productivity and assurance of accuracy – are few of the reasons cited by the book printers searching for a gathering system. The need of the hour is to have a system that needs minimum manual intervention, high levels of in-process quality control tools and sufficient productivity.

Pickwel, the gatherer – the concept of which was developed in the late nineties is ideal for Indian conditions. The modular gatherer can be expanded from 8 to 20 stations, depending on the requirement. It comes with a hand-feeding station to add one or

two signatures that may not have been planned while ordering the machine configuration. The sequential start-up ensures that the first book that is produced scores a perfect ten.

The rotary pick up units gather two signatures in every rotation – thereby delivering high speeds at minimum mechanical movement. The 'Picksense' controller programmed with the error-detection protocols ensures that an error in gathering leads to the rejection of the book. This is done without stopping the machine. The zig-zag stacker delivers books 'spine-down', for removal into a bundling system. The gatherer comes with an optional side-stitching station, supporting "Deluxe Bostitch (US) stitching heads".

One of the major advantages of Pickwel is in its upgradability. The user can add more stations so as to meet the growth in requirement.



Chottu bhaai Shah, Jayant Printery

Jayant Print & Pack (established in 1968) had one offset and treadle press in a 220 sq-ft in Thakurdwar, Mumbai. Today the sprawling 45,000 sq-ft plant in Palghar produces and exports books. The company's relationship with Welbound began when Chottu B Shah procured a single-clamp binder which augmented the investment in a brand-new Heidelberg PM 74 in 2008. This was followed with a WB 2000 in 2009; and now the Pickwel. The twelve station gatherer was installed in October 2010. According to Shashank Shah, Jayant Print will focus in book print exports; the post-press equipment from Welbound will support the company's efficiency drive.



Muralidharan and Chandrapalan, Koppara Enterprises

Koppara Enterprises in Kollam, Kerala has acquired a reputation for being a complete print unit, offering digital, screen and offset print services. The young managing director, Rajeev Ramakrishnan has been making the right investments. The post-press unit has been built around the concept that there is minimum manual intervention along the workflow. The Diploma automatic paper folder, WB 2000 – six clamp perfect binder and Trident E 15 three knife trimmer form the key links to this workflow. The recent addition to their post-press unit has been the Pickwel gatherer.



Atul Pandey, Sama Printers

Sama Printers, Kathmandu is one of the top print houses in the Himalayan country. Their services include newspaper printing, commercial printing and books and magazines. The renowned national daily newspapers, *The Himalayan Times* and *Annapurna Post* gets printed at Sama. The infrastructure include a battery of coldset web offsets, pre-press kit which includes Creo and Kodak CTPs, Komori sheetfed presses and an impressive bindery.

Sama Printers reinforced their faith in Welbound as their key post-press supplier, by installing a 16 station Pickwel gatherer with side-stitching system. Sama has installed Diploma automatic paper folder, WB 2000 - six clamp perfect binder and Trident E 20 three-knife trimmer.



Mahendra Jain, Upkar Prakashan

Upkar Prakashan, Agra is a national leader in competitive studies journals like Pratiyogita Darpan. Mahendra Jain, the promoter of the group, saw an opportunity in publishing magazines for competitive studies very early in his career.

The company chose Pickwel over used machines to add on to the brand-new Komori four colour press, at the new plant. What attracted the firm to the Pickwel was the scope of upgradability and “Picksense” automation feature. As a publisher they realise that an incorrectly gathered book can dent their book (and reputation) permanently. Upkar also has Diploma folder, WB 3600 twelve clamp perfect binder and Trident E 20 three-knife trimmer at their new plant.



k k kedia, National Printers Ranchi

National Printers in Ranchi, in a short time, has catapulted to one of the leading book printers in East India. They have a number of single and multi colour coldset webs, sheetfed presses and a full fledged bindery. Welbound has supplied WB 2000, Diploma Folder and two Trident three knife trimmers to National. They cater to leading publishers and textbook corporations. The Pickwel gatherer at National is equipped with a side stitching unit which is put to extensive use during the textbook season. K K Kedia of National has invested in all the key links of the bookbinding workflow to support his bookprinting venture.



