

# SUPPORTING NEWS

SUPPORTING NEWS is published by Support Products, Inc. to provide company news, product updates, and industry information to our customers and dealers within the graphic arts and printing industries.



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## Graph Expo 2008 Recap

### Although Key Industry Leaders were Missing, Many Economical Solutions and Innovative Products were found at McCormick Place.

**W**e've just returned from another Graph Expo show. As usual, the show was held in Chicago, IL and touted itself as the largest US gathering place of prepress, pressroom, and bindery products in the industry.

There were however, some things that weren't so "usual." Some of the biggest players were missing from the show floor. Companies like Sun Chemical and Flint Group had obviously decided not to exhibit at this year's show. And, there was something else missing at this year's show – some of the typical show-goers that are sure to attend every year. We're chalking this up to the stressed economy, and the fact that many companies aren't spending any unnecessary funds on trade show travel this year.

Despite those who were missing at this year's Graph Expo, the show still proved to be a success. It was apparent to us that most of the small and medium size industry players were present. The isles were filled with smaller booth-sized exhibitors – Support Products included – who obviously attended the show in support of our customers. From a personal standpoint, we felt it necessary to be at Graph Expo to further reinforce our reputation as a leading equipment manufacturer and graphic arts supplier in the printing industry.

While at the show we had the opportunity to chat with many current

customers, as well as new and potential buyers. Most of our conversations focused on today's economy – and what we frequently heard from our customers was the necessity to find quality pressroom products and equipment that provide high value to their business. Some were specifically attending Graph Expo in search of innovative products to extend their current capabilities or to make their company more efficient.

With that in mind, the Support Products team took time during the show (as we do each year) to seek out innovative products that would be of value to our customers. We were encouraged by the number of new products flooding the marketplace, and want to share with you a few products that really stood out to us.

One of the "must have" products that we discovered is the **Technifold Channel Scoring Device** that virtually eliminates fiber cracking. This innovative product provides quality creasing on your folder or web press. You can avoid expensive, time-consuming outsourcing and save thousands of dollars annually.

A **Web Press Glue Detection System** from Baumer hhs also caught our attention while at Graph Expo. If your project requires that you monitor your gluing success, this system is ideal. With a sophisticated sensor/controller combo, you program the system to detect the glued areas, and then output data regarding your glue success or faults.

Another cool product worth mentioning is a **Shop Floor Data Collection Display** to monitor your production performance at a distance. This multifunctional display unit is a complete production board in one unit, and it displays as many as five different data values including total production count, net count, waste count, speed, setup time, down time, and more. At nearly 3 1/2 ft. wide and close to a foot tall, the data display unit is visible at 100 meters or more – even in high ambient light areas.

**" Because of the economy, we weren't sure what to expect at this year's show. The number of innovative products and high-quality leads however, were extremely encouraging. "**

**Mr. Rob Bradshaw**  
Sales & Marketing Manager  
Support Products, Inc.

Finally, the **Betamag Lite** is a unique device which attaches to one of our most widely sold magnifiers. The dual LED illuminator sheds a brilliant white light on your work, making it easier to see register error, print defects, etc.

We're pleased to offer you and your customers all of the "must have" products mentioned above. For additional information and/or pricing, please contact Support Products' Customer Service Dept. at 800.367.3206.



## Executive Perspective

Rob Bradshaw,  
Sales & Mktg. Manager  
Support Products, Inc.

A customer's success is important not only for us, but also to our future customers. We're thankful to those who've shared their success.

As the year winds down, we reflect on our customers and their success in either implementing new auxiliary press equipment or graphic arts products. You'll see on the opposing page that we've highlighted a company that transformed an outdated inserter with the addition of new gluing technology from Support Products and Baumer hhs Corp.

The Programmable Glue System enabled *The Papers* to save a customer from moving their business elsewhere, as well as to gain additional customers because of their new gluing capability.

Please take a moment to read our customer's success story. And, if you and your company have overcome a problem or added capabilities with the use or assistance of Support Products equipment, then we'd love to hear about it. To tell us your story, please contact Christy in our Sales & Marketing department. She'll be happy to speak with you and gather some information. You may just see your success in an upcoming newsletter.

