

# New Perfect Binder Brings New Business



From left: Craig Cogdill, Don Codillo, Samantha Blackwell, Bob Wilson, Lynn Behrends with the Sterling Digibinder from Spiel Associates.

New to the college in-plant's repertoire is a Sterling Digibinder perfect binder from Spiel Associates. The shop had an old binder that could only perfect bind booklets, limiting the amount of jobs that it could take on. The new Digibinder can easily handle the numerous short-run perfect-bound books the in-plant prints.

College Press prints and binds approximately 1,500 cookbooks per year for the college, as well as the college's yearbook and promotional materials for events, such as materials for this year's Spring Convocation, which will host quarterback Tim Tebow as the speaker.

Cogdill points out that the Digibinder has brought a significant amount of new work in-house—jobs that were previously outsourced. The in-plant printed thousands of booklets to accompany the NAIA Basketball Championship. The Digibinder has also enabled the shop to create notepads, and Cogdill explains that the new machine melts the glue quickly.

"That's the biggest advantage, that the notepads dry instantly," he says. "It's just a faster, quicker way to turn around jobs."

Not only has the Digibinder expanded the work that College Press does for the campus, such as coloring books for the bookstore, it has brought in additional work from off-campus. For example, the in-plant is now printing books for a tractor museum.

In the future, Cogdill says that the in-plant plans to add the ability to print four-color envelopes—work that was previously done two-color or outsourced.

"It's the chink in our armor," Cogdill says, "so I've been shopping around for an inkjet or laser printer."