At Printpack 2011, Welbound will initiate a new concept - Welbound Resource Centre or WRC in short. In a clearly demarcated area, at hall no 7E, Pragati Maidan the glimpses of this concept will be on display.

The resource centre would provide information as well as tools to follow the best practices in bookbinding - be it planning, process, estimation, testing and so on.

Hot-stamping foils

will they adhere? Dyne Tests



Werner Rebsamen, Professor Emeritus - RIT/Trade Consultant

One large photo book printer recently contacted me and had several questions in regards to hot-stamping their covers and bound books. Not an easy question to answer. In the age of digital printing, we are dealing with so many new chemicals, coatings and laminating materials. Hot-stamping foil manufacturers have taken these trends into account; and so do the suppliers for laminating foils. Remember: when no conventional laminating foil would stick to digital printed items? But how can you make sure the hot-stamping foil you intend to use or worse, the one your customer requested, will adhere to the substrate? Well, here are some hints from my personal experiences:

Are we able to imprint finished, hard cover bound books?

Yes, as seen during one of my most interesting tours through three large binderies, where these stamping machines were in operation. The Flesher Corp. equipment did imprint flat pieces of covering materials, vertically and horizontally. They imprinted bound books on the front cover and as a first, for many of us, on the spine as well! Incredible, new technologies!

If hot-foil stamping, what materials may be problematic? Have you ever try to count all the different materials used for binding hardcover books?

I'm sure you would agree that this is an impossible task. First, we have many different substrates like paper, cloth, synthetic and extruded materials. Within these categories, there are more varieties like resin reinforced papers, woven cloth grades with different finishes, cotton

and polyester mixtures, grains etc. Then we have extruded materials sensitive to heat. Add to that coatings, laminating films – you are expecting miracles! The worst to imprint names must be padded vinyl covers! You assume that all those items can easily be hot-stamped with a single foil? If you have the true answers for all those variables, then you deserve a PhD. in hardcover binding and become a "Book-doctor!"

The very best way to test

Although we will discuss chemical testing procedures, the best tests are still conducting tests with actual samples. At least, this is what I used to do during the many years while working as a sample maker. In a large book manufacturing facility, I was responsible for and furnishing all technical details and measurements for binding. One of those tasks was to pre-test all materials to be hot-stamped, so that we will encounter no problems in the actual production. Just imagine: you blindly follow a book designer's wishes and purchased large quantities of hot-stamping foils. Then in the actual production run, you find out that they do not work! Guess who will get the blame?

It's of course always the bookbinder!

What is a Dyne Pen Test?

If you suspect a potential problem, you can always conduct a so-called Dyne Pen test. This is simply testing the surface energy, necessary for UV coated and laminated substrates. These days, printers use many different coatings, matte varnish, gloss varnish, aqueous coatings and yes, several different kinds of film laminates. Printers not always do communicate certain



finishing coatings and expect binders to process their particular covering material "as is." With a Dyne test, we will be able to measure the pores in the surface of a particular coating or foil laminate. This will give us an assurance if a particular ink or a hot-stamping foil will adhere. The test is performed using a series of specifically numbered and formulated pens. (www.ice-equipment.com). The liquid in the pens do measure the 'dyne' count of the surface. It is an easy process. Take one of the numbered Dyne pens and draw a line across the surface until the line 'beads.' At that point, you will know that the dyne count of the surface is the last line tested before the liquid from the pen beads. A Dyne count of 38 or higher is required for a hot-stamping foil to adhere to the surface. Using this process, you can also test foils, especially critical if you have to over-stamp. For example on Law books, a title in gold over a red panel.

Is this 'pen' test good enough?

There are arguments that a Dyne test with a pen alone is not enough. These opponents recommend further testing using contact angles, corona treatments and or flame treatments. But talking to hot-stamping experts and my personal experiences in this regard, we found the Dyne pen tests to be sufficient. The other tests are mainly valuable for those who are printing onto film materials like PTFE-Teflon, Polypropylene (PP), Polyethylene (PE) or Polyester (PET). In other words, some of their surfaces need to be modified to be made "process-able." In our industry, those surfaces most likely have already

Dyne Pens





Three knife trimming

Frequently Asked Questions

M Suresh is the team leader of Welbound North. He is an application specialist known for his hands-on approach in problem solving.