Thanks again for allowing Support Products to continue serving you. We're truly grateful for your business. And, as the holidays fast approach, we sincerely hope you and your families enjoy a safe and happy holiday season.



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## PRODUCT SPOTLIGHT

### Infrared and Laser-Based Technology Available from Support Products, Inc.

If you need counting, detecting, and analysis equipment, please check out Support Products' Infrared Copy Counters and Laser-Based Sensors. We offer a variety of solutions depending on your applications. Contact our Sales department for additional information and/or pricing for the following products.



- ▶ **Copy Counter III:** The current model of the QTMS system, the Copy Counter III, is great for stacker applications in commercial and newspaper environments. The systems are versatile – perfect synchronization counting ink jet labeling, disk wind up units, and high-speed batching or gripping systems. The infrared technology is non-contact, meaning no jams. These systems provide easy, worry-free maintenance.
- ▶ **Copy Counter II:** Because many of our customers currently use the previous model of the QTMS System, the Copy Counter II, we continue to support the technology. We are also able to sell “refurbished,” fully-warranted systems\*. These have been completely overhauled electronically, and function as well as the day they were first manufactured. A full 1-year warranty is offered.

\*Limited quantity available

- ▶ **SCATEC-J: Simple Stream Counting**  
This non-contact laser-based sensor is designed to count newspapers, magazines and other printed matter in a lap or shingle stream. The SCATEC-J is perfect for applications with a product thickness of more than .06" (1.5 mm) and a counting rate up to 280,000 pieces per hour.



- ▶ **SCATEC-2: Sophisticated Counting/Dynamic Blocking**  
Also able to count newspapers, magazines and other printed matter in a lap or shingle stream, the SCATEC-2 is more sophisticated than the SCATEC-J, and is well suited for more difficult stream applications. It detects sheets with a minimum thickness of .008" (0.2 mm) at up to 600,000 pieces per hour. The sensor is adjustable by using a simple dipswitch.

Contact us at 800.367.3206 for part numbers and pricing on these Copy Counters and Sensors.

## Something Old is New Again

*The Papers* achieved success in retrofitting and old inserter with updated gluing technology from Support Products, Inc.

## Customer Success

Innovation in the printing industry increasingly involves updated technology. Updated technology often translates into countless hours of research and considerably large purchase orders.

That wasn't the case however, when Mr. Todd Clark, Plant Manager for *The Papers* in Milford, Indiana, was recently faced with outdated equipment and a customer who was evaluating his competitors.

*The Papers* had been using a Mueller Martini inserter with no gluing capabilities. A long-time customer wanted to add the capability to glue inserts into their shopper-type publication. This particular customer relayed the fact that he had to begin gluing the inserts or face fines from the grocery stores that distributed the shopper publications. In addition, his advertisers wanted a guarantee that the inserts were being delivered to readers and not falling out of the shopper publications.

The main goal was to retrofit a 1980's inserting machine with today's gluing technology. The space within the inserter was extremely limited, and Clark realized he may have a difficult process ahead of him.

The cost of not addressing the customer's request however, was more burdensome. "We would have lost a weekly customer," said Clark. "With today's business climate, it's nearly impossible to replace that type of work. We wanted our customer to know that we valued him, and that we would do whatever it took to maintain his business."

With samples from his customer, Clark started his search for vendors with auxiliary gluing equipment. He contacted Rob Bradshaw, Sales and Marketing Manager at Support Products, and an on-site visit from Bradshaw immediately followed. Because of Support Products' relationship with Baumer hhs, Ltd., Bradshaw brought hhs into the picture and

after a second on-site visit, the pair had mapped out a solution to engineer a system specifically for *The Papers*' project.

Although its bindery team evaluated additional vendors, *The Papers* chose the solution presented by Support Products and hhs because of the quick response and willingness to be on-site for discussion, installation, training, trouble-shooting, etc. "Rob's willingness to roll up his sleeves and investigate possible solutions and potential roadblocks was a key factor in our selection," said Clark. "Both Support Products and hhs provided excellent customer service before the sale – which made us confident in how they would assist us after the sale."

