

Stromberg Allen and Company – Case Study

Clear Plastic Overlays for Text Books and Magazine Inserts

One of our long term customers came to us with a request for bid on a project because they were having a problem finding a reliable source. We were known to have experience with plastic and they felt that we would be good at developing solutions for the unique issues involved with this product.

The product requirements were:

1. Reverse print 4 color + 2 hits opaque white on clear plastic film
2. Print 4 over 4 paper end sheets
3. Collate 3 sheets of the plastic film with 2 front and 1 back paper sheet
4. Stitch the collated sets together for insertion on a high speed binding line
5. The stitched assembly registration must align the clear sheets with the front and end sheets.
6. Trim dimensions are oversize to allow 3 knife trimming once the final book is bound.

The plastic overlays are typically used in higher educational textbooks such as accounting or biology. Examples of how these clear printed sheets are used include “building” a spreadsheet as the successive pages are laid down on the paper end sheets or viewing the human body nervous system overlaid on a skeleton structure for example.

Critical project requirements led to extensive testing to determine the proper combination of substrate, coatings and substrate thickness as well as ink, press settings and processing sequence. Special prepress techniques have been developed to proof, plate and process these jobs. Also, our Bindery team engineered processes to collate and bind the sets together with quality control procedures that ensure accuracy.

The production techniques developed for clear plastic overlays can be selectively combined with other printing and finishing capabilities to produce a wide range of printed plastic products with various requirements. Examples of plastic products in addition to the clear plastic overlays include: overhead transparencies, durable plastic notebooks, write on wipe off plastic boards and educational manipulatives which all function better when produced out of plastic materials.

Utilizing the processing capability of our specialized equipment combined with extensive organizational knowledge of plastic printing and finishing Stromberg Allen has developed processes and procedures to efficiently produce bound sets of color printed clear plastic sheets with paper end sheets accurately registered for high volume binding line insertion into text books or magazines helping our customer achieve their goals.

Contact your Stromberg Allen salesman to discuss your product needs and how we can help with your unique product requirements.

www.strombergallen.com

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