A couple of years back, *Welbound Times* had addressed a few frequently asked questions (faq) that discussed the benefits as well as misconceptions of three knife trimming. We were surprised to see that, unlike many such articles on perfect binding and folding, this one did not elicit any queries from the readers. We could only fix the blame on the 'extra ordinarily low density of trimmers in India'.

India is currently one of the largest producers of books in the world. Along with the few other oh-I-can't-believe-it-is-so-low indexes, like per capita paper consumption, if we were to look at number of trimmers per books produced – it will put others to shame.

This article is not to delve in to the reasons for such low base of trimmers in India; but to address a few important capabilities and benefits of three knife trimming. These are discussed in the form of a Q&A

Before we start the questions, let's understand the basic advantages of a three knife trimmer in comparison to guillotines, for book production:

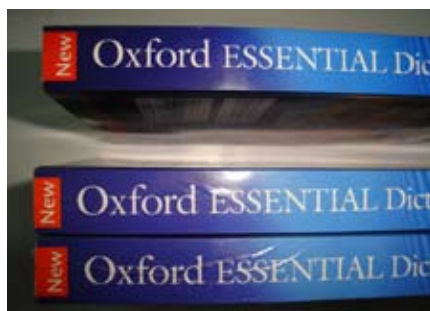
- (1) Much better speeds (almost 3-4 times) in comparison to single knives
- (2) No wrinkles on spine, specifically on perfect bound books, as the spine is not under pressure during trimming
- (3) Consistency in book sizes. While this appears to be an obvious advantage, it is highly crucial for the casing of in-line operations. Automated casing in operations without a three knife trimmed book block is a disaster.

- (4) Operator Safety, as the trimming station is away from him / her.

We know that there are many types of three knife trimmers – be it offline, inline, semi automatic, full automatic, hydraulic, mechanical etc. We will need an entire article to discuss these types and their individual benefits. As a user, one need to decide on a specific type based on his requirement on productivity, quality and safety.

In certain books, we get a mark/ impression at the spine area held by the book clamp / tong. In some other cases, despite adjusting the clamping height, the books tend to slip under the clamp/ tong. How do we avoid this?

Most of the modern day three knife trimmers have book clamps with adjustable clamping pressure. So even after adjusting the height – so as to hold the books firmly, we will need to minutely adjust the same so that the pressure is not too high or low. For example, books made with high bulk paper may need slightly lesser pressure in comparison.



Wrinkles on book spine due to poor clamping

In the case of books with laminated / coated covers, the book in the bottom of the pile ends up with its covers damaged/ scratched. How can we avoid this?

This happens due to the drag generated while the books are transported from feeding station to the trimming station. The trimmer should have book clamps with lower lips that can be lifted up. Once the clamping is done, the book pile is slightly lifted and moved to the trimming station. This avoids any contact (friction) between book cover and the path.



Tong of the book clamp, the lower lip of the tong should be adjustable

In the next few issues we will handle a number of technical issues related to three knife trimmers. We will address questions like:

- Why do I have a swinging type side lay at the book feeder?
- Why knives have different angle at their cutting edges?
- What is the right grinding procedure for the knives? .. and so on.

You can also send in your questions on three knife trimming. Send them to welbound@gmail.com

Hot-stamping foils

been modified. As stated, a simple Dyne test will do the trick and make your hot-stamping project a success.

What should we do if the foil still does not adhere?

Always call your foil supplier and ask for technical assistance. Foils are constructed with all kinds of different adhesives (size). A coated paper-like substrate may stamp

easily, an extruded, plastic like material may reject the same foil. That is why foil suppliers have different formulations. All that, the foil representative has to do, is to look-up a chart, matching materials to be hot-stamped with an appropriate foil. Again, I hope you do realise, the importance of conducting tests in advance.

Finally, you tried in vain, hot-stamping onto

genuine leather and the coverage is not satisfactory. Well, here is another one of the authors tricks – use a foil that is made for edge gilding, it has double the sizing on the back and will do the job. That is what bookbinding is all about, knowing how to successfully cope with virtually every task and those can be many! *Welbound Times* is an excellent source to share binding related experiences.

