

## Brown and Bigelow Relies on bielomatik to Meet Growing Market Demands.

**New Hudson, MI** -- Why would Brown & Bigelow -- a company that had always ordered custom-designed binding equipment in the past -- break with tradition to buy a "standard" machine from bielomatik? Because, in the words of Bob Petschke, Brown & Bigelow's VP and General Manager, "bielomatik could give us exactly what we needed to increase our quality and expand our capabilities."

The bielomatik technology Brown & Bigelow chose was the P 32-49 semi-automatic binding machine. Able to perform either wire comb or spiral binding – with a wide variety of binding materials – the P 32-49 provided Brown & Bigelow with critical high productivity, high quality plastic-coated wire binding capabilities. These capabilities allow them to significantly boost their capacity to produce executive-grade calendars and ad specialties, one of Brown & Bigelow's fastest-growing market segments. According to Petschke, clients are increasingly demanding the high end appearance that only quality wire binding can provide. And with the P32-49, Brown & Bigelow can produce premium wire bindings at a much higher speed, in a broader range of sizes and styles.

But that's not the only reason why Brown & Bigelow selected the bielomatik P 32-49. Ease of operation, especially in the area of trimming, was an additional factor, as was the system's simplified setup procedures – a critical advantage for a company whose specialized products required frequent changeovers. Finally, supplier reputation played a part in the decision. "I've been in the graphics arts business for 37 years, so I'm very familiar with all the suppliers," Petschke says. "bielomatik has an excellent standing in the industry; they're world-renowned for reliability."

Bielomatik inc. Paper Division is the North American subsidiary of bielomatik Leuze GmbH + Co., a globally-recognized source for paper processing, plastic welding and central lubrication technologies. As part of the Leuze Group, bielomatik is headquartered in Neuffen, Germany, and has production facilities in Germany, Italy, Singapore, and the US – as well as sales representatives in over 80 countries worldwide. *You can contact the bielomatik Paper Division by phone at (248) 446-9910, by fax at (248) 446-6244, or by visiting [www.bielomatikinc.com](http://www.bielomatikinc.com).*

