

Celebrating the 10 Year Anniversary of the **STERLING COILMASTER**

Spiel Associates invented the first automatic plastic coil inserter ten years ago and is inviting their customers to celebrate. All Coilmaster® owners, whether

its a Coilmaster 1, 2, 3 or Jr., will be invited for Champagne cocktails at Spiel's booth at Graph Expo in Chicago. "It's also our fortieth Chicago show so I thought we'd cel-

brate with a little party," says David Spiel. "It's a sobering though that ten years ago plastic coil could only be inserted manually. So we're breaking open the bubbly."

BOUND FOR PROFIT



THE STERLING COILMASTER JR. AUTO PLASTIC COIL BINDER

The **STERLING® COILMASTER JR.** is the first automatic, table top plastic coil binder. It binds from the first hole onwards and then cuts and crimps automatically. The **COILMASTER® JR.** allows for the speedy binding of books with round or oval holes, of any pitch, up to **500** books per hour.

The **COILMASTER JR.** is so affordable, any shop can profit by automating their plastic coil binding.

SEE IT IN ACTION on our website video or live, in booth #3661, at Graph Expo Chicago - September 9-12th

- Bind up to 500 books per hour
- Bind books up to 22 mm in diameter
- Use round or oval holes
- Use any pitch
- Set margins by pulling pins on your punch
- No tooling required
- Changes over in a couple of minutes



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"In January 1997 we all came back from vacation and went over to E & M Bindery to see how the first Coilmaster was operating. It blew us away," declares Saul Spiel. "It was running at about 500 books per hour and it was not a thin book, it was 3/4"."

Still, there were improvements to be made. The first Coilmaster had no spreader. This meant that the margin (the distance between the first hole & the head or foot of the book) could not exceed the bridge (the distance between the holes).

"We knew we had to come up with something and rather than have everyone buy brand new dies and hope that the pattern fit within the confines of the book, we came up with a spreading device," states Saul Spiel. This patented device causes the coil to jump into the first and out of the last hole, even if the margin is larger than the pitch. "The spreader caused a quantum leap in the quality of the books. Binders no longer had to trim the books down, use oval holes, or punch close to the edge as they had in the past or have to do now with other automatic coil machines. This technology is now on all Coilmaster models, including The Coilmaster Jr, the first automatic table top coil inserter."

Then came the Sterling® Coilmaster II in-line system which forms the coil prior to insertion. "That really sped things up," declares David Spiel, "and it saved our customers a bundle of money on plastic and labor." They have been so supportive of us going through the growing pains of developing new technology that we thought that this would be a small way to thank them."

See what Spiel Associates has to offer at their booth: 3661.

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