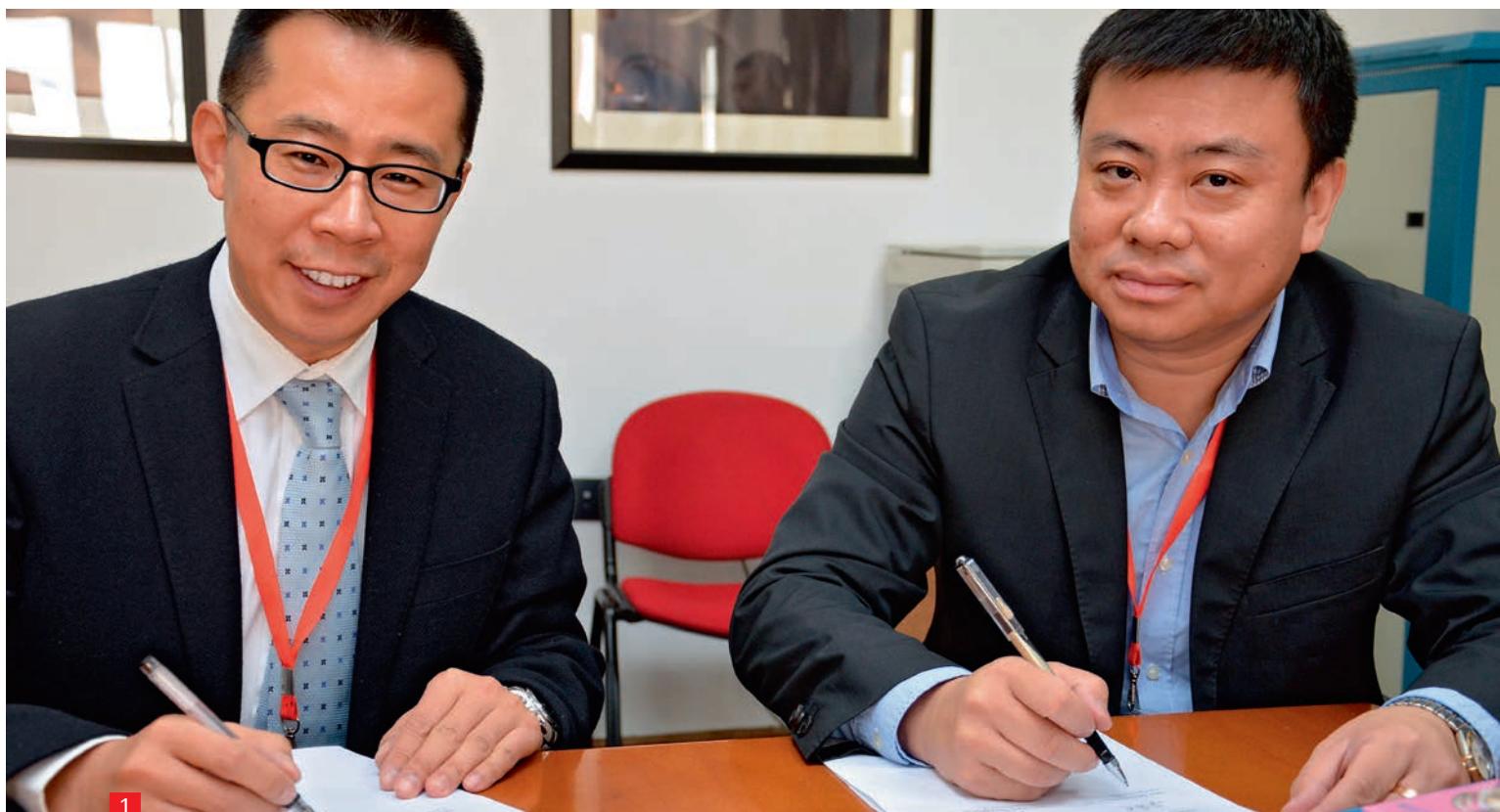


New Pantera Increases Flexibility and Added Value

Until now Tianjin Haishun Printing and Packaging Co., Ltd., which is based in Tianjin, a city of 12 million located 120 kilometers from China's capital of Beijing, outsourced the production of its books. By investing in a Pantera perfect binder with PUR from Muller Martini, the managing director Song Yunzhe has not only increased the flexibility of his company, but can also keep the entire value added chain for softcover products in house.



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► Tianjin Haishun Printing and Packaging has made a name for itself with the production of softcover and hardcover art books, which focus on painting, and food packaging. The company's own neat miniature museum displays the high-quality books that the company, which was established by Yunzhe in 1997 and now employs 200 people, produces mainly for publishing houses and business customers from Greater Tianjin, but also from other parts of China, Australia and Europe.

In-House Print Finishing for the First Time

Until now books were printed in house using four sheet-fed offset printing presses,

but bound by partner companies. That will change this spring. For the first time in its 27-year history, Tianjin Haishun Printing and Packaging has invested in a print finishing solution, i.e. a Pantera perfect binder from Muller Martini with a 12-station gathering machine, criss-cross delivery, PUR book spine nozzle and an Esprit three-knife trimmer.

According to company owner Yunzhe, there were four reasons for opting to produce softcover books in house in the future. "First, it provides us with quality control during the whole production process. Second, we can shorten deadlines considerably, because we'll become more flexible. Third, we can reduce costs

and keep the entire value added chain in house. Fourth, we can now also bind our books and brochures using the PUR technique."

Ideal Solution

According to Yunzhe, on top of Muller Martini's excellent reputation, it was the PUR option, in particular, that tipped the scales in favor of the Pantera. "We print paper that's heavier than 250 grams. PUR is crucial for binding that," stresses Yunzhe.

What is more, the Pantera suits the run range of Tianjin Haishun Printing and Packaging optimally. "We have an average run of 5,000 copies per title," says Yunzhe.

"For that, we need a machine with quick changeovers and simple operation, so the Pantera is the ideal solution for us."

Gaining Experience for Hardcover

The successful businessman became convinced that the new perfect binder suits his needs optimally on two visits to Chinese bookbinderies that already produce their softcover books using a Pantera. Shortly thereafter, he signed the purchase contract and will commission the new perfect binding line this spring.

Tianjin Haishun Printing and Packaging will continue to outsource the production of hardcover books. "First, we want to gain experience using the Pantera," says Yunzhe. "However, in about two years the time will likely be ripe for our own bookline." ▶

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1 Song Yunzhe (right), founder and owner of Tianjin Haishun Printing and Packaging Co., Ltd., signs the purchase contract for a new Pantera perfect binder. Left: David Chen, Sales Manager at Muller Martini China.

2 The company's own gallery displays the diverse products produced by Tianjin Haishun Printing and Packaging.



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PUR Binding Increasingly Popular

With the Pantera Perfect Binder, several binding techniques can be used flexibly in a performance range of up to 4,000 cycles per hour. PUR binding is now supported in addition to conventional hotmelt binding techniques; this is a key benefit, as PUR binding is becoming increasingly popular.

The Pantera is available with the Amrys automatic make ready system, that allows reducing job setup and changeover times further. High binding quality is ensured by the precise monitoring of the glue temper-

ature and the glue level in the specially coated dual roller gluing unit. Movable glue trolleys ease the glue change process during production changeovers.

The Pantera offers a broad range of sizes and a whole host of options, ensuring that a diverse range of jobs can be produced. With its compact design, the perfect binder provides a great deal of flexibility if space is tight. With an additional criss-cross delivery,

the perfect binder and gathering machine can also be used separately for different jobs.