The newly designed glue system was completely outside the box with regards to typical systems sold by Support Products and hhs. "We enjoyed challenging ourselves – and our equipment – to configure a unique system to solve *The Papers*' dilemma," said Rob Bradshaw. "We're continually impressed with the versatility of the hhs glue systems, and appreciate the partnership between our companies as it enables us to serve a diverse group of web press customers."

In addition to providing the new glue system, Support Products called upon another business associate, Capital Adhesives, to assist them in selecting the correct adhesive *The Papers* would require based on their substrate and their new equipment.

From concept to completion, the new gluing system was up and running three weeks after placing the order. *The Papers*' met its customer's request and is successfully gluing inserts into the main product – the shopper publication.

Although the glue system was installed for one particular customer, it will likely reign in other customers as well. "We have been using the glue system for some of our own products, and will begin approaching other customers with the option of gluing on the inserter," said Clark. "The system will benefit *The Papers* for years to come."

**// Both Support Products and Baumer hhs provided excellent customer service before the sale – which made us confident in how they would assist us after the sale. //**

**Mr. Todd Clark  
Plant Manager, *The Papers***

At this time of year we remind you to store select products away from the winter elements. Please keep in mind that if these products were to freeze, their effectiveness cannot be guaranteed. Therefore, Support Products will ship these products at our discretion – depending on the weather. If you use these items regularly, please take this into consideration when placing your orders. Products that may freeze include: Padding Adhesives, Backbone Softeners, Backbone Pastes, Remoistenable Glues, and Degreasers / Cleaners. If you have questions regarding shipment of these products, please phone our Customer Service Department at 800.367.3206.

[www.supportproducts.com](http://www.supportproducts.com)

## " Notable Quotes "

"Failure isn't a crime. Failure to learn from failure is the crime."

– Walter Wriston

"There are no secrets to success. It is the result of preparation, hard work and learning from failure."

– Colin Powell

"It's easier to take an existing customer and surround him with added products than it is to go out cold turkey to someone new."

– Dave Holmes

"I'm a great believer in luck and I find the harder I work, the more I have of it."

– Thomas Jefferson

## Technical News ~ Ask Support Products

If you have a technical question regarding one of our products or its application in the field, please email [christyh@supportproducts.com](mailto:christyh@supportproducts.com). Our Support Products engineers and/or customer service reps will answer your questions, and you may even see it here in this column.

**Q** I'm a newspaper printer and although I don't want to sacrifice accuracy, I need an inexpensive counting device for a shingle streamed product. Can you help me?

**A** Yes, we have a solution for you! We recommend using the QTMS Copy Counter system for stacker applications in both newspaper and commercial environments. The systems are versatile and are non-contact, meaning no jams. We offer both the Copy Counter III (the current model) or a "refurbished" Copy Counter II (the previous model). The refurbished Copy Counter II systems are fully-warranted and function as well as the day they were first manufactured – making for a more economical solution if you're on a tight budget.

## Company Information

Support Products, Inc. enters its 24th year in business as a leading manufacturer of auxiliary press equipment and a distributor of graphic arts and pressroom supplies. Our line of equipment is fully customizable – enabling you to choose a solution that is matched to your specific requirements. Support Products has a reputation for high-performance design, easy operation, low maintenance, customer satisfaction and competitive pricing.

Support Products' line of Auxiliary Press Equipment features: **Ink Levelers** for maintaining ink levels; **Bustle Wheels** to correct print register (available in Standard, Air and Electrically Remote Controlled); **Programmable Gluing Systems** (as a dot or a continuous line); **Remote Pasting & Softening Systems** enabling pasting of various configurations on web press folders; **Goosenecks** to assist in plow folding and eliminating wrinkles; **Fountain Dividers** providing an economical alternative to a traditional divider; **Web Pullers** to tend the web while the press is in operation at thread speed; **Packing Gauges** designed to span the swollen blanket edge and prevent misreadings; and **Blanket Gauges** to quickly and accurately measure blanket-plus-packing thickness on press. The company's Ergonomic Lifting Equipment product line features: **Elevating Carts** for handling paper roll shafts; and **Vacuum-Assisted Lifting Devices** for transporting heavy or awkward-sized products.