

Spiel Associates Celebrates 45 Years at PRINT and GRAPH EXPO

1969 was exciting for New York: Woodstock, The Mets' first World Series championship, and it was the first year that Spiel Associates (Booth 3536) exhibited at GRAPH EXPO.

At that first show, Spiel Associates demonstrated The Sterling Tipper. Since then, Spiel Associates has introduced a wide variety of equipment to the American market: Lhermite, Herzog & Hyman, Rilecart, Ziegler & Herzinger, Bourg, as well as their own line of Sterling bindery equipment.

In this past year alone, Spiel Associates has introduced its new perfect binder, The Sterling Digibinder Plus; a new calendar attachment for its Sterling Punchmaster; and an automatic cover flipper for the fastest wire binder in the world, the Rilecart B-599.

"Printers doing work for Shutterfly called us for a solution for their calendar production problem. We developed an attachment for The Sterling Punchmaster that punched the hanger hole simultaneously with the Wire-o holes at the opposite end of the sheet. This allowed them to punch their large runs in one pass instead of two. Since all their calendars are one offs, this staved off a lot of paper handling headaches. We went from the idea to a full production model in under three months," says Saul Spiel. Spiel Associates has since installed five of these machines.

"The labor squeeze that has plagued Europe has raised its ugly head here in America," says David Spiel. "We

installed the first automatic cover flipper for a fully automatic wire binder in the U.S. This is a big labor saver and you can see it operate in our booth."

"Our most popular machine, the Sterling Digibinder perfect binder just got better," states Michael Spiel. "It now sports vacuum waste removal and extra heavy duty roughing. Also, with our new iglue, digital printers can perfect bind coated stock, even if it is oil

infused or uses wax-based ink."

Spiel Associates has showcased the Sterling Coilmaster, the first functioning automatic coil binder; the Sterling Coilmaster II, the first automatic binder with coil forming in-line; and the Coilmaster Jr., the first automatic tabletop coil binder.

What else will they be demonstrating in this, their 50th year in business? The only way to find out is by paying a visit to their booth. In cel-



Norton, Saul, David, and Michael Spiel celebrate their company's 50th year in business and their 45th year at PRINT/GRAPH EXPO.

bration of the company's anniversary, special refreshments will be served.

