

Boyd's Rules

A SPOTLIGHT ON SERIOUS PRODUCTS MARCH 2008



Perforation • Cutting • Scoring • Dies • Optics • QC Instruments

ANOTHER PRINTER IMPRESSED WITH THE NEW IOC TECHNOLOGY FROM H. S. BOYD COMPANY.

Take a moment to read how LONGRUN PRESS, INC. of West Berlin, NY, benefited from using the new IOC System from H. S. Boyd. The IOC System allowed LONGRUN to transfer \$8,000 worth of standard die-cutting expense back to the company and provided a new core competency.

Since its introduction last year in the United States the Inline Cutting System, IOC, continues to receive praise by printers wanting to die-cut in-house saving considerable time and money. The IOC allows die-cutting, perforating, cutting and creasing directly on the offset press. Optimal performance is achieved by using chemically etched, machined, flexible dies complete with mounting bars specific to the printer's press.

Benefits of using the IOC System

- Remove the blanket, install IOC, go...
- Print and cut in a single operation
- Reduced turn around times
- Print and cut at normal press speeds
- Flexible dies can be repeatedly re-used
- Optimum flat sheets in the delivery
- Cut through or kiss cut easily done

CALL 1.800.537.2514 X114 TO LEARN MORE ABOUT HOW YOU CAN SAVE TIME AND MONEY USING THE ADVANCED IOC SYSTEM IN YOUR PLANT.



INLINE OFFSET CUTTING



1002 INDUSTRIAL DRIVE
WEST BERLIN, NJ 08091
856-719-9202
FAX 856-719-9203

Good Morning Frank:

I wanted to take a moment and let you know how pleased we were with the performance of the die-cutting dies and expert advice you supplied for the pharmaceutical die-cutting project we recently ran. This system allowed us to transfer \$8,000.00 worth of standard die-cutting expense back to our equipment and staff at a fraction of the cost.

In addition, it has provided us with a new core competency that we are already seeking to include in our future sales and marketing efforts. We are excited about the prospects of internalizing more bindery work that in the past has always required additional time due to shipping, additional cost due to outsourcing and less control over quality and timeliness due to reliance on an outside vendor.

My General Manager and Head Pressman have told me that this project would not have run nearly as well without your direct involvement in helping us solve the "teething problems" we first experienced. We knew that the implementation of this new system would, as with any other new application, take a little getting used to and we built in extra time for the production run. We were amazed when we didn't need it. Your ability to get us a new die over the weekend showed us that you and H.S. Boyd are ready to stand behind your products.

Please accept my thanks and feel free to have any potential customers contact us if they would like more insight into this system from a printer's point of view.

Warmest regards,

Carl J. Buehler, III
President
The Longrun Press, Inc

H.S. Boyd Company Inc. 800-537-2514 www.hsboyd.com



INLINE OFFSET CUTTING

H. S. Boyd Company, originator of On-Press Perforating, Slitting and Scoring, has been appointed the Exclusive U. S. Agent for the IOC (Inline Offset Cutting) system by the firm Kocher & Beck. As a world market leader in magnetic die-cutting technology, Kocher & Beck is recognized as a global system supplier to the label, envelope, offset and business forms converting sectors of the print industry.

The IOC system allows offset printers the ability to die-cut in line reducing costly farm outs while retaining control of the job. Providing outstanding die-cutting quality the IOC is easy to install with the attached bars specific to the press.

Call the H. S. Boyd technical support department for more information and details on this innovative technology designed to save printers time while producing outstanding quality results.



Go to www.hsboyd.com for more information!

RETURN SERVICE REQUESTED

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H.S. Boyd



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