

Maximum Impact from Maxim

With a largely creative client base, short run digital printing specialists, Maxim Computer Graphics in Covent Garden, are printing a range of innovative presentations in hard back books and lever arch files with pre-printed covers. These are printed in-house on an HP Indigo press and finished using a Fastbind Casematic and Elite binder from Ashgate Automation.

“Our customers are always looking for new and exciting presentation material, which they can give to their clients and potential clients,” explained Toby Mayer, Director. “Presentations finished in preprinted hard back covers are professional, hard wearing and make excellent coffee books to leave behind. Although we have been able to print them, we were outsourcing the finishing until the beginning of this year when we purchased the Fastbind equipment.”

Maxim saw the Fastbind equipment being demonstrated at a printing exhibition. “We were impressed by its simplicity and affordability. It gives us the versatility to produce hard back covers in a range of sizes, including A3 landscape format. As well as being more cost effective to finish the presentations in-house, we can turn them round much more quickly and to a very high standard,” he commented.

The covers are printed onto a self-adhesive outer sheet and laminated for durability. The Casematic is used to mount the cover onto the grey boards and spine. The finished cover can then be bound onto the printed pages using the Fastbind Elite hot glue, perfect binder.

“Our clients have been very impressed with the results. We believe that there is a significant untapped market for this type of presentation material. It’s just a question of promoting what we can achieve for them simply, quickly and cost effectively,” he summarised.

