

Customer Solutions



HAGADONE
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Not Just Ink On Paper.

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No Hands Inserting

PRE-PRESS PRESS ▶ POST-PRESS MAILING SPECIALTY

For magazines, booklets or other publications that are saddle stitched, we offer the option of automatically inserting two separate, loose pieces. Our special inserter, also known as a "machtronic blow in card feeder," has two loading stations that enable us to insert two different pieces.

For you detailed, mechanically inclined customers, let me explain how it works. The inserter is located at the point along the saddlestitcher just after all the signatures are collated. A wire is placed on the chain of the stitcher to hold open the magazine where the inserts will be placed. Then the card feeder, like a sleight-of-hand magician, deftly slips the inserts inside and closes the magazine which is then stitched and trimmed.

Of course even the greatest magicians have their limitations. (They say Houdini was no good in water.) Well, our machtronic inserter cannot place pieces inside the centerspread of a magazine. The inserts must be placed between signatures and we suggest that they be placed in the front sections of a publication. It is possible to insert after the centerspread but special planning is required. Also, if there are two inserts, they must be in the same position within the publication.

Other specifications are:

- ▶ Minimum size of an insert for the machine is 3.5" x 5.5"
- ▶ Maximum size can be up to 6.5" x 6.5"
- ▶ Minimum thickness is .7500" or something about #75 return card stock or an #80 cover stock
- ▶ Maximum thickness is up to .62 or 1/16"

All things considered, we think our machtronic card feeder offers an excellent cost-saving alternative to manual inserting. And for those of you who would rather not have loose inserts, we can saddlestitch them in a magazine with a perforation on the spine.

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