

2M Print installs new Fastbind FotoMount photobook maker

2M Print Ltd, printers based in Norwich, have installed one of the first FastBIND FotoMount M3 photobook makers from Ashgate Automation. This photobook making machine produces the unique lay-flat method of binding, which uses the patent pending Fastbind Mountinglift clamping system.

The albums and photobooks all open flat at 180 degrees and provides completely flat printing spreads across pages, these pages are totally secure. Virtually any printed material can be used, including silk, gloss and embossed papers, in addition the printed sheets can also be laminated to help to enhance the book quality. It can produce any book format from 50 x 50mm up to 305 x 305mm with an edge-to-edge panoramic view on each page in a matter

of minutes. Pages are creased and folded into spreads then sandwiched on the FotoMount with self-adhesive card between the spreads, which gives the pages a quality rigid feel. The book covers are formed on the Fastbind Casematic covermaker. The bound books have already been well received by top quality photographers, who have realised how the Lay-flat Photobooks can enhance their work.”



2M Print business was started by Mike and Mark Hipperson, to capitalise on the changing market for quality printing for the commercial market, with a high proportion of their production now as either personalised or variable data printing, this has seen the business get off to a really good start. The printing production is on the latest HP Indigo 5500 7-colour digital press, this provides unrivalled print quality.

In addition there is a fast growing market for short-run and personalised :- Educational Year books, Print on demand books, Self publishing and Presentations. “We have set up a full service operation with a complete range of finishing operations all handled in-house, we had already had installed the Fastbind Casematic casemaker and Elite binder for use on the standard case-bound books, these pieces of machinery were also purchased from Ashgate Automation, and now with the Lay-flat binding capability were are uniquely placed in order to service the opportunities presented with the fast growth of Memory PhotoBooks”