



### Jim Kaeli

#### Division Manager, Book and Publication Binding, Müller Martini

***Tell us about Müller Martini. How long has the company been in business and what is its primary focus?***

Müller Martini was founded in 1946 by Hans Müller, Sr. Today, our company employs over 4,000 globally and is a leading producer of innovative hardcover book manufacturing technologies. We also offer a wide range of other print finishing equipment and many other solutions. Müller Martini's automated machines and workflow processes enable bookbinders to produce top quality hardcover books efficiently, rapidly and profitably. We work closely with our customers, providing operation-specific solutions designed to grow their businesses. Müller Martini's hardcover technologies include the Diamant Bookline and the Ventura Book Sewing Machine as well as gatherers, book block feeders, endsheet tippers, backgluing machines, drying and pressing equipment, trimmers, ribbon inserters, casemakers, book stackers and dust jacketing machines.

***What is your background and how long have you been with Müller Martini?***

I have a technical and business background and have worked in the printing and publishing industry for more than 25 years, focusing on books and related publications. My experience includes management positions at several facilities with responsibility for manufacturing, engineering, and maintenance. I joined Müller Martini in 2001 as a Product Manager.

***Why did you join HBI and how do you think this will help Müller Martini?***

Joining HBI provides exposure for Müller Martini to a number of market segments not served by other organizations, such as library binders, photo book manufacturers and short-run book manufacturers. Through our HBI membership, we are more visible to those types of businesses and other operations

throughout the book manufacturing marketplace...enhancing our abilities to connect with the market and utilize our resources to assist our customers in exploring more production options and more ways to grow their sales and profits.



***Where do you see things heading in the next 3-5 years for your company and/or the industry?***

While the economy is clearly struggling, we do see important opportunities. Obviously, there is continuing emphasis on short-run production. Our customers are also facing bigger challenges in managing inventories and in addressing the demands of compressed cycle times. As a result, production is increasingly going digital, and this is an area where Müller Martini is a market innovator and global leader.

***What helps you stay current on industry trends and/or ahead of the curve?***

The key is keeping in touch with customers and networking with colleagues, not just in America but globally. We consult, share ideas, gain feedback, explore possibilities, discuss problems and brainstorm creative solutions. We've also become members of outstanding organizations like HBI. All of this helps us continually remain on the forefront of new and developing trends.

***What do you like to do for fun outside of the office?***

I enjoy reading historical biographies, and collect antiquarian books. I'm working on my collection of "Lakeside Classics" which is the world's longest running edition series. My wife and I are avid birdwatchers, and we also enjoy kayaking on many of Long Island's beautiful waterways.