Diploma conquers East India

Diploma 4z3x automatic folding machine has crossed more than 100 installations. The south and west markets have been its traditional strong holds. Year 2010 has seen a flurry of installations of this large format folder in North and East India. What is interesting, is that here the machine is put to use for a wide range of application — starting from book folding to specialised jobs for telecom

Welbound's Diploma 4z3x has been conquering a majority market share in east India, if recent installations are anything to go by. The last quarter saw a number of prestigious installations in Kolkata.

N K Gossain & Co is one of the largest commercial and packaging print houses in West Bengal. The print firm addresses the print requirements of top corporate houses, including ITC. In addition, the press is a cynosure of all eyes, because it is run by the family of Saurav Ganguly, the "Prince of Kolkata". Debidas Ganguly, the senior director of N K Gossain selected Diploma as a machine because it could handle a wide range of paper.

Satyajug Employees Co-operative Society press of is one of the prime examples where a printing press in the co-operative movement is run efficiently and profitably. Chitta Debnath, the managing director of the society had a one line caveat to Welbound before purchase of the machine. It said: "the machine should be capable of handling low gsm paper and glazed newsprint from 'B' grade mills." And Diploma met the condition, with ease and aplomb.



Vineet Jain and
R Chatterjee,
Art Printing House

Art Printing House offers complete print services and covers a range of markets, be it book print exports, telecom, pharmaceutical, financial and publishing. Their sprawling bindery in Tiljala, in Kolkata, is equipped with a raft of new and pre-owned machines. What attracted Pramod Jain of Art Printing to invest in Diploma is its upgradability. The open architecture helps in adding numbering or gluing systems to the folder as and when needed. Folding machines will need to be used beyond folding sheets of paper into signatures.

Swapna Printing, who are also one of the Top 10 Book Printers of India (Source: *PrintWeek India* – The 500), is probably

the largest printer of bibles in India. They specialise in printing on low gsm substrates be it on the web or sheetfed. Here again, Diploma's capability to handle low weight Bible paper and glazed newsprint were the points that tilted the investment decision.

National Printers of Ranchi is a textbook printer. In order to address its requirement for sheetfed printing of multicolour books and diaries, the firm chose a Diploma folder. According to K K Kedia, Director of National "The main reason for the purchase is, Welbound's renowned after-sales support. We are not in a metro city where third party service is available" Gururaj K Rao, team leader of Welbound says: "The Diploma folder is so versatile that it finds use in many applications. This has been the main reason why it is the most preferred automatic paper folder in Kolkata and nearby markets"

Diploma 4z3x has proven to be a value for money investment that offers (a) upgradability (b) ability to handle small-to-large formats and (c) capable of efficiently running a wide range of papers.

During PrintPack 2011, Welbound will offer a number of add-ons to the folder; this includes an inline pressing and stacking unit in Hall Number 7E.



Shubradeep and
Debidas Ganguly,
N K Gossain & Co

All Trademarks belong to their respective owners

Published by KC Sanjeev and P Sajith • Printed at Cirrus Graphics Pvt Ltd, New Delhi • Editor: P Sajith
folded and glued on the Diploma folder at PrintPack India 2011.

Welbound
Worldwide
binding the knowledge world

Mumbai: 112, East West Ind. Centre, Safed Pool, Kurla Andheri Road, Mumbai 400 072. INDIA Tel.: 91 (22) 2859 6960/7919 • Fax : 91 (22) 2856 4852
Trivandrum: Plot No-39, Monvila Industrial Estate, Kulathoor P.O, Trivandrum- 695 583. Ph- 0471 2599281 / 2595765 • Fax - 0471 2593975
E-mail: welbound@rediffmail.com Website: www.welbound.com

KERALA - 09447100213, MADURAI - 09442258887, CHENNAI - 09884037115, BANGALORE - 09844098430, HYDERABAD - 09848034312, MUMBAI - 09321015642, PUNE - 09320489501, AHMEDABAD - 09825203249, INDORE - 09826632903, NEW DELHI - 09310199140, KOLKATA - 09330158996, UAE +971 507579049

COVER STORY

HEAD BAND

SIGNATURE

CENTRE SPREAD

BOOKMARK

TAIL BAND

END PAPER