

The result

In August 2009 www.thephotobookstore.com was launched by Bookbinders of London, a new web-to-print photo service providing personalised photobooks, calendars and stretch canvas wall mounts.

"We learnt from our successes with the thesis website that web-to-print is the future. With our new capabilities as a short-run digital print and binders, it fits in perfectly with our new business structure."

As a result of the year-on-year growth of the business and introduction of the new photobook store, the company predicts a steady expansion with and an increase in staff, and a plan to double their floor space within the next twelve months.

"The Duplo machine fits in perfectly with our business ethos, 100% product quality guaranteed, quick turnarounds and flexible to a variety of media. We now have the tools we require to develop our company and become more profitable."

To find out more about the Duplo DPB-500 PUR Perfect Binder visit: www.duploulk.com/pur.


Duplo International has provided innovative solutions to the print industry for many years and today offers a comprehensive portfolio of finishing equipment across Europe, Africa and the Middle East through its extensive network of distributors, dealers and partners. Headquartered in the UK, Duplo International also has subsidiaries in France, Italy and Poland. Every Duplo product is designed with the same concept, *Automated Precision*.


BOOKBINDERS OF LONDON


Like every successful organisation it is the ones most adaptable to change that prosper. However, for a London bookbinder with a history spanning back to Victorian times, you would think the challenge of change would be difficult. Apparently not says Ian Bailey, Owner of Bookbinders of London Ltd, who have used Duplo's feature-rich PUR perfect binder to reach the 'next level' in their growth...


Benefits of PUR glue

	Resistant to Changes in Temperature	Chemical Resistance	Bond Strength	Creep Resistance
CONVENTIONAL HOT MELT	Limited	Poor	Poor	Poor
PUR HOT MELT	Excellent	High	High	High











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**DPB-500 PUR
BINDER**

The company

Bookbinders of London Ltd is a fourth generation family run business located in Highbury, North London. Established in 1890, the business is steeped in print heritage and is situated in a traditional purpose-built bindery.

In the mid-1900's the company employed over 200 staff (many of which are still working there today) and was seen as *the* place to get a binding apprenticeship in the UK.

Whilst the current owner's father, Rae Bailey, still plays a part in running the business, the day-to-day activities are controlled by Ian Bailey and more recently in partnership with his brother Simon.

The business has an extremely good reputation for quality bound work worldwide, with customers including world famous universities, media celebrities and top ten UK printers who use them as trade finishers.

Whilst reputation and heritage can ensure good referral business, it was clear that the business had to change and adapt to a modern printing world to continue to grow and prosper.

The challenge

"When I took over the business in the 1990's it was clear our plant list was outdated, we were still using some of the Victorian equipment my grandfather was using," comments Ian Bailey.

"Whilst we needed to maintain the 'tailored craft' feel of our end products, we had to move with the times which was heading toward shorter runs, quicker turnarounds and on-demand book binding."

Throughout this period of change, the company created a niche within the student market as a same day thesis and journal binder, creating www.thesisbindingservice.co.uk in 2001.

"Whilst the thesis work and the continued work from creative design agencies across London has been fundamental to our growth, we needed to create another niche service for our company that could move us on to the next level."

The combination of increased demand for personalised ad-hoc photobooks and demand for heavier coated stocks, with gloss and silk finishes, meant that the next step was clear – digital.

In 2009 a new Xerox DocuColor 7000 was installed to meet the changing demands of the business. It was then that they realised they need to rethink their finishing methods.

"We researched digital finishing and we tested a few samples on our existing hot-melt binder, which didn't bind the book satisfactorily every time."

Whilst using traditional hot-melt binding glue is suitable for many common applications, using PUR glue guarantees a secure and precise book for all types of book production. Unlike EVA glue the PUR process bonds to both Digital and Litho print and it provides excellent page pull strengths and ageing stability.

"We know that PUR glue is not affected by silicon or fuser oils, and it was the only guarantee of a secure bind for every book we produce. I have to be able to look someone in the eye and tell them we have supplied them with a great product."

With the successful installation of the digital print engine, the company began developing a customer facing web-to-print application, to enable the company to grow. With a huge investment in both software and digital print technology, the company recognised that as much care and attention must be given to the finishing end of the print line, if their new business model was to be a success.

The solution

In July 2009 the Bookbinders of London invested in a DPB-500 PUR Perfect Binder from Duplo.

The company researched the market place thoroughly before deciding on Duplo's solution.

"Duplo's track record of producing reliable products coupled with their vast support network meant they stood out for us. This is a relatively small industry, and Duplo has a good reputation amongst quality printers. They, like us, seem approachable and driven towards towards supplying a solution that meets our requirements exactly."

As far as the machine itself is concerned, it was a mixture of features that impressed Ian the most, "we like the fully automated cover setting and the cover crease unit. The Nordson PUR gluing application is very precise and easy to set up. The fact that it is integrated into the LCD set-up device is a huge plus."

"Also, in an old building, designed over 100 years ago the installation team did a very professional job, visiting the site on numerous occasions and planning an almost military operation to get the machine in. Having successfully installed the binder, the training and support has been exceptional, delivered in clear terms enabling us to understand fully how we can maximise our investment."

Ian continues "we often get a lot of 'drop-in' jobs from students, and the start-up times on the machine are very impressive. We can now provide a 'while you wait' PUR bind service to students and the general public.

Ian is also impressed with the bind quality "the ultimate test for quality comes by pressing the centre sheet on the spine to ensure the book doesn't ping open, the Duplo machine passes the test with flying colours and I feel confident I can provide books with 100% guarantee of bind quality."

The DPB-500 PUR binding process

