



a singular case



BindingEdge

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Project Specs:

Stock: 10pt.

Full Size: 8.5" x 8" folded in half, then half again

Folded Size: 4.25" x 4"

Tags shrink wrapped in 100's

This project was offered to us after our client found hand-folding to be their only option. While others gave a definitive "not possible", the Binding Edge opted for a paradigm shift and gave an assuring, "Let us give it a try." That was the correct approach. By calling in a consultant and rigging machines to handle the unique properties of the project, Binding Edge was able to mechanically fold 200,000 on the first run, and now handles that many again every month!

Here is what our client had to say...

"We were originally faced with the challenge of having a folding commitment that was at a very aggressive speed, but as the supplier found out as they dug into this project, their capabilities were such that automatic folding would be impossible. We were then forced to turn to a hand-fold process to at least keep our customer happy and meet some initial partial dates.

As we surveyed our options, we called Binding Edge with the challenge. To our surprise and great pleasure, Binding Edge worked with their equipment manufacturer to come up with some rather creative solutions that took this very slow manual process to the automation of your miniature folding capabilities.

We appreciate your willingness to explore the creative options, and to then implement them to provide a successful solution to this challenging opportunity. For that kind of performance, we will commit this piece of business to you for as long as we retain it."